



Bonnie Boyd, CMP, DMCP  
CEO  
BBC Destination Management  
New Orleans, Louisiana

We asked Bonnie to share the best piece of advice she ever received about our industry:

*"Become involved in industry organizations to learn, connect and contribute. Learn about your client partners: their interests and expectations.*

*Share the excitement of your destination and listen, listen, listen!"*

As part of our Member Snapshot initiative we conduct short interviews with our members about their industry, career, etc.  
Click on the link for Bonnie's full interview.

**Members Name: Bonnie Boyd, CMP, DMCP**  
**Title: CEO**  
**Company: BBC Destination Management**  
**Location: New Orleans, Louisiana**

**Tell us about one of your favourite SITE events (and why it's a fav).**

I love SITE NITE at IMEX Las Vegas, SITE Summer Social in Toronto and any other SITE gathering for seeing old friends and meeting new ones. SITE fosters friendly, positive energy which is infectious and fun!

**Quick overview of your role and where you see your organization headed.**

The challenges of Covid have affected all of us. BBC has had the opportunity to fine-tune so much of what we offer to visitors to our amazing destination, not only from an experiential point of view, but also to embrace and explore trends, changing generational ideas, and sustainability issues.

Mentorship: imparting what we have learned to the next generation has also become very important to our team and industry as a whole.

**What are you most excited about for 2022?**

Seeing people FACE TO FACE! At industry gatherings as well as creating experiences for old and new partners: it is all about connecting in creative ways!

**Can you share with us a WOW event you planned for an incentive group and some of the key components?**

While BBC can put groups on Mardi Gras floats for a REAL Carnival experience and arrange for hands-on cooking demonstrations with famous New Orleans chefs, and deliver the essence of the Crescent City, nothing beats the true New Orleans experience we staged with the late Dr. John during one of our Jazz Festival weekends.

The extraordinary performer/musician took centre stage in a nineteenth-century church near the Jazz Festival grounds, while the group comfortably interfaced with Dr. John and even recorded a session. New Orleans food and drink accompanied the music and memory making!

**What is the best piece of advice you ever received about our industry?**

Become involved in industry organizations to learn, connect and contribute. Learn about your client partners: their interests and expectations.

Share the excitement of your destination and listen, listen, listen!

**What career advice would you give to your younger self?**

Do what you love and love what you do. Be empathetic and reach out to new friends, embrace new experiences.

**What do you do for fun?**

New Orleans is an “embarrassment of riches.” I love expanding my appreciation of the culture of New Orleans, be it history, cuisine, music, architecture, and all things in between. And I look forward to travelling- again!