

eTOURISM SUMMIT

AGENDA

(As of 9/26/11. Subject to Change)

WEDNESDAY, SEP. 28, 2011:

Optional Site Visit to Google Headquarters

Travelers have used the Internet for years to plan their trips, but with the increasing complexity of social sharing and device proliferation, reaching your consumers can be overwhelming. During this on-site strategy session, join the Google Travel team as we pull the curtain back on how you can influence travelers from dreaming to booking. We'll highlight examples of how to create synergy between your marketing channels, and understand trends with online video and mobile usage to capture your travelers where they are researching. We'll also demonstrate, more importantly, how you can show your results to key stakeholders for your destination.

Schedule:

8:30-9:25 am: Register and pick up badge at eTourism Summit registration desk, 25th Floor outside Olympic Room.

9:30 am: Depart Hotel Nikko, San Francisco

10:30 am: Arrive at Google's Headquarters in Mountain View. Registration and welcome from Google Travel team.

11:00 am: Tour of the campus

12:00 noon: Lunch at Google Cafe

1:00 pm: Google Workshop: A Day In The Life Of A Traveler Planning Their Trip

3:00 pm: Depart for San Francisco

4:00 pm (approximate): Arrive back at Hotel Nikko, San Francisco

3:00-6:00 pm: eTourism Summit Registration, Olympic Room Foyer (25th Floor)

THURSDAY, SEP. 29, 2011:

CARMEL I & II ROOM FOYER

7:00 am-5:30 pm: eTourism Summit Registration

NIKKO 1 BALLROOM (3rd Floor)

7:00-8:00 am: Continental Breakfast

8:00-9:00 am: "Mentored" Peer-to-Peer Roundtable Sessions: Each table will be facilitated by mentors who will facilitate introductions and guide the discussion around the topic.

Table 1: Facebook. *Mentor:* Nicolet Magel, Facebook

Table 2: Twitter for Tourism. *Mentor:* Martin Stoll, GoSeeTell,

Table 3: LinkedIn. *Mentors:* James Hacon, Kiwi Dreams; Robyn Levin, R. Levin Marketing Group

Table 4: Reputation Management. *Mentor:* Jim Brody, TripAdvisor

Table 5: Website Redesign. *Mentor:* Troy Thompson, Travel 2.0

Table 6: E-Mail Marketing. *Mentors:* Shirley Tafoya, Travelzoo

Table 7: Structuring a Social Media Department. *Mentor:* Sheila Scarborough, Tourism Currents

Table 8: Marketing Attractions Through Social Media. *Mentor:* Scott McNeely, Viator

Table 9: ROI Techniques. *Mentor:* Ryan George, Simpleview

Table 10: Mobile Marketing. *Mentor:* Jeff Kohn, VisitMobile

**9:00 am-5:30 pm: CREATE YOUR OWN PROGRAM:
Mix and Match from Three Concurrent Tracks and 16 Different Workshops**

MONTEREY ROOM (3rd Floor)

TRACK 1: SOCIALIZE

9:00-10:00 am: Best Approach to Building Quality Followers and Fans on the Most Important Social Networks. Helpful tips and secrets from experts to help you build more followers and likers on Twitter and Facebook. Presenters: **McKenzie Coco**, Founder, **FSC Interactive** (C) **Derek Draper**, VP Sales, **Wildfire** (C)

10:00-11:00 am: Advanced Facebook Workshop. Explore the marketing tools features and analytics that have made Facebook so appealing, yet so daunting, to travel marketers. Presenters: **Martin Stoll**, President, **GoSeeTell/Sparkloft**

Media (C); Nicolet Magel, Account Executive, **Facebook (C); Danny Watts**, Media Director, **atLarge, Inc. (C)**

11:00-11:30 am: Coffee Break

11:30 am -12:30 pm: Advanced LinkedIn Workshop: Few people realize that LinkedIn has become so much more than a bulletin board for those looking to further their careers. Here you'll learn the secrets of how the pros use LinkedIn to build new databases of contacts to promote corporate meetings, enhance attendance at shows and events and market to travel professionals and meeting planners. Presenters: **James Hacon**, Executive Consultant and Company Director, **Kiwi Dreams (C); Mark Muleady**, Marketing Solutions Account Executive, **LinkedIn (C)**

