

## NEWS RELEASE

### Fuhler to Moderate Visit NC 365 Panel on Festivals

Winston-Salem, N.C. (January 7, 2019) — Lynn Fuhler has been selected to serve as the moderator of a three-person panel slated to discuss festivals during the annual Visit NC 365 tourism conference scheduled from Sunday to Tuesday, March 31 to April 2 in Wilmington, NC.

“Festivals for the Rest-of-all” will explore festivals as an important economic driver in communities. The panelists - Alison Baringer English, executive director, North Carolina Azalea Festival; Lorrie Love, tourism sales and events manager, Outer Banks Visitors Bureau; and Stephanie Saintsing Naset, executive director, North Carolina Association of Festivals and Events - will address the best ways to host and maximize events and how to handle event challenges, plus discuss best practices in working with stakeholders and how to successfully promote events to target audiences.

“Destination management organizations - DMOs and CVBs - shouldn’t underestimate the importance of events as a driver of overnight stays,” said Fuhler. “Understanding how visitors conduct online searches when looking to visit a destination is key. More importantly maintaining a responsive, well-functioning, accessible website chock full of upcoming events, rich with useful information, can help in gaining an extra room night’s booking and food and beverage sales.”

“Those that play chess know the queen is the most powerful piece,” said Fuhler. “While content is king in the tourism marketing world, I believe that festivals and events are the queen. In the end, they will determine what destinations *win* the visitor game.”

The annual Visit North Carolina 365 Conference is the state’s premier travel industry event. Bringing together more than 500 of the state’s tourism industry leaders, the conference provides opportunities to catch up on the latest trends and issues facing the travel industry, hear insights from industry experts and network with other travel and tourism professionals.

#### Credentials:

Lynn Fuhler is a consultant, speaker and author who has successfully organized festivals and events throughout her career. The former tourism director of Clearwater Beach, FL, she has worked extensively in travel and tourism marketing. She is the former chairman of the all-volunteer Clearwater Jazz Holiday, then the largest free jazz festival in the Southeast U.S. Lynn is an internationally known author of *Secrets to Successful Events: How to Organize, Promote and Manage Exceptional Events and Festivals* which is used as a textbook at one of the Top 15 Best Colleges, according to *U.S. News & World Report*. She has also written *Secrets to Successful Events: Resource Guide: 42+ Easy-to-Use Forms and Tools to Save You Time and Money*. A native of Illinois, Fuhler holds a travel and tourism degree from St. Louis University’s Parks College. She is co-founder of Flying Compass, Inc., a consulting firm serving nonprofit organizations and quasi-government agencies.

Availability: Nationwide by arrangement and via telephone and Zoom

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