

The Advanced Learning Institute brings to Miami an information-packed, interactive 3-day forum – designed to help you engage and inform your consumers!

Social, Digital, & Mobile Marketing for Travel & Tourism

How To Develop A Successful Cross-Platform Marketing Strategy That Will Engage Consumers, Maximize Your Advertising Budget, & Drive Your Business Results



October 28-30, 2013 • Miami, FL

***** Register by September 5th to Save \$400! *****

WHAT YOU WILL LEARN

Attend this conference to gain valuable knowledge about how to create, and deliver, effective content that will enhance your engagement strategies, help you maintain relevance among the competition, and overall achieve your organizational goals, by:

- **Using** mobile, SEO, bloggers & online communities (Twitter, Facebook, Flickr, Instagram, Tumblr, Pinterest) as marketing tools to boost visibility and sales
- **Prioritizing** your marketing dollars and your time -- generate better content through video and photos
- **Maximizing** a limited, or non-existent, budget through advertising via social media
- **Using** gamification to better engage your audiences and make your marketing more effective
- **Going** viral, tips and techniques to find your audience and get them to share your messages
- **Preparing** to effectively tackle negative comments in order to create a positive spin
- **Building** loyalty, website traffic, press coverage
- **Increasing** digital & traditional media coverage with the use of mobile and social media tools in order to enhance client engagement, consumer satisfaction, and sales
- **Understanding** which SEO techniques are working best for travel and destination
- **Creating** a cost-effective social media strategic plan, step-by-step
- **Deciding** which social media networks are most valuable for you
- **Keeping** your programs up to speed in communicating and interacting with your travel customers
- **Integrating** your social media marketing with traditional channels to maximize your success
- **Using** video as part of a digital branding strategy
- **Measuring** the effectiveness and ROI of your social media programs - including the use of Big Data for ROI

Presented By:



Your Communications Training
Partner Since 1997

SUPPORTING ORGANIZATIONS



SPEAKING ORGANIZATIONS:

Hear practical, real-world advice about successfully using social, digital, and mobile tools to engage consumers from the industry's biggest, best, and brightest:

Ritz Carlton

Travelocity

Visit Buffalo Niagara

Hotels.com

Urban Adventures

Pipeline Social Media

Sapient Nitro

Real Racine

Library Hotel Collection

AboutFace Media

ZumFun

ClubCorp

Flagstaff Convention And
Visitors Bureau

DoubleTree By Hilton & Miami
Airport Convention Center

Miami Science Museum

Royal Caribbean Cruises Ltd.

Make Your Time Out Of The Office Worthwhile:

- ✓ 16+ speakers and case studies sharing breakthrough strategies to enhance your social, digital, & mobile marketing communications
- ✓ Face-to-Face networking with industry leaders – topic focused lunch outings, networking reception, and absolutely no sales pitches
- ✓ Group Roundtable Discussions that allow you to raise questions and provide insight on your own digital, social, and mobile marketing & communication strategies
- ✓ Optional workshops that will allow you to take your training experience to the next level
- ✓ Gain continuing education hours

Register by September 5th to Save \$400! • Bring a Team and Save – Register 3, Send a 4th for FREE!
To Register, Call (888) 362-7400 or (773) 695-9400 or online at www.aliconferences.com

WHO WILL ATTEND:

This conference is a must-attend event for all communicators, marketers, and PR professionals at Hotels, Casinos, Cruise Lines, Regional Attractions, Theme Parks, Resorts, including those responsible for:

Innovation & Marketing

Content Management

**Channel Intelligence
& Web Analytics**

Corporate Communications

Employee Engagement

Corporate & Brand Identity

Interactive Media

Brand Development

Public Relations

Digital Marketing

**Online, Publication
& Web Content**

e-commerce

Site Experience

Social/New Media

Mobile, New Ventures & Brands

Customer Experience

Social Media & Internet Strategies

...and anyone else using the latest digital, social, and mobile tools to market, build buzz, and gain attention from potential consumers!



Join the conversation #TTMktg_ALI

DID YOU KNOW?

Travelers' never leave home without social media: More than half of today's travelling population relies on social media for inspiration when planning a vacation, and even more get social once they arrive; A Marriot survey indicates that 74% of travelers use social media while vacationing.

(HOTELMARKETING.COM, May 2013)

THE BENEFITS OF ATTENDING THIS CRITICAL CONFERENCE

This conference is a must-attend event for all employees involved in digital marketing and communications that are committed to building a successful online marketing strategy, creating a positive consumer experience online and on-site, and engaging consumers across multiple channels:

