



Florida Association of Destination Marketing Organizations

DESTINATION MARKETING INDUSTRY SUMMIT

PULLING TOGETHER AS A TEAM

A program of education designed for tourism specialties to share information and help destination marketers attract more customers to their communities:

- Interactive discussion with VISIT FLORIDA on the direction of the destination marketing industry
- Detailed education that can be applied immediately to bring more visitors to your destination
- Opportunity to gain insights from your peers throughout Florida on how to build better community partnerships within the industry and with organizations outside of the traditional tourism industry
- Four tracks of education to serve many different professionals within your bureau

JUNE 5-7, 2013

Hyatt Regency Sarasota

Sarasota, FL



FROM THE CHAIRMAN OF THE BOARD

It is my pleasure to invite you to the 2013 FADMO Destination Marketing Summit, this year's largest gathering of Florida destination marketing organization executives and industry suppliers.

We are lucky to live and work in the most beautiful place in the world. Seemingly, Florida can sell itself.

However, we know better. As destination marketers we must compete against a lot of well funded adversaries for visitors. This while 1.3 million Florida residents employed within the tourism industry are depending on our success.

It's never been more important for the destination marketing industry to invest in additional training for ourselves and our staff. To provide you with the knowledge and resources you need to succeed and prosper in the coming year, we have created a one-of-a-kind program.

Critical issues affecting our industry will be addressed:

- VISIT FLORIDA's plans for helping destinations bring more customers to our communities.
- Tourism marketing strategies including how to use the media to promote your destination, narrative marketing, and insight into what a visitor really wants from a DMO website.
- The top trends in social and mobile and how to use these tools to expand the reach and influence of your DMO and your visitor center.
- How to conduct your own economic impact study, position your destination for the future and improve your bottom line.

You'll have a great opportunity to network with outstanding speakers, other tourism marketers from throughout Florida and the industry's finest sponsors. This is an event at which you and your organization will want to be represented. The Florida Association of Destination Marketing Organizations looks forward to welcoming you to this important meeting.

Sincerely,

Dan Rowe

Dan Rowe
Chair, FADMO Board

Florida Association of Destination Marketing Organizations
P.O. Box 14629 • Tallahassee, FL • 32317

SCHEDULE AT-A-GLANCE

WEDNESDAY – JUNE 5, 2013

9:00 AM – 12:00 Noon	Board of Directors Meeting and Working Lunch
9:00 AM – 12:00 Noon	Vendor Setup
2:00 PM – 5:00 PM	VISIT FLORIDA Interactive Discussion
5:00 PM – 6:00 PM	Welcome Reception at the Hyatt Regency Sarasota
6:00 PM	Dinner on own



THURSDAY – JUNE 6, 2013

8:30 AM – 9:30 AM	Narrative Marketing & the New Tourist	Digital Evolution: How Big Data Can Improve Your Bottom Line (Heads In Beds) Through Digital and Mobile Ads
9:45 AM – 10:45 AM	Leveraging Digital Marketing to Drive Meetings	CEO Discussion Forum – Your New Marketing Organizational Chart
11:00 AM – 12:00 Noon	What Does a Visitor Really Want From a DMO Website?	The Insider's View of Enterprise Florida's New Marketing Initiatives
12:00 Noon – 1:30 PM	Networking Luncheon sponsored by Visit Sarasota	
1:30 PM – 2:30 PM	How to Create Destination Videos that Inspire & Engage	Conducting Your Own Economic Impact Study: A Quick Start Guide for the Busy DMO Executive
2:45 PM – 3:45 PM	Why Mobile Matters - Destination Marketing and the Mobile World	"I Issued a Press Release! What Else Do They Want?" How You Can Help the Media Promote Your Destination
4:00 PM – 5:00 PM	Positioning Your Destination for the Future	Content Marketing, What Is It and Why Should I Care?
6:00 PM	Dinner on own	



LONGBOAT KEY | SARASOTA | LIDO KEY | SIESTA KEY | VENICE
CASEY KEY | MANASOTA KEY | ENGLEWOOD | NORTH PORT

FRIDAY – JUNE 7, 2013

9:00 AM – 12:00 Noon	Destination Marketing - State of the State Report
12:00 Noon	Adjourn

PROGRAM DETAILS

WEDNESDAY – JUNE 5, 2013

2:00 PM – 5:00 PM

How Can We Work Together to Bring More Customers to Our Communities?

