

BILL GEIST (pronounced GUYst)

Bill Geist has worked with over 75 Destination Marketing Organizations since launching Zeitgeist Consulting in 1995.

From Strategic Planning to Tactical Market planning and from Legislative Advocacy to Organizational Reviews, Bill cuts through the clutter to deliver real solutions in today's difficult landscape.

Prior to launching Zeitgeist, Bill was the President of the Greater Madison (WI) CVB, where he helped lead the public referendum campaign to build the Frank Lloyd Wright-designed Monona Terrace Convention Center.

He is the author of *Destination Leadership for Boards* and is the founder and host of DMOU.com, the innovative Teleseminar series in which he interviews the best and the brightest in the tourism field each and every month.

Bill joins us today to share his unique perspective on the strategies and tactics that can propel you and your destination to the next level.

Please welcome: BILL GEIST