- **15+ innovative speakers** your disposal to share their strategies and experiences in creating effective online marketing using social, digital, and mobile communication tools that are already proven to work
- **Over 24 hours of intense, interactive learning** - we guarantee you will recoup your money spent by implementing just a few of the strategies shared during the conference
- **Networking lunches** that give you the opportunity to brainstorm and benchmark solutions with your fellow attendees and expert speakers
- **Unique and interactive optional workshop sessions** tailored to your needs that will enable you to practice and apply your skills in peer groups (**October 28th &/or 30th**) -- you will walk away with new strategies and tactics that you can begin to implement in your own organization
- **An abundance of networking opportunities** -- be sure to bring plenty of business cards as you will make many new contacts that are worth knowing
- **Brainstorm sessions** allowing you to process the information presented and plan how you will integrate the tools and techniques into your own communication & marketing strategies upon your return to the office
- **A comprehensive overview of social, digital, and mobile marketing strategies** from leading practitioners like **Travelocity, Miami Museum of Science, Real Racine**, and many more
- **Acquiring new knowledge** to help transform your current marketing strategy and impact your organization's bottom line
- **Participating in instructional sessions** that will share real-world examples, tactics and lessons learned in leading social, digital, and mobile marketing initiatives that will ground you in advancing your organization's own marketing
- **The opportunity to learn** how to use new social media, digital, and mobile tools to revolutionize your marketing in a hands-on environment
- **A formal Certificate of Completion** which documents your training achievement and commitment to continuing professional development

Why Our Conferences Are Different ~

Through numerous networking opportunities with your colleagues, you'll leave with many new industry contacts, peer advice and help with your job and career!

Dear Communications, PR, & Marketing Colleagues,



Communicating effectively in a media rich world presents an incredible range of choices. There are major choices concerning media, message, targets and products. Then, how do you measure the results.

With the explosive growth in social and mobile, how can companies target their audience in an effective way and prove this success to their senior leaders.

The competition for your customer's attention is at an all-time high, generating a need for you to be more creative with how to reach them, how to engage them and then how to build an ongoing relationship with them.

Get ready to take your campaigns to new heights in 2013 by attending this conference.

Hear from several organizations on how they are successfully integrating social media into their intranets and revitalizing their communications with their employees, including how:

- **Flagstaff Convention and Visitors Bureau** has effectively used social components to not only engage followers, but track some of their traditional advertising methods as well
- **ClubCorp** has implemented a four-step approach to dealing with negative posts on social media
- **Real Racine** has utilized video as part of a digital branding strategy as opposed to content only

Register today online or call our conference hotline at 888-362-7400 to attend A.L.I.'s long-running successful social media events and their newest forum focused on "**Social, Digital, And Mobile Marketing For Travel & Tourism**" Conference this October in stunning Miami, Florida. This is your opportunity to hear from leading marketers and communicators that are already integrating the latest new media tools and techniques to take their marketing efforts to the next level.

I look forward to seeing you at this information-packed event.

Best Regards,



Adam Wootton, Founder and CEO
ZUMFUN
Conference Chairperson

DID YOU KNOW?

According to TripAdvisor's 'TripBarometer', which surveyed more than 15,000 travelers worldwide in January 2013, 40% of respondents that had used social media sites to research and plan their last trip looked to Google+, making it the second most popular social network after Facebook for travel research. (eMarketer, May 2013)

P.S. Reserve your spot today to learn how you and your team can better can enhance your existing social, digital, and mobile marketing and propel it to the next level. Register 3 people and get the 4th for FREE! For more information, go to www.aliconferences.com or call (888) 362-7400.

RAVE REVIEWS FROM PAST CONFERENCE ATTENDEES:

"The conference provided an abundance of relevant, timely and useful information. The program was well designed to include an array of topics and expertise, with plenty of time for networking with colleagues and subject matter experts."

S. Russ, Director of Internal Communications

THE READER'S DIGEST ASSOCIATION, INC.

"I've been to many conferences and presented at a number of them. The A.L.I. summit was exceptional. Great content and organization. I'd definitely recommend this experience to others. It's a great value."

B. Bowman, Director, Corporate Communications & Energy Services

SECO ENERGY

Social, Digital, & Mobile Marketing for Travel & Tourism - Oct. 28-30, 2013

Interactive Pre-Conference Workshops ~ Monday, October 28, 2013

INTERACTIVE, HANDS-ON WORKSHOPS

Monday, October 28, 2013

Jump-start your conference experience by attending these interactive and practical workshops. These information-packed sessions are a great opportunity to network with fellow attendees while taking a hands-on, common-sense approach to better understanding how to integrate social, digital, and mobile tools into your existing marketing strategy in a way that is not only effective in engaging consumers, but can be used to drive bottom-line results. These workshops are designed to create a foundation and enhance your understanding of the informative, case study presentations throughout the remainder of the conference.

... Choose ALL FOUR for Maximum Value and Learning! ...

8:30 a.m. to 11:00 a.m. – PRE-CONFERENCE WORKSHOP **A**

Registration and continental breakfast will begin at 8:00 a.m. for the morning workshop attendees.

Social Media 101 – Facebook, Twitter, Vine, Pinterest, YouTube -- What's Out There, What's Right For You & How To Use It Effectively

Is your business using social media marketing effectively? Is your message clear, attractive, and relevant? Are the time and money you're spending in on social media paying off?

Your head may be spinning as you realize your business really doesn't have as much of a focused social media marketing strategy as you hoped. Sure, maybe you have a Facebook page and maybe you've sent out a tweet or two, but it really doesn't feel like any of it is having an impact on your customers and ultimately your bottom line.