12:30-2:00 pm: Lunch on Own

2:00-2:45 pm: Engagement Unleashed: How to Maximize Engagement (and measure ROI) on the Most Popular Social Media Platforms. It's no secret that engagement is a constant challenge for social media marketers, this workshop will highlight some of the most successful. Presenters: **Amanda Eyer**, Strategist, **atLarge, Inc. (C); Nicolet Magel**, Account Executive, **Facebook (C); Mark Muleady**, Marketing Solutions Account Executive, **LinkedIn (C)**

2:45-3:00 pm: Engaging Internet Radio. Presenter: **Brian Mikalis**, VP Performance Ad Sales, **Pandora**

3:00-3:30 pm: Coffee Break sponsored by **YourTour**

3:30-4:30 pm: What will the Tourism-promotion Website of the Future Look Like? What is the fundamental role of websites for: International Tourism Boards (aspirational); States (leads for cvbs); CVBs (concierge for the City); and attractions and hotels (bookings)...and how will this change in the future? Panelists: **Marla Johnson Norris**, CEO, **Aristotle, Inc. (C); Jim Brody**, Senior International Sales Manager, Destination Marketing, **TripAdvisor (C); Troy Thompson**, **Travel 2.0**

4:30-5:30 pm: I Hate R.O.I...I LOVE R.O.I.: ROI-Return on Investment or Return On Ignorance? What are the latest standards of performance measurement of Social Media, E-mail Marketing, Blogs and Website performance. Presenters: **David Bratton**, Managing Partner, **Destination Analysts; John Thornton**, Marketing Analyst, **Rimm-Kaufmann Group. (C); Tim Hayden**, Chief Marketing Officer, **44Doors, Dan Rosenbaum**, Manager, Visitor Experience Marketing, **San Francisco Travel.**

CARMEL I ROOM (3rd Floor)

TRACK 2: MONETIZE

9:00-10:00 am: Using Interactive Marketing and Measurement Tools to Sell New Funding Models to Stakeholders and Politicians. This panel will explore how new metric tools and a pro-forma digital marketing plan can build a campaign that is more likely to win approval of politicians and stake holders. Moderator: **Michael Gehrisch**, President and CEO, **DMAI** (C); Presenters: **Ryan George**, CEO, **simpleview** (C); **John Lambeth**, President, **Civitas** (an advocacy company that has successfully assisted over 35 DMOs in passing new funding initiatives) (C); **Larry Dickerson**, CEO, **Destination Marketing Group** (C)

10:00-11:00 am: Core Trends in the Way the Meetings and Events Industry is using Interactive Marketing. Which social media platforms are most successful in enhancing convention and meeting attendance and which are best for building relationships with planners. Panelists: **Christine Shimasaki**, Managing Director, **empowerMint by DMAI** (C); **Arianna Petkevicius**, VP of Social Media Services, **Sparkloft Media** (C); **Elizabeth Brown**, CMP, Sr. Meeting Planner, **B Line Events** (C); **Brianna Haag**, Event Evangelist, **Eventbrite** (C)

11:00-11:30 am: Coffee Break

11:30-12:30 pm: Search Marketing Focus: Keyword Workshop. For many marketers, the obvious keywords have become too competitive to be practical. Here our experts take you through their process and tools to discover new "long tail" and niche keywords and phrases to lower ppc costs. Presenters: **John Thornton**, Sr. Market Analyst, **Rimm-Kaufmann Group** (C); **McKenzie Coco**, Founder, **FSC Interactive** (C); **Scott McNeely**, VP Product, **Viator** (C)

12:30-2:00 pm: Lunch on Own

2:00-3:00 pm: Using Proactive Techniques to Protect Your Stakeholder's (hotels/restaurants/attractions) Reputation Online. Presenters: **Jim Brody**, Senior International Sales Manager of DMOs, **TripAdvisor** (C); **Darnell Holloway**, Manager Local Business Outreach, **Yelp!** (C); **Linda Palermo**, Chief Revenue Officer, **Joie de Vivre Hotels** (C)

3:00-3:30 pm: Coffee Break sponsored by **YourTour**

3:30-4:30 pm: 10 Secrets of E-mail Optimization. What are the key trends that will make or break your e-mail marketing campaigns. Presenter: **DJ Waldow**, Founder, **Waldow Social** (C); **Shirley Tafoya**, President, North America, **Travelzoo** (C)

