

**FOR IMMEDIATE RELEASE:**

**DMAI to Launch Destinations Showcase Webinar Series**  
*Industry Survey Provides Insight into Meeting Planners' Adoption of Web Technologies*

**Washington, D.C. (March 17, 2008)** – Destination Marketing Association International (DMAI), the world's largest association of destination marketing organizations (DMOs) and convention & visitor bureaus (CVBs), today announced the virtual expansion of the organization's popular Destinations Showcase Conference & Expos with a new series of complimentary webcasts. The first Destinations Showcase Webinar, sponsored by St. Petersburg/Clearwater CVB, takes place at 2:00 pm ET on Wednesday, April 23, 2008. Barbara F. Dunn, Esq., an attorney and partner at law firm Howe & Hutton, will present "Hotel Contracts: Balancing the Legal Issues with your Business Considerations."

Participation is free for qualified professionals who register at [destinationsshowcase.com](http://destinationsshowcase.com). In addition, attendees may earn credit towards CMP certification through the Convention Industry Council.

In related news, DMAI released findings from research gauging meeting, convention, and trade show professionals' interest in popular and emerging technologies—including Webinars, blogs, social networking, podcasts, RSS, wikis, and virtual spaces—as part of a post-show survey of planners who registered for Destinations Showcase Washington on Feb. 7, 2008 (see Figure 1). More than 500 responses indicated that webinars are the most popular of technologies embraced by professional planners, with text messaging, wikis, and social networking nearly tied for a distant second place. Blogs, podcasts, RSS readers/feeds, and virtual spaces do not yet appear to be of wide use or interest to the majority of those surveyed—with virtual spaces such as Second Life having the highest percentages of respondents with no interest.

"It's not surprising that planners have a strong interest in webcasts," said Jim Duda, managing director of Destinations Showcase. "This is one of the busiest professions and many don't have time to travel if it's not for their own meeting. These webinars allow everyone the opportunity to participate in the quality education that we provide each year in Chicago and Washington, D.C."

DMAI plans a second Destinations Showcase Webinar for August or September. Details will be announced at a later date.

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<b>Technology</b>	<b>Use Frequently (3 points)</b>	<b>Use Occasionally (2 points)</b>	<b>Don't Use Yet, But Interested (1 point)</b>	<b>No Interest (0 points)</b>	<b>Total Score</b>
<b>Webinars</b>	14%	44%	27%	15%	868
<b>Text Messaging</b>	14%	20%	20%	45%	569
<b>Wikis</b> (e.g. Wikipedia)	8%	23%	32%	36%	568
<b>Social Networking</b> (e.g. Facebook and MySpace)	13%	19%	26%	42%	567
<b>Blogs</b>	6%	21%	34%	40%	507
<b>Podcasts</b>	6%	16%	41%	37%	496
<b>RSS Readers/Feeds</b>	5%	16%	36%	42%	466
<b>Virtual Spaces</b> (e.g. Second Life)	3%	10%	31%	55%	337

*Figure 1: Results of Feb. 2008 Destinations Showcase survey on meeting professionals' use of technology.*

Future live Destinations Showcase events are scheduled for Wednesday, June 25, 2008, in Chicago and Thursday, Feb. 26, 2009 in Washington, D.C. Destinations Showcase Conference & Expos are the meeting industry's largest forums exclusively bringing corporate, government, association, and independent meeting planners, together with exhibiting DMOs from the U.S. and beyond. Highlights of these full-day events include a Certified Meeting Professional (CMP) breakfast, morning breakout sessions, a networking keynote luncheon, and an afternoon exhibition. In addition, participants can earn points towards CMP designation. Admission is complimentary to qualified meeting planners who pre-register at [destinationsshowcase.com](http://destinationsshowcase.com).

### ***About Destination Marketing Association International***

*Destination Marketing Association International (DMAI) represents 1,400+ professional members from 650+ destination marketing organizations throughout nearly 30 countries. Called the International Association of Convention & Visitor Bureaus until August 2005, the association has worked to enhance the professionalism, effectiveness, and image of destination marketing organizations since 1914. Get updated information 24 hours a day, seven days a week at [destinationmarketing.org](http://destinationmarketing.org).*

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