Attend this powerful workshop and revamp, enhance, and plan your social media marketing strategy, including:

- Assessing the social media tools available to you
- Understanding what the current status of your online branding and social media marketing is
- Knowing what your competitors are doing in social media and other places online
- Aligning social media tools with your mission and audience to ensure you're using the best tools for your organization
- Building the proper social media marketing strategy that will be most effective for your business

Between the time you register for this session and the time you attend, something has been updated or improved on Facebook, Twitter, YouTube, Google+, LinkedIn, Pinterest, Instagram, or any of the other social media sites that are valuable to use for your marketing and branding. Don't miss your chance!

WORKSHOP LEADER: Melanie Nayer is an award-winning journalist and a **Senior Creative Writer at SapientNitro**.

11:00 a.m. to 12:00 p.m. – Afternoon break/lunch on your own

12:00 p.m. to 2:30 p.m. – PRE-CONFERENCE WORKSHOP **B**

Refreshments will be provided during this session.

How To Develop Engaging Content – Video Included -- For Your Communications & Marketing Strategy: Overcoming Common Obstacles & Practical Solutions

Once you've chosen your communication tools, it's the content that truly makes it all come together. It's an ongoing commitment, but when executed well, pays big dividends and is well worth the time and effort.

Marketing communications is an especially tough road to travel with seemingly impassable obstacles. You have access to great distribution tools, but how do you go about creating compelling content that engages your audiences.

In this workshop, you will be guided through critical concepts that serve as the foundation for developing a content strategy. You'll learn practical approaches and tips to creating content that engages with your audiences, allowing you to not only share your message, but more importantly, to create a personal connection that opens the door to ongoing interaction.

Through case study examples, you'll experience common obstacles faced when developing marketing communications content and learn first-hand how these obstacles not only can be overcome, but in some cases, recast as opportunities.

In this compelling, hands-on workshop, you will be shown how to:

- Understand key items and utilize best practices when creating a content strategy
- Develop compelling content that will engage your audiences

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- Deal with the challenges and benefits presented by inward vs. outward facing distribution
- Address expectations regarding engaging with and sharing video content and “viral views”
- Develop cost effective video content for multiple distribution channels
- Create a phased strategy for developing content, measuring success and achieving acceptance
- How to apply these approaches to your specific content needs

WORKSHOP LEADER: Denise McKee is COO at AboutFace Media Inc. AboutFace creates short-form, story-driven documentaries for online and social media marketing projects. Their directors are award-winning independent filmmakers whose work has been screened at Sundance, South by Southwest and the Tribeca Film Festival among others. Clients include Sears, Kmart, Wilson, CNH, 3M, Trek, Staples, Florida Tourism, Robert W. Baird, Quad Graphics and Can-Am.

2:30 p.m. to 2:45 p.m. – Afternoon stretch break

2:45 p.m. to 5:15 p.m. – PRE-CONFERENCE WORKSHOP C

Refreshments will be provided during this session.

Return On Influence: Understanding Your Social Media's Path To A Tangible ROI

Before you can rightly measure and then grow a hard-line return on investment from social media marketing, the proper key performance indicators (KPI's) must be identified. Your KPI's regard the most integral pieces to the pie like your audience, message, and methodology.

Be sure to secure your spot in this interactive workshop as we address your biggest ROI concerns, as well as provide you with a deeper understanding of:

- What platforms provide the quickest avenue to true monetization of social?
- How should a business segment its time, energy, and budget to succeed the quickest and the longest on these platforms?
- What tools should a business have its tool kit for social listening, promotion creation, and analytics?
- How do you mix true brand awareness with "story selling" on social? What types of posts about your product/service are going to best drive revenue?
- Who should be responsible in the creation, execution, and measurement of your social media campaign? Where does the "buck" stop?
- What time frame should outline successful social media monetization campaigns? Should your goals be monthly, quarterly, or annual?
- Facebook 80-20 Rule to put your Content Marketing into Overdrive
- Must-Have Google Chrome Plug In for Ad Conversion
- Content/Technology/Advertising: The Three Keys to Cracking The Code on Social

WORKSHOP LEADER: As Chief Relationship Officer of Pipeline Social Media, Trey Sheneman's main focal points include: developing new client relationships, monitoring the satisfaction of existing accounts, taking the lead on our consulting projects and forging new strategic partnerships to grow Pipeline's market share. With experience in social media campaign management for several different industries, Trey supplies real-life experience on what works and what doesn't in the ever-changing, data-driven social ecosystem. Our sales department relies on Trey's ability to capture current market trends and subsequently cast a vision for where the market and the firm are headed.

POST-CONFERENCE WORKSHOP D AVAILABLE: USING SOCIAL MEDIA TO CONVERT A CRISIS INTO A POSITIVE FOR YOUR BRAND,

see page 12 for more details

8:00 a.m.

Registration & Continental Breakfast

8:30 a.m. SPEED NETWORKING-WELCOME

Chairperson's Welcome & Speed Networking

This fun and fast-paced forum is designed to provide you with a unique and fun opportunity to share your goals for this conference and get to know your fellow conference attendees and their most pressing issues in creating and delivering a successful marketing strategy through the use of social, digital, and mobile tools.