4:30-5:30 pm: BY INVITATION ONLY: International Tourism Board Breakout Session. Moderator: **Jim Brody**, Senior International Sales Manager, Destination Marketing, **TripAdvisor** (C)

CARMEL II ROOM (3rd Floor)

TRACK 3: MOBILIZE

9:00-10:00 am: Mobiles APP-rehension. A diverse panel (DMO, attraction, hotel) that have developed APPs recount their experiences and decision making process that went into their selection of vendors. Presenters: **Jeff Kohn**, CEO, **VisitMobile**; **Jan Kostner**, Deputy Officer, **Illinois Office of Tourism** (C); **Carol Joannette**, VP Marketing, **Lake Placid CVB** (C)

10:00-11:00 am: Social Commerce: Converting Likers to Buyers for Attractions. What are the best techniques for converting social media engagement to purchases. Presenter: **Scott McNeely**, VP Product, **Viator** (C); **Dan Rosenbaum**, Manager, Visitor Experience Marketing, **San Francisco Travel** (C); **Martin Stoll**, President, **GoSeeTell/Sparkloft Media** (C)

11:00-11:30 am: Coffee Break

11:30 am-12:30 pm: A Flash(sale) in the Pan? In a bewildering marketplace of virtually hundreds of daily deal sites, how do travel marketers choose the right companies to work with? Presenters: **Adam Heintz**, Director, Strategy and Development, **Living Social** (C); **Bob Michitarian**, Sr. Vice President, Business Development, **The Daily Hookup**; **Mary Song**, Founder/CEO, **Yuupon** (C)

12:30-2:00 pm: Lunch on own

2:00-3:00 pm: Are you Kissing Up to the Wrong Bloggers? How do you go about finding the best bloggers for your product? Originally a travel writer, the presenter evolved into a blogger then a self-taught social media evangelist who is able to provide new insights that will help you identify the best bloggers that are right for you.

- Identifying the leading travel bloggers and how best to identify those most valuable to you.
- Care and feeding of targeted bloggers and building a relationship online.
- What's the hosting/FAM tour protocol and expectations

Presenters: **Sheila Scarborough**, Co-Founder, **Tourism Currents** (C); **Troy Thompson**, Principal, Sr. Tourism Consultant, **Travel 2.0** (C)

3:00-3:30 pm: Coffee Break sponsored by **YourTour**

3:30-4:30 pm: Building a 21st Century Coop Marketing Program. Coop marketing has been the foundation of partnerships between destinations and their hotel/attraction stakeholders. Learn how several destinations have successfully migrated from print to social media and search marketing. Presenters: **Rhiannon West Chamberlain**, Interactive Content Editor, **Travel Oregon** (C); **Howard**

Tietjen, VP Digital Business Dev., **Madden Media** (C); **Steven Stein**, General Manager of Tourism Division, **Sojern** (C)

4:30-5:30 pm: Metrics That Matter - Benchmarking against the World's Best. How do tourism organizations benchmark the performance of their websites? Given a specific budget, what should the benchmarks be for unique website visitors, social media fans, engagement, e-mail returns? Presenters: **Troy Thompson**, Principal, Sr. Tourism Consultant, **Travel 2.0** (C); **Paul Winkle**, Vice President, **Miles Media** (C)

GOLDEN GATE ROOM (25th Floor)

5:30-7:00 pm: Evening Reception sponsored by **TripAdvisor**

FRIDAY, SEPTEMBER 30, 2011

MONTEREY ROOM (3rd Floor)

7:00-8:00 am: Continental Breakfast sponsored by **Miles Media**

8:00-9:00 am: Mentored" Peer-to-Peer Roundtable Sessions: Each table will be facilitated by mentors who will facilitate introductions and guide the discussion around the topic.

Table 1: Social Media Coops. *Mentor:* Howard Tietjen, Madden Media

Table 2: International SEO. *Mentor:* Troy Thompson, Travel 2.0

Table 3: Mobile Marketing. *Mentor:* Tim Hayden, 44 Doors

Table 4: iPad/Tablet Apps for Travel. *Mentors:* Paul Winkle, Miles Media, Kathreen Titus, Philadelphia CVB

Table 5: Blogging. *Mentor:* Sheila Scarborough, Tourism Currents

Table 6: SEO/SEM. *Mentor:* John Thornton, Rimm-Kaufman Group

Table 7: YouTube/Online video. *Mentor:* Bill Karz, LA Inc.

