



Midwest Travel
Network
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Collaborate to Captivate: The Anatomy Of An Ideal Partnership

LISA TRUDELL & SARA BROERS

Understanding Your Why





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iVetting For The
Right Fit

VALUE



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Creative Freedom



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Measuring “Captivation”

Where Connections Happen



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Key Takeaways- People Are Key





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QUESTIONS?

Let's Tell The Midwest Story Together

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