Adam Wootton, Founder and CEO

ZUMFUN

Conference Chairperson

9:00 a.m. CASE STUDY

Learn How To Leverage Integrated Marketing Channels Effectively

With the lines becoming blurred among marketing departments on who owns which tools and which initiatives, teams are now required to work collaboratively to save time, money and resources. All channels must work together to support shared objectives while delivering measurable results.

This session will provide you with necessary tips and tools to ensure your departments are working together in effort to maximize your budget and your success, including how to:

- Encourage your marketing departments to come together to support one of the fastest growing distribution channels – mobile
- Effectively bring all of your marketing channels together for the common good
- Take lessons learned from a leading online travel agency and their launch of their mobile booking app
- Measure success in a way that meets your organization's objectives

Taylor Cole, APR, Director Public Relations & Social Media

HOTELS.COM

9:30 a.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

9:35 a.m. CASE STUDY

How To Integrate Social Components To Not Only Engage Followers, But Track Your Traditional Advertising Methods As Well

In a world where ROI is king, reporting out the bottom line is no longer the norm. Integrating your social media and online efforts with your traditional marketing placements helps to create a more balanced mix for optimum reach and more tracking.

The Flagstaff Convention and Visitors Bureau recently launched a new advertising campaign utilizing all of its tools. They were able to find new and creative ways to track the success of these media placements. In doing so, they were also able to increase their interaction with visitors and residents alike.

This forward-thinking session will inspire you to view your traditional advertising methods in the same realm as your new media advertising and how to use both components to maximize your marketing success, including how to:

- Successfully use social tools to increase engagement
- Understand the tools that are out there
- Track success of traditional advertising methods through your social media

HeatherAinardi, Marketing and Public Relations Manager

FLAGSTAFF CONVENTION AND VISITORS BUREAU

10:05 a.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration



Join the conversation #TTMktg_ALI

10:10 a.m. 
Morning Refreshment & Networking Break

10:20 a.m. **★ TAILORED GROUP EXERCISE**
Brainstorming Session: Connect, Collaborate, And Learn

This is a tailored session to you as an attendee. This is your chance to discuss with fellow attendees and speakers what your most pressing marketing concerns are and gain valuable solutions and ideas from each other!

10:50 a.m. **CASE STUDY**
Calculating Your ROI And Using Big Data To Understand Which Social, Digital, Or Mobile Channel Is Driving Your Business Most Efficiently

Any company which markets via more than one channel needs to understand which ones are driving business most efficiently. Traditional attempts to assign credit involve tracking shopper click activity via browser cookies and so on. This is a daunting computational task, involving billions of rows of data with dozens of fields.

Fortunately, Big Data technologies, like Hadoop and Revolution Analytics, make such exercises affordable. While attribution specialist companies like VisuellQ and Datasong stand ready to perform these computations for clients who want their help.

Though there is lots of hype surrounding it, Big Data is real and you ignore it at your peril. Fortunately, it need not be difficult or expensive for you to start. This forward-thinking session will assist you in understanding where to begin, and why you need to do so now, including:

- How to harness big data for your marketing purposes
- Understanding algorithmic attribution modeling -- if you're currently not using it you are almost certainly overinvesting in some channels and under investing in others, to the detriment of your bottom-line ROI
- How to value social media (particularly Facebook) on an impressions basis, not a click basis.
- Evaluating the value of a Facebook ads

Jonathan Isernhagen, Director, Marketing Analysis
TRAVELOCITY

11:20 a.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

11:25 a.m. 
Morning Refreshment & Networking Break

11:35 a.m. **CASE STUDY**
Social, Digital, And Mobile Marketing For Travel & Tourism Case-Study To Come
Abstract to come.

Mark Calibo, Director of Sales & Marketing
DOUBLETREE BY HILTON MIAMI AIRPORT CONVENTION CENTER

12:05 p.m. **Q & A SESSION**
Idea Exchange: Questions, Feedback, Collaboration

12:10 p.m. 

Lunch On Your Own -- But Not Alone!

Join a group of your colleagues for a themed lunch with an informal discussion surrounding a hot topic! Take this opportunity to join others in a small, interactive group setting to network and brainstorm solutions to your most pressing social, digital, and mobile marketing concerns.

1:45 p.m. **CASE STUDY**

Say What? A Four-Step Approach To Dealing With Negative Posts On Social Media

Whether you are actively participating in social media or not, your customers and prospects are most likely talking about you on social media. You must be aware, and understand, that not all comments will be positive. By joining an existing conversation in the right way, you can not only help amplify the good words spoken about your organization, but you can also minimize or neutralize the impact of the negative.

After listening to this session you will be armed with an easy-to-follow four-step process to respond to negative comments on social media sites, including:

- How to find comments about your business on social media platforms
- Which comments you need to respond to (the answer is almost all of them)
- The four steps in constructing your response to the negative post
- Examples of businesses that have responded in the right way, and of those that did not

Erik Johnson, Director of Digital Marketing and Social Media

CLUB CORP.

