

Vicky Soderberg

Speaker, Sense of place advocate, Event revitalizer



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Vicky Soderberg works with destinations tired of watching their events wither, 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. When faced with events that are dying or that have outgrown their capacity, communities work with Vicky to understand economic impact, revitalize, or change direction. Whether the community is stalled during a plan implementation process or simply needs new perspective on an event, she brings enthusiasm, creativity and compassion to every stage of the process.

With more than 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 shifts in visitor experience preferences. 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:

Catherine Sak
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Topics

Get your Events off Life Support

Event Resuscitation 101 (collaborative workshop using event challenges submitted by attendees)

What is Branding and Does It Matter?

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

Leveraging Sense of Place for Economic Development