

Copper Valley Announces Spring Tourism Awareness Activities

The Copper Valley Development Association, the Prince William Sound Community College, and the Greater Copper Valley Chamber of Commerce are pleased to give residents of the Copper Valley the opportunity to attend the following Spring Tourism Awareness Activities. Both events are aimed at helping both residents and businesses of the Copper Valley to make the most out of this year's tourist season.

The first activity, to be held on April 21st, will be an *Internet Marketing Seminar* that caters to any business currently operating a website. This four-hour, hands-on seminar will provide a general overview of internet marketing, and cover topics such as understanding customers and competition, how to direct more traffic to your website, and effective advertising techniques. By the end of the seminar, each participant will walk away with a written internet marketing plan in hand, and a thorough knowledge of using a website to increase business. The trainer of this seminar will be Kristen Lindsey, owner of the Anchorage-based internet marketing consulting firm, Apokrisis. Ms. Lindsey has over nine years experience in technology marketing, including tourism websites, and specializes in small businesses.

A *Regional Branding Workshop* is scheduled for April 23rd as the second activity and will provide an opportunity for participants throughout the region to give their input on the kind of "image" they'd like to see associated with the Copper Valley. "Branding a destination" is a term used to describe how a region expresses to its visitors what unique experience it has to offer. Branding expert Susan Bell of the McDowell Group will lead this two-part workshop. The first half will cover an in-depth definition of branding and how it has been successfully applied to other Alaskan destinations, while the second half will invite participants to join in a facilitated discussion on how the Copper Valley could use branding to increase its presence as a tourist destination. Ms. Bell has extensive experience in market analysis, public opinion research and community planning, with an emphasis on the tourism industry. As partner with the McDowell Group, a Juneau-based research consulting firm, she currently manages the Alaska Travelers Survey, an ongoing visitor survey project and database developed by the McDowell Group.

Activities are sponsored by the State Department of Commerce, Community and Economic Development's D.A.R.T. project. For more information, please contact Tracy Ansell of the Greater Copper Valley Chamber of Commerce at (907) 822-5555.