2:10 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

2:15 p.m. **CASE STUDY**

Sorting Through The Tools – Vine, Instrgram, YouTube, Facebook, Twitter – Deciding Which Tool Suits Your Needs, And How To Get Your Message Through The Clutter To Your Audience

Stay tuned for session specifics.

Peter Burakowski, Communications Manager

VISIT BUFFALO NIAGARA

2:45 p.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

2:50 p.m. 

Afternoon Refreshment & Networking Break

3:00 p.m. **★ TAILORED GROUP EXERCISE**

Brainstorming Session: Connect, Collaborate, And Learn

This is a tailored session to you as an attendee. This is your chance to discuss with fellow attendees and speakers what your most pressing marketing concerns are and gain valuable solutions and ideas from each other!

3:30 p.m. INTERACTIVE PANEL

Deciding Which Social Media Tools Are Best For You, Your Customers, And Your Goals
Facebook, Twitter, YouTube, Instagram, FourSquare -- while we would like to immerse ourselves into all of them, realistically we can not. To launch a social media campaign you must be willing to dedicate your time and efforts to ensure it is done right - otherwise, you've wasted your time.

This panel session is designed to answer your questions about specific tools and assist you in choosing the "right" ones for you, including:

- Aligning your goals to the tools that will accomplish them successfully and efficiently
- Tools to assist in making the most of your budget and your time
- Platforms to make managing multiple social media sites easier

And any other specific concerns you may have when deciding which tools are worth your time!

Panelists:

Bilal Tengree, Online Promotions

RITZ CARLTON

Tommy Gomez, Marketing & Events Manager

MIAMI SCIENCE MUSEUM

More Panelists To Be Announced Shortly

4:15 p.m. Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

4:20 p.m.

More "How To's" To Help You Get The Work Done: Day One Wrap Up

Need to dive deeper into specific topics? Want more details? Here's your chance! Digest what you've learned and apply it to your own initiatives to get feedback and ideas for improvement and discuss what topics you want to hear covered tomorrow.

Adam Wootton, Founder and CEO

ZUMFUN

Conference Chairperson

4:30 p.m.

End Of Day One

4:45 p.m.



Networking Reception: Please Join Us!

We invite you to join us for a drink as you relax with your peers. All conference attendees and speakers are welcome to join us for this special opportunity to continue networking. Don't miss this chance to benchmark new ideas over complimentary drinks!

7:00 p.m.



Dine Around

Sign up during the day for dinner with a group. Take advantage of Miami's fine dining while you continue to network with your colleagues.

Don't Miss Out On Two Exclusive Discounts
Register By September 5th and save \$400
Register a team of 3 and get a 4th pass for FREE

8:00 a.m. 

Continental Breakfast & Networking

8:30 a.m.

Goals, Growth, And Gaming: Understanding How The Social, Digital, And Mobile Tools Available Can Help Promote Your Business And Brand

Join us for this informative thought-provoking session led by Dr. Wootton. This session will provide you with a framework for understanding how you as a communicator and marketer can better understand the new techniques and technologies available to you to promote your business including:

- Understanding the different goals for different communication tools and techniques
- Providing content for your users to share -- the key to viral growth
- Knowing that control is critical - how to give it up
- Increasing your impact through the use of games and gamification

The session will focus on the reasons behind the different tools and techniques and show practical examples of all components.

Adam Wootton, Founder and CEO

ZUMFUN

Conference Chairperson

9:10 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

9:15 a.m. **CASE STUDY**

How To Utilize Video As Part Of A Digital Branding Strategy

When the Racine County Convention and Visitors Bureau undertook an extensive marketing revamp, re-branding itself as “Real Racine”, there were multiple distribution channels to address as the brand was rolled out. Once the logo, print standards and new website were all addressed, the next logical phase was how best to utilize social media. Given the explosive growth of video, how could they harness the power of YouTube to further establish the Real Racine brand while engaging with their target audience of women ages 35-54?

This informative session will provide you with insight on how Real Racine utilized storytelling and documentary video to tell stories in a genuine and engaging way. You will gain tips and techniques inside the process they undertook to develop a successful video content strategy and key points to consider before, during and after content development, including how to:

- Develop a successful video content strategy for your organization and brand
- Get the most “bang for your buck” by utilizing your content across multiple distribution channels
- Find resources for funding content development
- Understand why paid promotion is a crucial part of the mix

Dave Blank, President & CEO

REAL RACINE

Denise Roberts McKee, COO

ABOUTFACE MEDIA

9:45 a.m. **Q & A SESSION**

Idea Exchange: Questions, Feedback, Collaboration

9:50 a.m. 

Morning Refreshment & Networking Break

AGENDA - DAY 2 - Wednesday, October 30

10:00 a.m.

CASE STUDY

How To Use Online Reviews In Order To Generate Demand For Your Business: Creating A CompanyWide Strategy To Embrace Outstanding Service As A Component Of Your Marketing

With 200 million unique monthly visitors, TripAdvisor is the world's most influential Travel Website. The opportunity to excel on TripAdvisor is available to any hotel, in any price range for little to no cost. What it does require is companywide strategy embracing outstanding service as a component of marketing.

