

WORKSHOP SCHEDULE

(subject to change)

www.VTIC.org

MG = Management Track MM = Miscellaneous Marketing MR = Media Relations Track S = Social Media & Marketing Track W = Web Marketing Track

<p>WEDNESDAY 10:45 a.m. - 12:15 p.m.</p>	<p>The Power of Email Marketing <i>Corissa St. Laurent, Constant Contact</i> There are benefits and best practices of email marketing and e-newsletters. Learn how to communicate effectively using proven methods.</p> <p style="text-align: right;">W</p>	<p>Be a Better Writer: How to Adapt Your Style to Persuade Different Audiences <i>Chris Diaz, Redpoint Marketing PR</i> Email blasts, website copy, letters to guests, and pitches to journalists (and more) all require different positioning and word choice. In this workshop, you will learn useful tips for adopting precisely the right words and tone to influence your desired audience and move them to action.</p> <p style="text-align: right;">MR</p>	<p>Social Media Basics <i>Rachel Carter, Rachel Carter PR</i> Want to venture into Facebook, LinkedIn and Twitter to stay connected to your current customers, and lure new prospects? This how-to session will leverage your business using social marketing avenues.</p> <p style="text-align: right;">S</p>	<p>Using Creative Loyalty Programs to Expand and Leverage Budgets <i>Mike Reese, Brand Buzz; Will Billings, Green Mountain Coffee Roasters; Michael Colbourn, Stowe Mountain Resort</i> In a tight economy, marketing dollars are scarce, and return customers are less expensive than finding new customers. These experts will unveil the latest trends in loyalty programs and how they can boost the bottom line and build affinity.</p> <p style="text-align: right;">MG</p>
<p>WEDNESDAY 2:00 - 3:30 p.m.</p>	<p>Trip Advisor Strategies <i>Richard Knapp, Trip Advisor</i> Trip Advisor and other customer content websites can be a blessing or a curse. Learn how to influence the content and positioning of a business through these powerful tourism marketing tools.</p> <p style="text-align: right;">W</p>	<p>Social Media & Public Relations: How to Effectively Publicize Your Business Through New Media Tools <i>Nicole Ravlin, PMG Public Relations</i> Social media is the new "it" in marketing, but what effect does it have on your PR strategy? And what social media tools can you use to harness more publicity for your business? We will review tools available and evaluate their effectiveness and your efforts. Bring questions for a lively panel discussion.</p> <p style="text-align: right;">MR</p>	<p>The Power of Online Surveying <i>Corissa St. Laurent, Constant Contact</i> Learn how online surveying can help improve marketing and customer service efforts. This session will demonstrate the Constant Contact online surveying tool.</p> <p style="text-align: right;">S</p>	<p>Marketing the Green in the Green Mountain State <i>Jed Davis, Cabot Creamery; Sally Miller, Sustainable Woodstock; Mike Rainville, Maple Landmark</i> "Sustainability" and "green" are not just buzzwords—they're an effective way of doing business. Come hear some of Vermont's sustainability success stories, and learn how to leverage tourism to sustain what you value.</p> <p style="text-align: right;">MG</p>
<p>WEDNESDAY 4:00 - 5:30 p.m.</p>	<p>Tourism Booking Engines Demystified <i>Dave Ballman, Orbitz</i> Using online booking engines is a great way to maximize yield whether small inn, large hotel, ski resort or attraction.</p> <p style="text-align: right;">W</p>	<p>The Increasing Role of Travel Writers Working Online for Print Media and Guidebooks <i>Freelance Journalists Christina Tree, Kim Knox Beckius, Susan Farewell, and Hilary Nangle</i> In the tightening travel market, reviews are increasingly important to lodging, attractions, restaurants and other tourism venues. Find out how to assist writers in their stories with favorable outcomes.</p> <p style="text-align: right;">MR</p>	<p>Cultivating Your Inner Marketer: How to Recognize, Evaluate, and Seize Money-Making Marketing Opportunities <i>Chris Diaz, Red Point Marketing</i> Ever notice how some people instinctively know what marketing tactics will work while others never seem to get it quite right? Discover your inner marketer and learn how to better spot opportunities and evaluate each marketing idea to ensure success.</p> <p style="text-align: right;">MM</p>	<p>Sustainability and the Triple Bottom Line: People, Planet and Profit <i>Hans van Wees, Van-Wees, Inc.</i> Businesses integrating the philosophies of the "triple bottom line" are on the leading edge in the evolution of sustainability. Discover how to structure work beyond social responsibility, to incorporate, account for, and communicate the impact on "people, planet and profit" in a measurable, meaningful way.</p> <p style="text-align: right;">MG</p>
<p>THURSDAY 10:45 a.m. - 12:15 p.m.</p>	<p>Utilizing State Marketing Resources <i>The Vermont Department of Tourism & Marketing (VDTM) Staff</i> Learn what low cost or no cost marketing opportunities exist for your tourism business. The VDTM has many cooperative options for all business types and sizes.</p> <p style="text-align: right;">MM</p>	<p>Trends in Recreation <i>Rod Warnick, University of Massachusetts</i> Rod will unveil the latest research on trends in recreation, leisure time and travel in the Northeast with implications for travel to Vermont. Activities will include vacation travel, family travel and selected recreational and outdoor activities.</p> <p style="text-align: right;">MM</p>	<p>Social Networking: A Legal Field Guide for Businesses <i>Frank Petrosino, Paul Frank & Collins</i> What are employees saying on social networking sites about their jobs?? How does it reflect upon business? Social networking calls into question issues in the employment law defamation, intellectual property and privacy arenas.</p> <p style="text-align: right;">S</p>	<p>Maximizing Revenue: Yield Management Strategies <i>Jeff D'Amato, Topnotch Resort and Spa; Brent Farrell, Doubletree Hotel Burlington</i> With increasingly competitive markets and economic pressures, revenue management continues to be a critical tool. This interactive discussion will explore key revenue management practices and strategies, including pricing, yield management, inventory, forecasting, and market research and data.</p> <p style="text-align: right;">MG</p>

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