

**LATIN AMERICA DEPARTMENT**  
**July 2020**  
**Report Submitted by: Latin America Department**

**Brand USA Mexico Webinar – July 10, 2020**

In partnership with Brand USA Mexico, VSPC presented an interactive webinar to over 35 travel agents located throughout Mexico that sell Florida to their clients. Via live-video, Jose Ramirez conducted a tour of the Chihuly collection while Janniel Negrón presented destination information. A major component of this webinar was to introduce the USA Discovery incentive program, where travel agents can collect a VSPC Badge for becoming well-versed in our product (the destination). Once the VSPC badge is collected, agents are placed in a lottery to win a destination visit.

**Brand USA Brazil Discover Program Webinar – July 30, 2020**

In partnership with Brand USA Brazil, VSPC presented our destination in a LIVE Webinar to travel agents from all Brazil regions. The webinar was created with the intention to educate and promote Brand USA destination training platform & specific St. Pete Clearwater badge. A travel agent is required to conclude United States Region training in order to access specific destinations. Once the trade concludes St. Pete Clearwater training badge, he is considered a specialist in our destination.

The webinar welcomed 134 Brazilian travel agents and they have continued to complete our specific training.