This session will provide you with the practical steps the Library Hotel Collection implemented to achieve and maintain the highest rankings on TripAdvisor in New York City year after year, which is a model that can be replicated by anyone looking to organically increase brand awareness, loyalty and demand, including how to:

- Enhance (or replace) every other sales and marketing strategy you are currently using -- your reputation is the most powerful marketing tool you have
- Inspire positive reviews
- Avoid negative reviews
- Turn a negative review into more future bookings for your business

Adele Gutman, VP, Marketing & Sales

LIBRARY HOTEL COLLECTION

10:30 a.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

10:35 a.m.

INTERACTIVE PANEL SESSION

Vendor Panel: Understanding The Latest Trends In Travel Buying Through Social Media

Are you utilizing social media to drive business results? Are you interested in sharing your best techniques and tools to achieve this?

Panelists:

CONTACT CONFERENCE DIRECTOR, ERIN, FOR DETAILS ON HOW TO BECOME A PANELIST.

11:20 a.m.



Refreshment & Networking Break

11:30 a.m.

CASE STUDY

Developing A Content Strategy -- From Scratch -- That Can Be Used Across Multiple Marketing Channels

This forward-thinking session will provide you with tips and techniques needed to enhance your content strategy, despite the channels you're using, including how to:

- Develop powerful content from scratch
- Prioritize your efforts to maximize the use of your financial and human resource means
- Maximize your efforts through experimentation

Lindsay Young, Digital Marketing

URBAN ADVENTURES

12:00 p.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

12:05 p.m.

CASE STUDY

**Protecting Your Brand:
How To Effectively Utilize Your Social Media Tools To Communicate During A Crisis**

Integrating traditional tactics and social media are crucial in order to handle a crisis successfully and prevent any long-term damage to your brand. Royal Caribbean Cruises regularly utilizes its social media tools including their website, blog, Facebook, and Twitter in order to keep the public and media informed during a situation or incident.

This session will provide you with tips and tools to that will assist you in effectively using social media during a crisis, including how to:

- Successful manage your crisis communications when an incident occurs
- Make your company the main source of information for all stakeholders, including media, guests, family members and potential customers during a crisis, leveraging social media to communicate
- Integrate traditional tactics and social media in order to handle a crisis successfully and prevent any long-term damage to your brand

Cynthia Martinez, Director, Global Corporate Communications

ROYAL CARIBBEAN CRUISES LTD.

12:35 p.m.

Q & A SESSION

Idea Exchange: Questions, Feedback, Collaboration

12:40 p.m.

Chairperson's Recap: Key Takeaways And What To Do When You Get Back To The Office

We'll recap the highlights of the past two days and ask you to share key insights and next steps with the group.

12:50 p.m.

Close Of General Sessions

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own social, digital, and mobile marketing journey!

1:30 p.m. to 4:00 p.m. – POST-CONFERENCE WORKSHOP D

Refreshments will be provided during this session.

Using Social Media To Convert A Crisis Into A Positive For Your Brand

With over one billion connected, social media allows every current (and potential) customer to play the role of an ambassador for your organization. Which sounds good, until it all goes bad.

One unhappy tweet, one negative Facebook status update, one dissatisfied Yelp or TripAdvisor review can spark a social media crisis with astonishing swiftness and result in a damaging effect on the brand. As such, social media can be an unforgiving place for your brand. Or, with the right finesse, it can be a very forgiving place—allowing you to amplify your service recovery and make long lasting brand fans.

In this workshop, we will:

- Review social media crisis case studies.
- Discuss key takeaways for future application.
- Detail best practices for creating an action plan to help handle social media crises.
- Explore tools & tricks for monitoring to make sure you know about impending crises before they explode.
- Dig into a hands-on handling of a simulated crisis.

The goal is for you to leave the workshop with a clear action plan to help handle a social media crisis, as well as an understanding of the various stakeholders you will need to involve in the planning process. Ultimately, this workshop will assist you with ways to act quickly and effectively if such a social media crisis were to hit your organization.

WORKSHOP LEADER: Jon Paul Buchmeyer creates and implements social & digital media campaigns, and has handled social media crises, for a range of travel, lifestyle and financial services brands.

Wrap up your conference experience with a hands-on workshop that will leave you inspired and ready to embark on your own social, digital, and mobile marketing journey!

1:30 p.m. to 4:00 p.m. – POST-CONFERENCE WORKSHOP **D**

Refreshments will be provided during this session.

Using Social Media To Convert A Crisis Into A Positive For Your Brand

With over one billion connected, social media allows every current (and potential) customer to play the role of an ambassador for your organization. Which sounds good, until it all goes bad.

One unhappy tweet, one negative Facebook status update, one dissatisfied Yelp or TripAdvisor review can spark a social media crisis with astonishing swiftness and result in a damaging effect on the brand. As such, social media can be an unforgiving place for your brand. Or, with the right finesse, it can be a very forgiving place—allowing you to amplify your service recovery and make long lasting brand fans.

In this workshop, we will:

- Review social media crisis case studies.
- Discuss key takeaways for future application.
- Detail best practices for creating an action plan to help handle social media crises.
- Explore tools & tricks for monitoring to make sure you know about impending crises before they explode.
- Dig into a hands-on handling of a simulated crisis.

