



ECONOMIC  
VALUE

Creating,  
Branding, and  
Promoting  
Local and  
Regional  
Destinations

NEW JERSEY  
DOWNTOWN  
INSTITUTE

April 27, 2016  
9 am - 4:30 pm  
Vineland, NJ

Come to the 65th NJ Downtown Institute to join **Roger Brooks** of Roger Brooks International (RBI) as he shares his high-energy, high-value expertise to take you through key strategies and tactics for building communities as destinations and then promoting them effectively. Using uncommon common sense and his ability to cut through the B.S. in our media- and marketing-saturated world Roger will leave you with great ideas that are both inspiring *and* actionable. Topics to be covered will include: The 10 Ingredients of an Outstanding Downtown, The Art of Branding (Finding Your Focus), Things You Can Do Today to Make a Difference Tomorrow, and The Seven Deadly Marketing Sins. *AICP Credits Pending.*