

# Alabama Governor's Conference on Tourism

August 14-17

Montgomery, Alabama

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**“Your Town: A Destination.  
“The Step-By-Step Guide To Making It All Happen”  
Speaker: Roger Brooks  
Tuesday, August 17 3:00-4:00 PM**



**Roger Brooks**  
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Roger Brooks is Founder and CEO of Destination Development International, Roger is one of the world's leading specialists on community branding, development and marketing. Co-author of the book “Your Town: A Destination” Roger has assisted more than 800 communities around the world with their efforts to become outstanding destinations - for both local residents and visitors alike.

After spending several years in the concert industry providing tour management to international recording artists, Roger was offered the chance to help brand and market several renowned destination resorts. He began by assisting Whistler, British Columbia and Hilton Head Island, South Carolina with their ground-floor efforts, and since then, he has worked in 41 states and nine Canadian provinces over the last 25 years.

Roger's dynamic and entertaining style has made him one of the world's most popular keynote speakers in the industry. Using stories and real-life examples to inspire and ignite his audiences, Roger empowers his listeners to make a difference in their communities, and he has become one of North America's most recognized and frequently quoted experts in the tourism and community branding field.