The goal is for you to leave the workshop with a clear action plan to help handle a social media crisis, as well as an understanding of the various stakeholders you will need to involve in the planning process. Ultimately, this workshop will assist you with ways to act quickly and effectively if such a social media crisis were to hit your organization.

WORKSHOP LEADER: Jon Paul Buchmeyer creates and implements social & digital media campaigns, and has handled social media crises, for a range of travel, lifestyle and financial services brands. Clients have included Absolut, Ecco Domani, The Economist, Levi's, Loews Hotels, Hyatt Hotels, JDV Hotels, Rosewood's Little Dix Bay and Jumby Bay, Samonsite, Seabourn, Wella, Wells Fargo and Whole Foods Market, among others. As a journalist, he is an expert on social responsibility, regularly contributing to *Condé Nast Traveler*. His blog is Poptimistic.com @ jpbuchmeyer

CONFERENCE SUPPORTERS:



Luxury Hoteliers is the largest hospitality and travel social network group online. It is ranked #1 hospitality/travel group on LinkedIn for both size and activity. It has over 140,000 members with 1500 new members joining each week.

Hospitality and travel professional join the group to ask, share and learn from colleagues in the hospitality industry. Benefits include webinars on industry trends, an active discussion forum and a quick-read daily news brief, Smartbrief on Luxury Hoteliers. It's a quick read daily news brief that keeps our members up to date on the latest news and trends in the industry.

For more information visit: https://www2.smartbrief.com/signupSystem/subscribe.action?pageSequence=1&briefName=luxhotel&campaign=subcat_TravelLodging

INTERESTED IN BECOMING A SPONSOR:

This conference provides an excellent opportunity to market your products and services to a targeted marketing and communications audience. Unlike any other training event you will have the opportunity to interact and make meaningful connections with each attendee. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information and to receive a sponsorship packet with pricing and details.



Join the conversation #TTMktg_ALI

ALL CONFERENCE SESSIONS WILL BE HELD AT THE:

The James Royal Palm Hotel

1545 Collins Avenue
 Miami Beach, FL 33139
 Main Hotel Number: (305) 604-5700
<http://www.jameshotels.com/miami/>

For the training, a limited number of rooms have been reserved at the reduced rate of \$229/night.

Complimentary wifi is available.

Our group rate will be set up in the reservations system shortly. We will notify registrants and post the information here when the hotel is ready to take our group reservations.

Featured as one of Conde Nast Traveler UK & US Magazine's "Hot Hotels of 2013" and AAA Four Diamond rated beachfront retreat, the James Royal Palm hotel is just steps away from the beach and world famous Ocean Drive and Collins Avenue. The oceanfront beach retreat is located within the coveted and culturally-rich area of South Beach. The James Royal Palm provides guests with a location immersed in luxury retail, endless entertainment and an unmatched shopping experience.



Join us in Miami, FL, for A.L.I.'s "Social, Digital, And Mobile Marketing For Travel & Tourism" Conference and enjoy this wonderful city's restaurants, shopping, attractions and nightlife.

For more information on your visit to Miami, go to www.miamiandbeaches.com/visitors/

REGISTRATION FEES:

The following are included in your conference registration: attendance, a detailed summit workbook and any additional meeting materials -- including access to the summit wiki, continental breakfasts, morning & afternoon refreshments, and evening networking reception.

Group Discount: Register 3 colleagues and the 4th is FREE!	EARLYBIRD Pricing: Register & pay by September 5, 2013	REGULAR Pricing: Register & pay after September 5, 2013
Conference Only (October 29 & 30)	\$1,699	\$2,099
Conference (October 29 & 30) Plus One Workshop (Oct. 28 or Oct. 30)	\$2,099	\$2,499
Conference (October 29 & 30) Plus Two Workshops (Oct. 28 &/or Oct. 30)	\$2,399	\$2,799
Conference (October 29 & 30) Plus Three Workshops (Oct. 28 &/or Oct. 30)	\$2,599	\$2,999
Conference (October 29 & 30) Plus All Four Workshops (Oct. 28 & Oct. 30) - ALL ACCESS PASS!	\$2,699 BEST VALUE!	\$3,099
Conference Materials (if not attending)	\$249	

Payment is due two weeks prior to the conference. If payment has not been received two weeks before the conference, a credit-card, training form, or purchase order hold will be taken to ensure your space.

VENUE & REGISTRATION FEES

A LIMITED NUMBER OF SPONSORSHIP & EXHIBIT OPPORTUNITIES ARE AVAILABLE:

This conference provides an excellent opportunity to market your products and services to a targeted travel & tourism and communications audience. Space is limited, so please call Erin at (773) 695-9400 ext. 216, for more information or if you'd like to receive a sponsorship packet with pricing and details please email erin@aliconferences.com.

GROUP DISCOUNTS:

Four or more attendees, registering together, enjoy a savings of at least \$1,699! **Register three attendees and the fourth registrant is FREE! That's a 25% savings off each registration.** Note to small departments – register together with your colleagues from another organization and receive the same group discount. The free registrant must be of equal or lesser value.

