


WORKSHOP SCHEDULE

	Celebrity C	Celebrity I	Celebrity E
2:00 - 3:00	Peter Yesawich: <i>Hottest Trends in Travel & Leisure</i>	Online Trends and Social Media: <i>Mike Pusateri & panelists</i>	Bruce Turkel: <i>Building Brand Value</i>
3:15 - 4:15	Peter Yesawich: <i>Hottest Trends in Travel & Leisure</i>	Innovation and Collaboration in Destination Marketing	Bruce Turkel: <i>Building Brand Value</i>
4:30 - 5:30	Travel & Leisure Marketing for CT	Online Trends and Social Media: <i>Mike Pusateri & panelists</i>	

Innovation & Collaboration in Destination Marketing

3:15pm Location: Celebrity I

Effective destination marketing today involves more than just new media and tighter budgets. This expert panel of leaders and pioneers from across the business of tourism spectrum will engage you by throwing out crazy (and not so crazy) ideas, and challenging you to consider creative, sustainable destination development tactics and techniques.

Moderator

Peter Glankoff

Senior Vice President, Marketing and Public Affairs
Sea Research Foundation
Mystic Aquarium & Institute for Exploration

Panelists

Evan Smith

President and CEO,
Newport Convention & Visitors Bureau

Connie Cranos

President and CEO, Acacia Innovation (Stamford)

Bob Billington

Executive Director, Blackstone Valley Tourism Council
Founder and Director, Blackstone Valley Sustainable Tourism Laboratory

Matt Caspari

Principal/Creative Director, Caspari-McCormick
(Wilmington, DE)

Travel & Leisure Marketing for Connecticut

4:30pm Location: Celebrity C

PART I

Presented by
Tony Perrone
AAA National

AAA will provide data and insight on how to create a driving destination. Tony will provide pointers on developing a drive trip here in Connecticut

PART II

Presented by
Randy Fiveash
Director of Tourism
CT Commission on Culture & Tourism

Come see and hear the roll-out of the new Connecticut Tourism 2009 Advertising and Marketing Campaign. The *Real Fun is Closer Than You Think* campaign will be highlighted along with new consumer market research commissioned by the Connecticut Commission on Culture and Tourism.

Peter Yesawich:

Hottest Trends in Travel & Leisure

2:00 & 3:15pm

Location: Celebrity C

Peter Yesawich is chairman and chief executive officer of Ypartnership. The agency represents clients in every category of the travel industry through seven offices across the United States and Europe. Ypartnership is an integrated marketing communications company that is known for its strategic thinking and breakthrough creativity. The firm's Research & Brand Strategy Group is also regarded as one of the most respected sources of insights on the emerging travel habits, preferences and intentions of Americans and coauthors the widely acclaimed National Travel MONITORSM survey with Yankelovich Partners.

Workshop Description:

Peter will share highlights from the just released 2009 National Leisure Travel MonitorTM and the latest results from Ypartnership's Travel HorizonsTM survey (conducted over 90 days in conjunction with the U.S. Travel Association). The content features emerging lifestyles and travel trends, and the related implications for marketing Connecticut. This workshop will also include a national survey of the "promotional power" of a variety of incentives designed to stimulate travel (e.g., free night promotions, gas cards, complimentary breakfast, etc.), and a national survey of meeting planners regarding the impact of the current media environment on the "optics" of meetings in destination resorts.



Online Trends and Social Media

Mike Pusateri & panelists

2:00 & 4:30pm

Location: Celebrity I

Mike is Vantage Strategy's chief business strategist with extensive experience in the practice of research, sales, online marketing, and distribution. Prior to founding Vantage Strategy, Mike served as Chief Operating Officer and Senior Vice President of Strategy for the Travel Industry Association of America (TIAA). He previously served as Marriott's first Vice President of Interactive Account Sales and Marketing, where he led in the development and launch of Marriott.com.

Workshop Description:

Navigating the move from conventional marketing to a successful and profitable social and mobile approach can be daunting. This workshop will help to ground you in current online trends and social media case studies. Ben Isenberg of Vantage and Chad Robinson of Media Lantern will facilitate Q&A. Vantage Strategy will also demo the new MysticCountry.com web site.



Bruce Turkel:

7 Steps to Building Brand Value

2:00 & 3:15pm

Location: Celebrity E

Come learn the seven simple steps to building, maintaining and communicating a great brand. Bruce provides entertaining anecdotes and real world examples to illustrate the finer points of brand building. Learn how to add value to your products by making your products more valuable to your customers.

1. **MASTER** Bruce's 7-step protocol for building brand value.
2. **LEARN** how to add value and relevance to your service.
3. **IDENTIFY** your point of difference and build a successful strategy.
4. **ENJOY** yourself and have a great time!

