

FOR IMMEDIATE RELEASE

Connect Launches Strategic Solutions Division

ATLANTA, Aug. 23, 2019 — Connect, a leader in the meetings, events, sports and tourism industries, has launched a Strategic Solutions division. This new division will focus exclusively on the development, creation, and implementation of customized projects to generate meeting and event business acquisition for destinations, hotels and venues of all sizes.

"We see a growing need within the meetings and events industry for customized services outside of those that Connect currently offers," says Chris Collinson, president and founder of Connect. "The Strategic Solutions team is staffed to provide the same high level of service that Connect provides within our event portfolio to clients with ongoing business development and special project needs."

The Strategic Solutions division will be headed by Vice President Patrick Higgins. Higgins is an industry veteran who most recently served as vice president of meetings and events at Connect, where he launched Connect Sports in 2013. Prior to that, he was a convention and visitors bureau executive. Higgins notes that Strategic Solutions will fast track the process from research and development to the completion of the sales process.

"Connect has long served our customers through our industry-leading events and media platforms," says Higgins. "The Strategic Solutions division will focus on ways to improve destination visibility while shortening buying cycles considerably for the short and long term."

The Strategic Solutions division will cover a scope of new services. These include the facilitation of destination focus groups (both in-market and out-market), brand perception studies, customer advisory board management and a variety of different customized prospect (lead) generation methodologies. It will also develop diversity and LGBTQ tourism development strategies and FAM trip design and recruitment, as well as sales team and hospitality community training.

Connect has honed its skills using many of these offerings to select destination marketing organizations over the course of the past year, but the new division will greatly expand those offerings and allow Connect to further extend its reach in these important services. "Our team is trained on generating a strong return on investment for our customers, and we have the technical skills and experience to take them to the next level," says Higgins.

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ABOUT CONNECT Connect is a leader in the meetings, events, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines and destination information, which is distributed through broadcast and custom programs. Connect produces national shows for meeting planners in the Corporate, Expo, Sports, Diversity, Association and Faith sectors as well as other state- and region-specific meetings- and hospitality-focused events. More information about the company's brands and services is available at connectmeetings.com.