

ADVISORY COUNCIL



CITY
DESTINATIONS
ALLIANCE



City Destinations Alliance has a Board consisting of elected representatives from its member cities. Election to the Board does not preclude anyone due to the length of time they have been in the tourism industry, but by default Board members are professionals who have worked in the tourism industry for many years.

Two initiatives that CityDNA delivers are specifically designed for new entrants into the industry, the CityDNA Summer School and the CityDNA Mentor Programme. Again, while neither target specific age groups, the majority of participants are of a younger age.

Now, more than ever, **organisations should listen to the voices of new entrants** – this encourages new talent to join, shows inclusiveness in decision-making and strategy setting and supports talent retention. Gen-Z have a whole different approach to work, careers and life – **to protect the future of any organisation this must be understood and integrated into its operations.** This has been recognised by a number of global organisations with advisory/strategy groups of younger demographics. CityDNA should be no different, not to keep up with what others are doing for the sake of it, but for the future of the organisation.

CityDNA is therefore creating an Advisory Council, consisting of new entrants to the destination tourism industry among CityDNA Members.

MISSION & PURPOSE

MISSION

The Advisory Council will ensure that CityDNA has longevity through remaining relevant to its members. Its goal is to actively seek the opinions of the new generation to our industry in order to guide our strategy, operations and ensure the continual evolution and flourishing of the alliance.

PURPOSE

CityDNA would like to embrace, include and activate the young generation new to the tourism industry in order to help the CityDNA Board to stay relevant to market conditions.

The goal of the Advisory Council will be to form a group of new DMO professionals who will bring energy and innovative ideas on current trends to CityDNA, in order to help shape the pathway to a new tomorrow.

CityDNA can leverage this group's insights for a better, more inclusive CityDNA and its role with destinations. It can support business model invention, cultural development and process design to benefit the organisation and its wide member base.

COMPOSITION & STRUCTURE

COMPOSITION OF THE ADVISORY COUNCIL

- Up to 8 people.
- Employees from CityDNA member cities (several people from the same organisation can apply but only 1 person per city will be selected).
- From 1 to 3 years' experience in the industry when applying.

Current and former CityDNA Mentor Programme's mentees and CityDNA Summer School's alumni are welcome as long as they fulfill the above criteria.

The Advisory Council members can work in all sectors (Marketing, Research, TIC, Meetings Industry, etc).

STRUCTURE

- Members of the first Advisory Council are elected for 2 or 3 years, split evenly between elected members. They should choose when applying (to ensure continuity, positions will rotate and be filled in line with CityDNA International Conference in spring). This will ensure there is continuity on the Advisory Council.
- Each year, the group will appoint a Chairperson.
- For each meeting, a secretary should be selected for the purpose of taking minutes.
- The Advisory Council should meet at least 4 times per year (virtually or in-person). Frequency and schedule of the meetings are at their own convenience.

The CityDNA Board will appoint a liaison as a point of contact (2 Board members) for strategic alignment, support, enquiries and to attend Advisory Council meetings should that be required.

EXPECTATIONS & BENEFITS

EXPECTATIONS

Among other topics, the Advisory Council will be expected to give advice and insights to the Board and CityDNA Head Office regarding:

- CityDNA as an organisation – structure, marketing, communications, etc
- Activities including conferences, events, Summer School, Mentor Programme, etc
- Membership recruitment.
- Advocacy

The Advisory Council will be consulted on the CityDNA Strategy to assist in building a future vision for the organisation.

The voice of the Advisory Council will be heard through regular invitations to present relevant findings, insights and trends during CityDNA conferences, through digital channels and at Board meetings.

At the end of each year, CityDNA will create a showreel reflecting the work of the Advisory Council.

BENEFITS FROM PARTICIPATION

Those elected to the Advisory Council will benefit through visibility to the 115+ CityDNA Members and their peers who are industry leaders worldwide and it will allow them to position themselves as thought leaders and future leaders within our industry.

Being a member will provide an opportunity to make a difference.

A complimentary ticket to the CityDNA International Conference & General Assembly (once a year) will be offered to the group, with a chance to present findings on stage if relevant.

They will be given access to the CityDNA Intranet, where they can find tools and resources to support their enquiries, as well as a directory with the contact of over 900 CityDNA Members, representing the variety in membership.

Finally, they will gain experience of working on a pan-European team on strategic projects with definite outputs.



SELECTION PROCESS

Before April 29, 2022, candidates who wish to apply should:

- **Submit a CV** (no more than 2 sides of an A4), **a letter of intent** to further their CV and explain their motivations (no more than 2 sides of an A4) and a video of no more than 60-seconds outlining who they are, why they should be selected and why they are passionate about this.
- Submit a letter of support from their employer, represented by their line manager or higher.
- Specify whether they are applying for 2 or 3 years in the letter of intent.

After April 29, 2022, the CityDNA Executive Committee will select the candidates forming the Advisory Council. They will, as much as possible, strive for diversity (in gender, cultural background, geography and more).

The elected members will be announced in May 2022 and contacted by email.

**Send your application and/or your questions,
to Julie Clerc at julie@citydna.eu**

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