

# WORKSHOPS, SEMINARS & PANEL DISCUSSIONS

Time: One hour sessions at 2:00, 3:15 & 4:30 pm • Location: Celebrity Ballroom

	Celebrity A	Celebrity D	Celebrity E	Celebrity F&G
2:00 - 3:00	<b>Bill Siegel</b> <i>What happens when a state stops marketing?</i>	<b>Jan Freitag</b> <i>Smith Travel Research</i> <i>Issues facing the hospitality industry</i>	<b>Subway's Plans</b> <i>Wayland Benbow</i> <i>New Welcome Center options at highway service plazas</i>	<b>Mystic.org</b> <i>Mystic Country's New Partnership Model for Destination Marketing</i>
3:15 - 4:15	<b>Bill Siegel</b> <i>What happens when a state stops marketing?</i>	<b>Jan Freitag</b> <i>Smith Travel Research</i> <i>Issues facing the hospitality industry</i>	<b>Linda DiMario</b> <i>Retreat, hesitate or innovate: Choose to Compete</i>	<b>Mystic.org</b> <i>Mystic Country's New Partnership Model for Destination Marketing</i>
4:30 - 5:30	<b>Gubernatorial Forum</b> <i>Meet the Candidates</i>	<b>Social Media &amp; Tourism 2.0</b> <i>How to convert Web searchers to visitors</i>	<b>Linda DiMario</b> <i>Improve sales productivity &amp; increase business...without spending another dime</i>	<b>AAA Drive Trips thru CT</b> <i>Tony Perrone</i> <b>Greenways Pave Way for Tourism</b> <i>Steve Mitchell</i>

## Linda DiMario, *DiMario & Associates* Retreat, hesitate or innovate: Choose to Compete.

3:15 pm Location: Celebrity E

This program will tap into our organic strengths - our hospitality values, our people and our ideas and challenge the cliché: "do more with less" to "do better with what you have". Bring fresh perspective and new dimension to resources at your disposal now and optimize your capacity to compete.

## Linda DiMario, *DiMario & Associates* Improve sales productivity and increase business...without spending another dime

4:30 pm Location: Celebrity E

This program will provide seven free tools to improve your productivity.

## Social Media & Tourism 2.0

4:30 pm Location: Celebrity D

Candace Dyer Engdall,  
*Online Marketing Consultant*

Brittany Turcotte,  
*Web Specialist, Quinn & Gellar Marketing*

How to convert Web searchers to actual visitors? Given all the new technology, what's most important to know?



## Improvement to Highway Service Plazas to Include New Welcome Center Options

2:00 pm Location: Celebrity E

Wayland Benbow  
*Subcon, Inc./Subway Restaurants*

23 highway service plazas will be renovated thanks to a new 35 year public-private partnership. New Welcome Center options give Connecticut the opportunity to make a great first impression on travelers to our state.

## Jan Freitag, *VP Global Development* *Smith Travel Research* Issues facing the hospitality industry

2 & 3:15 pm Location: Celebrity D

The latest trends and market data in the hotel industry.

## Mystic Country's New Partnership Model for Destination Marketing

2 & 3:15 pm Location: Celebrity F&G

George Galinsky, VP of Advertising,  
Public Relations & Internet Marketing,  
Mohegan Sun  
Matt Caspari, Principal & Creative Director,  
Caspari McCormick  
Ed Dombroskas, Executive Director,  
Eastern CT Regional Tourism District & GMVB  
Peter Glankoff, Sr. VP Marketing & Public Affairs,  
Sea Research Foundation/Mystic Aquarium

With the creation of the new Greater Mystic Visitor's Bureau, public and private sector interests have joined together to advance their shared tourism business objectives. This partnership provides a great new model for tourism marketing for any destination.

## Who's the one? Meet the Gubernatorial Candidates

4:30 pm Location: Celebrity A

Candidates for Governor of Connecticut will share their thoughts on the future of tourism. Your questions are welcome. Presented in partnership with the Chamber of Commerce of Eastern Connecticut.

This forum will be co-moderated by:  
**Thomas (Tony) A. Sheridan**

*President & CEO,  
The Chamber of Commerce of Eastern Connecticut*

## Peter Glankoff

*Sr. VP Marketing & Public Affairs,  
Sea Research Foundation/Mystic Aquarium*

## Bill Siegel, *CEO, Longwoods International* What Happens When a State Stops Marketing?

2 & 3:15 pm Location: Celebrity A

As a followup to his Keynote Address, Bill's workshop will include more details on his experience. Your questions and comments are welcome.

## AAA Drive Trips in CT

4:30 pm Location: Celebrity F&G

Tony Perrone, *AAA National*

Tony will provide insights on developing a drive trip through CT that incorporates your attraction/business.

## Greenways Pave Way for Tourism

5 pm Location: Celebrity F&G  
Steve Mitchell, *East Coast Greenway*

The 2,800 mile East Coast Greenway is coming to CT. Find out how you can support this project.