Participate in an interactive discussion of FADMO Marketing Summit attendees and VISIT FLORIDA executives. VISIT FLORIDA is attending this interactive discussion so we may all learn from each other as we discuss how we can do better. The object of this discussion is to involve representatives from all areas of the DMO profession along with the leadership of VISIT FLORIDA in a frank, interactive discussion of what we are doing right and where we can each improve our marketing efforts.

THURSDAY – JUNE 6, 2013

8:30 AM – 9:30 AM

Narrative Marketing & the New Tourist

Autumn Kindelspire, atLarge, Inc.

In this session you will discover new content opportunities by looking beyond the traditional partner listings and event calendars to what truly makes your region unique and attractive to visitors. Autumn will provide you with storytelling techniques that will transform your website, email, and social media content into stories that will inspire visitors and incite them into action. After attending this session you will have new insights into traveler demographics and behaviors and a new and creative way to approach content marketing for DMOs. This information can help drive new website traffic, increase engagement, and encourage repeat visits.

Digital Evolution: How Big Data Can Improve Your Bottom Line (Heads In Beds) Through Digital and Mobile Advertising

Matt Fanelli, Media Networks, Inc.

Big data allows marketers to make informed marketing and advertising decisions based on a profile of consumers who purchase their products and services. MNI's proprietary Omnipoint technology suite provides data on a DMA basis, in terms of the number of vacations consumers take a year, the number of miles consumers travel for vacation, and how much money they spend on vacations. With a dozen years of experience in the digital arena, Matt is widely accepted as a leader in online advertising strategy and management. He will discuss big data and what it means to you, providing real life/real time results and market intelligence. You'll walk away with real life travel/CVB case studies, key trends and insights, and big data pertaining strictly to travel.

9:45 AM – 10:45 AM

Leveraging Digital Marketing to Drive Meetings

Mya Surrency, Smith & Surrency Digital Marketing

With more than 10 years of marketing experience specializing in travel and tourism, Mya's experience includes growing existing well-known brands and developing new ones from the ground up. Mya will teach you how to use digital marketing channels to drive meetings. You'll learn about the tools at your disposal including email, Linked In, paid search, online campaigns, digital promotions to drive room nights, affordable options to build awareness and drive RFP's, and how to work with the hotels rather than compete with your hotels. She will provide case studies and examples to demonstrate how to stretch your marketing dollars, how to co-op digital marketing techniques, how to integrate digital marketing with traditional marketing, how to highly target your digital marketing, and how to track digital marketing.

CEO Discussion Forum – Your New Marketing Organizational Chart

Jeffrey Hentz, Daytona Beach Area Convention & Visitors Bureau

The increasing rate of speed for new marketing platforms, tools and products is significantly impacting how DMOs must organize their team. The customary alignments of sales, tourism and industry relationships is transforming as are trends in outsourcing. Many DMOs are bringing a lot of functions in-house that were customarily outsourced to an agency, while others are doing the reverse. Join this interactive discussion around the changes to the DMO organizational chart, how other DMOs are prioritizing their resources for success and walk out with a much better understanding of what your DMO can do to ensure your resources are aligned for maximum impact for your community.

11:00 AM – 12:00 Noon

What Does a Visitor Really Want From a DMO Website?

Paul McLeod, Simpleview

Paul McLeod, lead Search Engine Marketing analyst for Simpleview, is a Certified Google AdWords and Google Analytics Professional. Paul will show you what to include on your website to encourage visitors to take action and book their vacation immediately. He will also explain how to position your website to be found at the most critical points in the decision-making process. You'll leave the session with insights into the latest optimization trends, and learn principles on building your site for customers and search engines at the same time.

