

BEAUMONT



VOICE & TONE

Guide



@VISITBEAUMONTTX #BMTTX

Voice is the way we sound to other people
-in person, in print and in pixels.

Tone is the way we adapt that
voice to different audiences.

This is your guide to what the Beaumont CVB and Visit Beaumont, TX as a destination sounds like. You should use this voice whenever you're representing the organization, whether it's making a presentation, writing an email or being an ambassador of Beaumont.

Odds are, you've already gotten this voice down pat- it reflects the unique personality of the organization and our great destination. But if you're ever in doubt about the way something sounds, just check it against these guidelines.

While our voice should be consistent across all communications, our tone can vary based on the situation and the people involved. For example, we might adopt a more casual tone with a group of bikers and a more formal tone with a group of executives. We trust you to determine the appropriate tone for the audience and situation.



BEAUMONT CONVENTION & VISITORS BUREAU @VISITBEAUMONTTX #BMTTX
505 Willow Street Beaumont, Texas 77701

Beaumont CVB

GUIDE TO VOICE & TONE

Beaumont offers a blend of unexpected combinations. On the border of Louisiana but thoroughly Texan, Beaumont embraces both brisket and crawfish, a mix of Texas swagger and Cajun rhythm. It's our great pleasure to welcome visitors to Beaumont, Texas - home to astonishing biodiversity and historical significance.

Genuinely Friendly (Friendly not Flattering)

We are genuinely interested in serving our clients and the people who visit us – we don't exaggerate attention or flattery just to gain favor with them. We don't want to waste time "buttering people up" when we have so much to tell them about the city. (That's what they really want to hear anyway.) The way we treat our fellow employees and our BCVB partners is one of the best ways we communicate our friendliness to clients.



We are proud of our Southern hospitality and always eager to lend a hand – but we do not force ourselves upon them. We're not intrusive, we don't hover and we don't apply pressure. We're just here to assist with virtually anything at any time.

Hospitably Southern (Helpful not Pushy)

Harmoniously Collaborative (Collaborative not Controlling)

Not overbearing. We make it clear that a successful meeting or event is a team effort between our client, our staff and the many community resources we coordinate to support the meeting planner and event's needs. We are eager to help drive the process – but the client is always at the wheel.



We know we can deliver an excellent experience for our visitors. But we don't expect visitors to just accept our word for it – we work hard to earn their trust, their respect and their business. If we boast, we back it up. If we make a promise, we keep it.

Charmingly Proud (Proud not Arrogant)

Warmly Resourceful

(Expert not Intimidating)

We are the source for all things Beaumont. If the information is not at our fingertips, we'll track it down and then present it in a clear, concise way that engages as much as it enlightens. While we are the ultimate authority on all things Beaumont, we do not brag or make anyone feel stupid for asking a question. We invite inquiries, not deter them. We are all about making our clients feel comfortable. We help people use what we know to further their goals.

Our enthusiasm is authentic, not manufactured. We are definitely excited about what we have to offer planners, attendees and visitors – but we don't get hysterical about it. People tend to be skeptical of someone going overboard.....we want to always be perceived as honest. Passionate, but honest.

Honestly Enthusiastic

(Enthusiastic not Over the Top)



Pleasantly Personal

(Personal not Presumptuous)

We strive to create personal connections with visitors and locals alike. We say y'all, address clients as "you" in copy, ask lots of questions, and customize presentations and solutions. But we are never overly familiar. We are mindful that we represent our BCVB partners and the entire City of Beaumont when we work with clients, so we conduct ourselves with professionalism at all times.

Comfortably Casual

(Informal not Sloppy)

We are down to earth. We talk and act like "real people" – friendly, casual and sociable. But we never descend into carelessness. Spelling, grammar and punctuation are just as important as a professional appearance in presenting ourselves. Being part of the BCVB team, means we represent Beaumont and our office when we engage in conversations online.

Playfully Entertaining

(Fun not Silly)

Entertaining, not silly. We have a sense of humor about ourselves, our work and our city. Beaumont is fun and we want to reflect that. But we aim for clever rather than slapstick, wit rather than farce, and playfulness rather than tomfoolery. We never make somebody else the butt of the joke.



We recognize that tourists, meeting planners and convention attendees are often evaluating a great deal of information from multiple sources when making travel and destination decisions. So we present our material with substance and without unnecessary fluff. That said, we take great pains to be true to our southern roots, always providing our customers with ample service and solutions.

Refreshingly Direct

(Direct not Dry)

Surprisingly Remarkable

(Cool not Condescending)

We want people to think, "Wow, Beaumont is remarkable!" – we don't want to alienate people with a self-satisfied "Aren't we cool?" attitude. Beaumont is remarkable by virtue of what we have to offer- the greatest oil boom in American history, alligators galore, unique meeting spaces, friendly people, mouth-watering food, & a bunch of other things we don't have room to list- not because we think we're better than anybody else. (Ha! Okay, we rarely think that.)

As Texans, we're known to boast, but we also understand the importance of being authentic. We are genuine, open and honest with our clients. We back up our promises and stand by our word. We don't proclaim our authenticity, we demonstrate it – by using words and pictures that are true, accurate and verifiable. We are who we are. No Tall Texas Tales here.

Authentically Texan

(Authentic not Artificial)





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