

# Partner Engagement Checklist



Review each section and update anything that changes throughout the year. Keep your listings accurate and ensure you're fully engaged in this year's marketing and partnership opportunities!

## Account Setup & Maintenance (within first 30 days for new partners)

- ☐ Business name & contacts
- ☐ Website & social media links
- ☐ Website listing descriptions (100 words basic page/300 words enhanced page)
- ☐ Amenities (check all that apply)
- ☐ High-quality photos (2 basic page/10 enhanced page)
- ☐ Log in to [Partner Portal](#) to update information & review analytics (VisitCOS.iDSS.com)
- ☐ Provide brochures or printed materials to be displayed in Visitor Information Center
- ☐ Schedule Account Check-In with Partnership Team

## Social Media, Marketing & Comms Programs

- ☐ Sign up for appropriate marketing programs (Foodie Friday, Tourism Takeover Tuesday, etc.)
- ☐ Send events to [Social@VisitCOS.com](mailto:Social@VisitCOS.com)
- ☐ Provide seasonal updates and/or special offers
- ☐ Express interest in influencer, media or familiarization visit participation

## Events & Networking Opportunities

- ☐ Confirm you are receiving partner event invitations
- ☐ Attend at least one partner event per year (Mixers, Tourism Master Class, Partner Academy, etc.)
- ☐ Inquire about hosting a partner event
- ☐ Confirm staff is receiving emailed updates and invitations

## Sales Tactics, Leads & Referrals (if applicable to your business)

- ☐ Meet the Visit COS Group Sales Team
- ☐ Ensure there is always a contact marked with Lead Admin role to receive leads sent by Group Sales Team
- ☐ Respond to leads by the due date
- ☐ Update Visit COS staff when meeting space information changes

## Enhance Your Partnership

- ☐ Upgrade to an enhanced page (300 word description, 10 images, 2 PDFs, YouTube Video)
- ☐ Talk to [Destination Signals](#) about advertising on VisitCOS.com
- ☐ Consider advertising in the Official Vacation Planner and Dining, Shopping & Entertainment Guide
- ☐ Sponsor a Peak into COS podcast episode



**Find More Information  
on the Partner Hub**

**Have Questions? Reach Out  
to [Partnership@VisitCOS.com](mailto:Partnership@VisitCOS.com)**