

Explore ASHEVILLE

Convention & Visitors Bureau

September 28 , 2020

Sign up today for virtual Buncombe County TDA Annual Meeting on October 7 at 3:30 p.m.

Keynote speaker is Earl B. Hunter, Jr., Founder & President of Black Folks Camp Too

What does the road ahead look like for our industry? The past few months have brought a detour like none any of us has ever experienced. Helping us look to the future at our first-ever virtual BCTDA Annual Meeting will be the inspiring Earl B. Hunter, Jr., Founder & President of [Black Folks Camp Too](#), who will serve as keynote speaker.



Earl is an experienced business leader across multiple industries. He has been widely recognized for his ebullient personality, hard work ethic and non-traditional approach to building relationships and closing deals. He's driven by success and always plays to win at whatever challenge is presented to him.

Black Folks Camp Too is a marketing-driven business whose mission is to increase diversity in the outdoor industry by making it easier, more interesting and more fun for Black folks to go camping. Prior to founding the company, Earl served as VP of Sales at WNC-based SylvanSport, where he grew the business from \$1 million to \$17.5 million in sales in 4 years.

[>> Register today for our virtual BCTDA Annual Meeting on October 7, 3:30 – 5 p.m.](#)

SAVE-THE-DATE



The Road Ahead - Marketing, Sales & Community Engagement Update

After an afternoon of inspiration at the BCTDA Annual Meeting on October 7, join Explore Asheville on Tuesday, October 20, from 10 – 11 a.m., for an update on Explore Asheville’s Marketing, Sales and Community Engagement plans for the coming months.

Despite the uncertainty of the pandemic and its impact on the tourism industry, the Marketing and Sales teams are working as hard as ever to keep Asheville top of mind for visitors, meeting planners, social groups and sporting events. Innovation and flexibility are key with safety always part of the strategy and messaging. And, the Community Engagement team is here to provide you with the resources and information you need to plug-in to these efforts.

[>> Register today for this update on October 20, 10 – 11 a.m.](#)

Did you miss the webinar on September 23 “Maximizing Your Digital Brand on Google”?

Watch the video & review the follow-up resources on SEO & SEM

In this one-hour presentation, 360i covered lots of great content including how to use Google to your advantage for free, basics of SEO, COVID-19 suggestions for business from Google, Google My Business (GMB) 101, and basics of SEM and best practices to make sure you’re spending your money wisely when using paid search.

[>> View the recording of the webinar here.](#)

[>> Review the helpful resources on SEO & SEM here.](#)

Please email us at PartnerSupport@ExploreAsheville.com with your questions or for assistance updating your listing on ExploreAsheville.com. The Community Engagement Team is here to help!



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