A.L.I. FREQUENT ATTENDEE DISCOUNT:

Earn summit attendance bonuses as you benchmark with other organizations. For every A.L.I. summit attended, receive a **\$200 discount** off your next A.L.I. training. Also, you will receive special bonuses and perks reserved only for A.L.I. frequent attendees.

PROGRAM CHANGES:

A.L.I. reserves the right to make changes in programs and speakers, or to cancel programs if enrollment criteria are not met or when conditions beyond its control prevail. Every effort will be made to contact each enrollee if a program is canceled. If a program is not held for any reason, A.L.I.'s liability is limited to the refund of the program fee only.

CANCELLATION POLICY:

You may make substitutions at any time; please notify us as soon as possible. If you cancel (in writing) more than two weeks prior to the conference (**before October 14th**) a refund will be provided less a \$295 administration fee. Registered delegates who do not attend or who cancel two weeks prior to the conference or less (**on or after October 14th**) will be issued a credit memo. Credit memos will be valid for one year from date of issuance and can be used by anyone in your organization.

RAVE REVIEWS FROM PAST A.L.I. ATTENDEES:

"I got a lot of value from hearing the issues and solutions addressed at other companies."

D. Curtis-Magley, Brand Management Supervisor

UNITED PARCEL SERVICE

"Once again, this conference filled my pockets with ideas to take back and implement. What a stellar array of movers and shakers - thank you for sharing the knowledge!"

M. Lewis, Director of Creative and Strategic Development

MINNESOTA DEPARTMENT OF TRANSPORTATION

"Practical advice and information that I can use in my own planning process."

B. Swanson, Manager, Editorial Communications

WENDY'S INTERNATIONAL, INC.

"Lots of really useful information, great contacts - - thanks for putting on such a good conference!"

S. Shoemaker, Director of Employee Communications

AT&T

ABOUT THE ADVANCED LEARNING INSTITUTE:

The Advanced Learning Institute's mission is to help executives build strong personal relationships, expand their business knowledge of cutting-edge trends, and find proven solutions to a wide range of strategic management problems.

Our forums bring together industry leaders and experts to share valuable, real-world experiences, and best practices on how to meet tomorrow's management challenges.

The Advanced Learning Institute's focus is on delivering high-quality programs, which consistently meet the needs of our customers. Our summit serves a broad range of specialized industries and functions, including:

Communications · Brand Management · Human Resources · Social Media
Strategic Planning · Healthcare · Technology · Marketing
Performance Measurement · Government · Biometrics · Pharmaceuticals

WE GUARANTEE RESULTS:

Since 1997, the Advanced Learning Institute has been successfully providing senior executives with forums to share practical experiences and solutions to a variety of organizational challenges. We are so confident you'll benefit from the innovative strategies shared during this training that we'll guarantee it! If you follow the advice of our speakers, and you don't improve efficiency valued at the cost of your registration fee, then we'll send you a full credit to be used for a future event.

A Few Of Our Past Attendees Include Representatives From These Leading Organizations:

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- Pfizer
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- Capital One Financial Corporation
- American Heart Association
- State Farm Insurance
- American Express
- Disney
- IBM Corporation
- Mayo Clinic
- Dean Foods Company
- U.S. Department of Defense
- John Deere
- PepsiCo
- Shell Chemicals
- Verizon
- Microsoft
- Lockheed Martin
- Southwest Airlines
- Northwestern Mutual
- American Cancer Society
- Tasty Catering
- Pennzoil-Quaker State Company
- Kaiser Permanente
- Target Corporation
- Kimberly-Clark Corporation
- U.S. Postal Service
- AT&T
- AstraZeneca Pharmaceuticals
- Whirlpool Corporation
- Sprint
- Merck
- Mars Chocolate North America
- General Motors
- American Red Cross
- Morgan Stanley
- Starbucks
- Chase Manhattan Bank

Thousands of satisfied alumni can't be wrong - register today for the opportunity to learn from our platform of proven experts!

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Social, Digital, & Mobile Marketing for Travel & Tourism

How To Develop A Successful Cross-Platform Marketing Strategy That Will Engage Consumers, Maximize Your Advertising Budget, & Drive Your Business Results



October 28-30, 2013 • Miami, FL

Registration Form

Please photocopy for group members.

Yes, register me for the Oct. '13 Social, Digital, & Mobile Marketing for Travel & Tourism Conference in Miami, FL

Please check:

E-mail Priority Code: _____ Amount Due: _____

- Conference Only
- Conference Plus Workshop(s):
 - Pre-Conference Workshop A: Social Media 101 – Facebook, Twitter, Vine, Pinterest, YouTube -- What's Out There, What's Right For You & How To Use It Effectively
 - Pre-Conference Workshop B: How To Develop Engaging Content – Video Included -- For Your Communications & Marketing Strategy: Overcoming Common Obstacles & Practical Solutions
 - Pre-Conference Workshop C: Return On Influence: Understanding Your Social Media's Path To A Tangible ROI
 - Post-Conference Workshop D: Using Social Media To Convert A Crisis Into A Positive For Your Brand
- I would like to order digital access to conference materials
- Please add me to your mailing list to receive future conference notifications

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