

Vicky Soderberg

Speaker, International sense of place advocate



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Vicky Soderberg works with destinations tired of watching independent businesses close and visitor numbers decline. She partners with communities who refuse to settle for the erosion of their sense of place or losing the qualities that make their towns special. Her engaging and educational workshops are based on practical experience gained in dozens of communities and provide attendees with information they can apply today.

When she's not speaking, Vicky works with destinations to assess sense of place and destination assets. She gets plans off the shelf and into action, successfully bringing divergent opinions and agendas together. Whether the community is stalled during a plan implementation process or simply needs new perspective, she brings enthusiasm, creativity and compassion to every stage of the process.

With nearly 30 years of tourism experience and a master's level education in tourism planning and development, Vicky understands what it takes to successfully recover from the impacts of gradual deterioration, economic downturns or Mother Nature's wrath. She is a passionate, committed professional who works with communities to become more resilient as they effectively build a place that attracts new businesses and retains existing ones; a place where tourism increases and visitors stay longer; a place residents are proud to call home.

Speaker References:

Dave Serino
Social Media in Tourism Symposium
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Topics

What is Branding and Does It Matter?

Sense of Place – Use It to Become a Remarkable, Resilient Destination

Digital Marketing for Museums and Attractions

Sense of Place as a Foundation for Events

Leveraging Sense of Place for Economic Development

When Disaster Strikes: Rebuilding Tourism and Sense of Place

Taking it to the Streets: Using Twitter, Instagram and other Tools to Engage Your Visitors