

# Program Bio

Roger Brooks, CSP  
Roger Brooks International, Inc.  
Destination Development Association

For more than 35 years, Roger Brooks' practical and entertaining presentations have helped communities around the world become outstanding destinations in which to live, invest and visit. With his humorous stories and real-life examples, and bottom-line, cut-to-the-chase rules, ingredients and to-do suggestions, Roger has become the top-rated keynote speaker on the topics of community branding, place-making, downtowns, and tourism.

The founding member of Roger Brooks International and the Destination Development Association, and a Certified Speaking Professional, Roger has assisted nearly 2,000 communities across the U.S. and Canada, in Western Europe, Scandinavia and Africa.

Ralph Waldo Emerson once said that "Nothing great was ever achieved without enthusiasm," and Roger lives by this motto. He is the motivational expert who helps communities become truly outstanding destinations.