



Branding Expert to be Featured at State Tourism Conference Here

By Anthony Cronin

Published on 5/6/2009

A marketing and branding expert who's been featured on National Public Radio and CNN will be the keynote speaker at the Connecticut Conference on Tourism held later this month at the MGM Grand at Foxwoods.

Bruce Turkel, the chief executive officer of brand-management firm TURKEL, will be the featured speaker at the event's networking luncheon, which officially kicks off the daylong conference on Wednesday, May 27.

Turkel is an author and advertising-and-branding expert who has worked with tourism and destination brands for more than 25 years. Turkel's client list includes Nike, HBO, the Discovery Channel and numerous convention and visitors bureaus around the country. He also is the author of three books, including his latest, "Building Brand Value." His keynote address will focus on the seven steps toward building brand value.

In addition, the tourism conference announced Tuesday that Peter Yesawich, the chairman and chief executive officer of Ypartnership, will host a seminar during the tourism conference focusing on emerging travel trends among travel-and-leisure consumers.

Yesawich's firm is a leading marketing, advertising and public relations agency serving the travel industry, with seven offices in the U.S. and Europe.

The Connecticut Conference on Tourism is produced by the New London-based marketing firm Quinn & Gellar in conjunction with the Connecticut Commission on Culture & Tourism, the Mystic Coast & Country Travel Industry Association and the Eastern Regional Tourism District.

The conference will include the presentation of the Mystic Coast & Country's regional Golden Pineapple Awards recognizing four individuals for their significant contributions to this region's multibillion-dollar tourism industry.

The conference also will include the presentation of the AAA Five Diamond award as well as its Four Diamond awards for excellence within the hospitality and dining sectors

AT A GLANCE

What: The Connecticut Conference on Tourism
Where: MGM Grand at Foxwoods
When: Wednesday, May 27, 11 a.m. to 8:30 p.m.
Speakers: Bruce Turkel, branding expert, and Peter Yesawich, travel industry expert.
Information: Visit www.CelebrateTourism.com or call (860) 444- 0448