

THE CHANGING CITY

The biggest shift since the invention of the automobile is taking place, right now, in cities and towns across America. As core industries disappear, thousands of communities are struggling to find their “second act.”

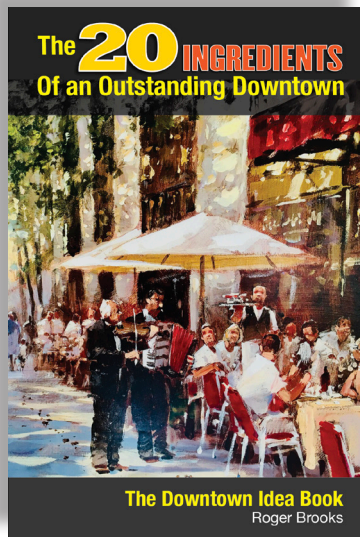
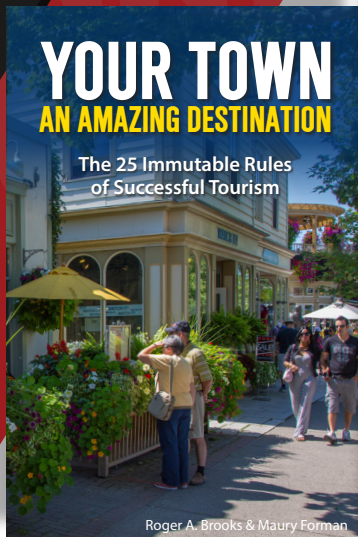
Are you a community Millennials want to relocate to - or even return home to? Do you have a thriving, vibrant downtown in this age where downtowns are more important than ever? Do you have a robust tourism industry? Is the place you call home as great as you want it to be? If not, perhaps it's time to re-energize your city.

ROGER BROOKS, CSP

Certified Speaking Professional

Ralph Waldo Emerson once said, “Nothing great was ever achieved without enthusiasm.” Roger Brooks lives by this motto. One of North America's most popular keynote speakers on the topics of trends that are reshaping American cities, the resurgence of downtowns, the changing demographic, and how to become a sought-after visitor destination, Roger will inspire and empower your audience with engaging stories, laugh-out-loud humor, and step-by-step instructions leading to incredible success.

Author of the popular book *Your Town: An Amazing Destination* and the upcoming book *The 20 Ingredients of an Outstanding Downtown*, Roger is not only a placemaking expert, but a motivational speaker that will get your audience pumped up for the entire conference. Perhaps best of all, every attendee will leave the conference with actionable items they can implement the moment they get back home.



SHIFT HAPPENS: The Keynote

In this eye-opening, engaging and inspiring keynote address, Roger unveils the ten keys to energizing every city and town, ultimately sowing the seeds of prosperity. Revealing new trends and the largest demographic shift in American history, your audience will come away with fresh ideas and a new outlook on what it takes to become a successful destination that will easily attract new investment, a growing population, and increased visitor spending. Each presentation is developed from the ground up specifically for your state, using local examples and stories, fitting your conference theme and the goals you'd like to achieve.



FEEDBACK & FEATURED IN

“Thank you, Roger, on behalf of the Kentucky League of Cities for the incredible and amazing sessions you provided for our conference and expo. Our cities are so often bogged down by the day to day, that the leaders forget the power of vision and change. Our cities and our state are so much better for what you shared with all of us!”

- Jessica Miller - Kentucky League of Cities

Harvard
Business
Review



Forbes



FOX



WALL STREET JOURNAL

Roger speaking in Lucerne, Switzerland April 2019



OTHER POPULAR PRESENTATIONS

The following are a few other topics popular with cities, counties, planning associations, and public-sector audiences. We'd be happy to send you more information about any of these.

- The Resurgence of Downtowns
- The 20 Ingredients of an Outstanding Downtown
- Breaking Down the Silos: Creating a Winning Team
- The Future of Cities (The Hottest Trends in Placemaking)
- Finding Your Unique Selling Proposition: The Art of Place-Branding
- The Immutable Rules of Tourism
- The New Age of Economic Development

WHAT PEOPLE ARE SAYING

"Everyone - and I mean everyone - in attendance enjoyed Roger's presentation. Many, many of the Main Street managers came up afterward to express to me their enjoyment of the presentation. Our email group has been filled with comments about how great Roger was. I could go on and on, but the best way to sum it up is that the keynote presentation was a complete success - not only from the enjoyment aspect but also from the learning aspect."

- Ray Scriber - Director, Louisiana Main Street

"What's it been, six days now? I am still at a loss for words. In the forty years that I've lived here, I have NEVER witnessed the enthusiasm about our community that I am witnessing right now! People are so pumped. It's like Roger came into town and gave us permission to start taking pride in our community. It's amazing how the magic of Roger works. I don't even know what to say except, 'Thank you for everything you have done for us.' I feel like Rip Van Winkle and have awakened to a whole new, beautiful world after a really long nap."

- Debbie Puryear - Tourism Director for Independence, Kansas

"I walked away from your sessions ready to take on my city and start moving in a new direction! You are an inspirational speaker who does it better than I've ever seen! You make people walk away with a will to fight for their city! Amazing!"

- Jaree Hefner - LaPorte, Texas

"I had the genuine pleasure of seeing you at the OTIA Conference in Tulsa. Your presentation was not only outstanding, but worth the entire registration fee for the whole conference!"

- Bill Jeffers - Discoveryland, Oklahoma

A FEW CONFERENCE KEYNOTES

Washington Association of Cities | Kentucky League of Cities (3 times) | Keep America Beautiful | Main Street North Dakota | Anchorage Economic Development Corp. Banquet New Jersey Main Street | American Farm Bureau | National Business Improvement Association Conference (Canada) | Numerous Governor's Conferences on Tourism | National Trust for Historic Preservation | California Downtown Association | Utah Planning Association | EDA Rural Development | Disney Institute

BOOK ROGER

Natalie Moore, The Boss
Natalie@RogerBrooksTeam.com
206.241.4770
RogerBrooksInternational.com
DestinationDevelopment.org

ROGER BROOKS >
International