

TACVB

We're more than
a **TEAM**,
We're **FAMILY!**

*Growing Member
Relationships & Partnerships*



*TACVB Staff Traveling to
Annual Conference*



*EVENT
CELEBRATIONS*



*INFORMATIVE
EDUCATION
SESSIONS*



TEXAS ASSOCIATION OF CONVENTION & VISITOR BUREAUS

P.O. BOX 8665
ROUND ROCK, TX 78683-8665



THE COMPETITIVE EDGE IN DESTINATION MARKETING

MEMBER BENEFITS

MEMBERSHIP HAS ITS BENEFITS

The Texas Association of Convention & Visitor Bureaus (TACVB) is a membership-based organization and is committed to supporting the travel and tourism industry. The types of TACVB memberships include: Destination Marketing Organizations (DMOs), Affiliates, Industry Partners, Legacy & Students.

TACVB offers training and professional development opportunities designed for staff members of DMOs, convention & visitor bureaus, city departments, chambers of commerce and visitors centers. Many of the benefits are detailed below.

EDUCATION EVENTS


Annual Conference: A 3-day event helping communities by providing a wide range of informative and interactive general sessions, specially tracks and roundtables.

Seminars: Destination Marketing Principles (DMP) events provide tools and resources for anyone involved in promoting a destination to visitors.

Symposiums: 1-2 day hyper-focused educational events designed to deliver current, relevant experiential knowledge and skills to DMO professionals (e.g., sales, marketing, leadership).

Webinars: 1-hour topic specific online education sessions with remote accessibility.

VALUE-ADDED MEMBER ADVANTAGES

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|--------------------------------|--|
| Exclusive Website Access | Resource Library Access |
| Reduced Event Registration | Peer to Peer Exchanges |
| TxMet Subscription Opportunity | Membership Survey |
| Free E-Newsletter Subscription | Idea Fair Campaigns |
| Team Texas Participation | TACVB Think Tank  |
| Free Industry Job Postings | Industry Networking |



TACVB Membership Investment

The Texas Association of Convention & Visitor Bureaus (TACVB) is the only organization that provides professional development specifically for staff of destination marketing organizations (DMOs). TACVB is committed to supporting and developing the convention and tourism industry in Texas through education, networking and sharing ideas.

A TACVB membership offers many benefits such as access to a membership database, member profiles for all staff, networking avenues at conferences & events, a professional certification opportunity, and much more.

Interested in becoming a member and partner of TACVB, below is the membership dues investment schedule.

CATEGORY	ANNUAL OPERATING BUDGET	ANNUAL INVESTMENT
1	Under \$50,000	\$250
2	\$50,000-\$199,999	\$375
3	\$200,000-\$349,999	\$625
4	\$350,000-\$499,999	\$750
5	\$500,000-\$999,999	\$875
6	\$1M-\$499,999	\$1,075
7	\$5M and Above	\$1,250

Exclusive Website Access

TACVB provides each member organization an online master profile account and each staff a professional account. This allows members to have exclusive access to a peer network of over 800 professionals representing 200+ DMOs and affiliate organizations in Texas and beyond.

Free E-Newsletter Subscription

TACVB members will begin receiving a member-only newsletter which provides an array of information about upcoming events, sponsorship opportunities, the latest industry news and trends, etc. **JOIN TACVB TODAY** and begin receiving your official newsletter subscription.



TACVB Certification Program

TACVB offers a professional development certification program to members only. This program is widely known as the Texas Destination Marketer Certification program (TDM). TACVB is strongly committed to strengthening the knowledge base of employees in destination marketing organizations.

The TDM certification program offers education and training in 12 tourism-related disciplines (listed below) with emphasis on industry best practices. Upon completion of the program, a TDM Designation is awarded.

TDM Certification Disciplines:

- ◆ Texas Heritage/Cultural Tourism
- ◆ Administration/Finance
- ◆ Communication
- ◆ Facility Operations
- ◆ Group Sales
- ◆ Group Servicing
- ◆ Marketing
- ◆ Policy & Advocacy
- ◆ Sports Sales
- ◆ Technology
- ◆ Tourism Sales
- ◆ Visitor Services

Interested in pursuing a TDM certification designation? Go to TACVB.org under the Programs tab and register TODAY!!!

We Invite You to . . . Get Connected with TACVB

- ▶ TACVB.org—for membership & event information
- ▶ TACVB.org—for sponsorship & speaking opportunities
- ▶ Facebook: Facebook.com/TexasAssnCVB/
- ▶ Twitter: Twitter.com/TACVB/
- ▶ Instagram: Instagram.com/TACVB/
- ▶ Join TACVB's DMO Think Tank (exclusively for DMO agency representatives)

Other TACVB Membership FAQs & Tips

How to JOIN TACVB as a DMO/CVB/ CHAMBER Member?

- Go to TACVB.org under the Member tab click on 'Why Join?' and **JOIN TODAY!**
- TACVB membership investment cycle (FY) begins **October 1 and ends on September 30.**
- Membership dues investment invoices are emailed to the Master Profile account on September 1. Invoices are accessible through the master account.
- If you prefer to be invoiced, contact the TACVB office via email or phone. TACVB staff will send you an invoice and answer any questions you may have.
- You can join TACVB anytime of the year, however, the full dues amount would be owed between October 1 & March 31. Beginning April 1 thru September 30, dues would be pro-rated at 60% of the original amount (applicable to initial enrollment). Renewal of membership will occur each year on October 1.



Contact Us

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Visit us on the web: TACVB@TACVB.org