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MARKETING ANALYTICA PRE-CONFERENCE WORKSHOP IS A NEW ADDITION TO ETOURISM SUMMIT ATLANTA, GA, August 6, 2018 -- Every October, a two-day annual conference in San Francisco is at the epicenter of digital destination marketing.

On Oct. 10-11, 2018, digital tourism marketers and their media partners gather to network and fulfill that mission.

“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.

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

Geeks will love the new “Measure: Marketing Analytica” workshop when attendees take a day-long deep dive into data driven marketing.

Sessions are jam-packed with insights and best practices for budgets of every size. Each presentation is facilitated by DMO thought leaders and marketing experts from across the U.S., unpacking and delving into real life examples.

As a bonus, registered DMOs can mitigate risks associated with trying new strategies and campaigns by consulting with a curated roster of peers who share their own successes (and always some failures).

Attendees are recommended to wear their geekiness on the sleeve; this is the right room with the right people to get those nagging questions answered.

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