

How to Organize a Travel Roundtable



What and Why?

You're powerful, and your reach is demonstrated by the breadth of relationships you have in your community and in your industry.

A roundtable is the perfect avenue to showcase these relationships to your Members of Congress and present the ways in which travel is a part of the economic story you tell and live every day. Over the past few years, you have made great achievements through roundtables, and we hope you will help us keep up the momentum in 2015 with new and old lawmakers.

How?

Organizing a roundtable tour is simple, and you already have all the tools at your fingertips. Take advantage of this opportunity for your regional travel leaders to be a part of substantive discussions with lawmakers on local and national travel policy issues. U.S. Travel team will help at every step along the way. Here's how:

Step 1: Identifying a location – Work with travel partners in your area to find the ideal venue for a roundtable. Ensure the setting is comfortable and secluded; avoid a lectern or “classroom” setting.

Step 2: Scheduling – We draft the schedule request and submit it on your behalf, in addition to working with all involved parties on solidifying a date.

Step 3: Crowd building – Reach out to your partners and colleagues in the area to make sure your key travel leaders are in the room. We provide a draft invitation and provide suggestions, as needed, on who to include.

Step 4: Preparing – We provide a template agenda to serve as a guide, and a few days before the event, we will coordinate a quick briefing call so all attendees are up to speed and prepared to lead the conversation. Additionally, you can expect a briefing packet with the policy matters that U.S. Travel has prioritized.

Step 5: Executing – As host, you will guide the roundtable with the help of your travel leaders. Here are a few tips for success:

- Set aside at least one hour for the discussion. Referencing the agenda provided, you should designate time blocks to cover the three to four top policy matters.
- Ask your attendees to take on roles – you may choose to line up someone with a compelling story about their business, followed by someone who can share data and relate the impact of a policy issue to the local economy.
- If staff of the elected official gives approval beforehand, offer to invite a local reporter to attend the event.

Step 6: Following up – Thank the elected official after the tour and offer to be a future resource for his or her staff. All employees who were involved in the tour should sign a thank you note.

Please Be In Touch! Once a roundtable tour is confirmed, please send us the details. Consider having a photographer and/or videographer (paid or volunteer) on hand to capture the roundtable tour. Following the event, send us a recap and any photos/video from the tour that we can share with the industry.