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IGTV SMARTPHONE VIDEO STORYTELLING WORKSHOP ADDED TO ETOURISM SUMMIT PRE-
CONFERENCE AGENDA

ATLANTA, GA, August 6, 2018 -- For 19 years, the annual eTourism Summit has been an important “See Tomorrow” moment in the fast-changing world of digital marketing.

On Oct. 10-11, 2018, at an intimate gathering of digital tourism marketers and their media agencies, the mission is fulfilled:

“eTourism Summit features cutting-edge ideas presented in an intimate venue so delegates can benefit from updates and exchanges delivered by wide range of digital marketing experts.”

An extra Pre-Conference Day on Oct. 9, 2018 is dedicated to three interactive workshop options, each customized for the eTourism Community.

- Create: IGTV Smartphone Video Storytelling
- Measure: Marketing Analytica
- Influence: Facebook Guerilla Marketing

At the “Create” workshop, Instagram TV (IGTV), the new standalone vertical video application launched in June 2018, gets special attention in a hands-on workshop at eTourism Summit 2018.

Back by popular demand, the eTourism Summit smartphone video storytelling workshop makes an encore appearance with a sharp focus on IGTV.

It’s sunny October, so wear those sunglasses! Teams of four are dropped off at iconic locations throughout San Francisco and return to edit raw footage for a video suited for IGTV. Industry leaders and professional editors lead the instruction and the editing modules. By the end of an action-packed day, a video is born.

Two dozen attendees are invited to come prepared with their tool box—a smartphone—for this out-in-the-field training day. It's an ideal program for tourism marketers with smaller budgets who will develop technical skills to put to good use at home.

Starting Location: Park Central Hotel, San Francisco

Date: Oct. 9, 2018 from 9 a.m. to 5 p.m.

Fee: \$495 for eTourism registrants/\$795 for non-eTourism registrants, [register here](#).

For more information on the eTourism Summit please visit www.etourismsummit.com or contact Becca Smith at bsmith@ConnectMarketingLive.com