Table 8: Attractions and Digital Marketing. *Mentor:* Scott McNeely, Viator

Table 9: Marketing Through Deals. *Mentors:* Steven Stein/Susan Booth, Sojern

Table 10: Marketing to Meeting Planners. *Mentor:* Arianna Petkevicius, Sparkloft Media

NIKKO BALLROOM (3rd Floor)

9:00-9:30 am: The State of The Online Travel Industry What the Future May Bring. Presenter: **Philip Grote**, Director, Client Services, **comScore, Inc.** (C)

- State of OTA's (how they will be impacted by deal sites)
- State of Search Marketing
- Overview of Mobile Marketing
- Overview of social media
- Daily Deals (will they last)

9:30-10:00 am: Overview: Social Media For Travel. What are the best practices for travel companies to use The Facebook Platform as a Marketing Tool? Presenter: **Yvette Lui**, Director, Global Marketing Solutions, **Facebook** (C)

10:00-10:20 am: Mobile Empowerment: The future of using mobile marketing technology to attract out-of market tourism. Presenter: **Tim Hayden**, Chief Marketing Officer, **44Doors**

- Every bit of marketing, online & offline, is now mobile. Be ready.
- How to "follow them home" and use them as megaphones where they live/work.
- Leveraging QR codes and the mobile web to reach and build an audience thousands of miles away.
- How smart content on your main website can boost group bookings and event sales.

10:20-10:40 am: Gamification Comes to the Travel Industry. Introducing Ireland Town: It's what you get when you mix Farmville and a DMO website. Is it the key to enhanced engagement? Presenter: **Brian Harte**, Head of Consumer Engagement and Marketing, **Tourism Ireland** (C)

10:40-11:00 am: Coffee Break

11:00 am-12:00 noon: "eTourism Summit Idol". Representatives from three websites (two of which will have been recently re-launched) will strut their stuff and show the unique features of their sites, while a panel of three judges offer commentary and critique. Judges: **Troy Thompson**, Principal, Sr. Tourism Consultant, **Travel 2.0**; **Marla Johnson Norris**, CEO, **Aristotle, Inc.**; **Erin Cummings**, Managing Partner, **Destination Analysts**

12:00 noon-12:30 pm: Steal These Ideas (We won't press charges). ETS assembles the best new digital ideas designed to inspire creative thinking and, at

the same time, we allow you “appropriate” them and shared with colleagues and stakeholders.

- **How to have local filmmakers create professional quality video content for next to nothing.** Presenter: **Bill Karz**, Director Online Marketing, **LA Inc.** (C)
- Others TBA

MONTEREY ROOM (3rd Floor)

12:30-2:00 pm: Luncheon sponsored by simpleview, Sojern, Madden Media and Miles Media

NIKKO BALLROOM (3rd Floor)

2:00-2:45 pm: "Shine the Light": We've scoured the world to find the most incomparable innovators who offer the best new products for travel marketers. Featured Companies:

- **Eventbrite At-The-Door:** An iPad Box office where small and mid- size events and festivals can sell tickets on site with all the back office functions done. Presenter: **Brianna Haag**, Event Evangelist
- **YourTour.com:** An automated algorithm based tour building system for destinations. Presenter: **Emmanuel Guisset**, VP Business Dev.
- **Pitchengine:** The most social way to distribute press releases. Presenter: **Jason Kintzler**, Founder and CEO
- **Awe.sm:** A technology that has automated down-the-line conversation tracking of tweets and posts. Presenter: **Jonathan E Cowperthwait**
- **Wantmegetme.com:** Presenter: **Will Tran**

2:45-3:45 pm: Town Hall Session: The Top 3 Things You've Learned the Last Two Days With Your Peers. With so many juicy concurrent sessions taking place at once the previous day, not to mention the Google workshop, it's hard to cover everything that has happened. This “town hall”-style session will allow attendees to focus on the essence of what they've taken away and share it with other attendees.

NIKKO III BALLROOM (3rd Floor)

3:45-5:30 pm: One-on-one “Coaching” Sessions. Attendees will be able to sign up and meet in private 15-20 minute sessions with presenters.

eTOURISM SUMMIT OFFICIALLY ADJOURNS