The Insider's View of Enterprise Florida's New Marketing Initiatives

Melissa Medley, Enterprise Florida

Enterprise Florida has a bold new campaign to attract business to Florida. By working together, economic developers and destination marketers can attract more visitors and businesses and grow your communities. You'll learn about Enterprise Florida's new goals and marketing plans enabling you to attract more visitors to your community.

1:30 PM – 2:30 PM

How to Create Destination Videos that Inspire & Engage

Brian Matson, Think Social Media

Video is the best way that potential visitors can understand what kinds of experiences and feelings they will get from your destination. In order to be noticed DMOs have to provide authentic and compelling content. It's never been easier and less expensive to incorporate videos that entertain and inspire travel to your destination into your online resources. Attendees will learn the basic skills and equipment they'll need to shoot video that feels professional and authentic on an amateur budget. You will learn how to quickly handle lighting and audio scenarios, how to "think like a videographer" when it comes to storyboarding shoots that inspire visitors to commit to a trip, and editing tips to make the video creation process as painless and time efficient as possible. Brian will also discuss how you can put your local community and visitors to work for you when it comes to producing authentic and compelling video content for campaigns that entertain and engage audiences like never before.

Conducting Your Own Economic Impact Study: A Quick Start Guide for the Busy DMO Executive

*Brian London, Travel Industry Indicators
Vicki Allen, VISIT FLORIDA*

Many communities believe they are too small to conduct a visitor impact study, or believe their budget limits their work, this session unlocks more research by revealing how you can produce a high quality study and generate valuable information for your community for a lot lower investment than you thought. Brian and Vicki will share with you the best approaches to designing your study and finding data. They will also provide the proven steps for completing a report that can be used at board meetings, and examples of the process in action that can be taken back to the office for use by staff. You'll walk away from this session with guidelines and best practices for feeling confident about your project.

2:45 PM – 3:45 PM

Why Mobile Matters - Destination Marketing and the Mobile World

Santiago Jaramillo, Visit Apps

This is an action oriented and groundbreaking session by one of the industry's up-and-coming leaders in mobile technology and destination marketing. The mobile device has become the new phonebook, map, and information provider. Santiago Jaramillo will show you how to meet visitors where they are by putting your content into the palm of their hands. This is an action oriented and groundbreaking session by one of the industry's up-and-coming leaders in mobile technology and destination marketing. You'll learn you how to track and measure what your visitors are doing and what they are searching for, allowing you to be smarter and more efficient with your marketing dollars.

"I Issued a Press Release! What Else Do They Want?" How You Can Help the Media Promote Your Destination

Sharon Sears, Seminole County Convention & Visitors Bureau

Sharon will teach you how to develop pitches to the media from areas that you may have overlooked in the past, and how to follow-up with the media without being a pest. Sharon will also answer the following question: When is it advertising, when is it news, and when is it public relations? The goal of this program is to give your CVB staff that "light bulb moment" when they realize that what is right in front of them may be worth promoting to the media. Attendees should walk away with ideas on how to break down points of interest they normally promote in their communities to several story ideas and then take it a step further to develop media outlets that may be interested in the pitch.

4:00 PM – 5:00 PM

Positioning Your Destination for the Future

Jack Wert, Naples, Marco Island, Everglades CVB

This session will cover what you need to know about your destination to create and launch a successful marketing campaign including the ways to find the information that you need to create that campaign. Jack will provide the tools you will need to deliver the right message at the right place and the right time (i.e. PR, promotions/sweepstakes, etc). He'll teach you what to remember before launching the campaign, and you'll learn how to measure the results of the campaign to determine its success.

Content Marketing, What Is It and Why Should I Care?

Gray Lawry, Miles

The term Content Marketing has been thrown around a lot lately. Gray will explain what this "new" channel is, and how you can use it to make your marketing work better and bring more visitors to your area. You'll learn how content marketing drives paid conversions, and how to measure your investment with content marketing analytics. You'll leave this session understanding how to use keyword research tools to influence content development, and how to use Google Analytics to measure your content. These tools will help you deliver ongoing, consistent, and valuable information to consumers, and compel potential visitors to take action and ultimately reward you with their travel budgets and loyalty.

FRIDAY – JUNE 7, 2013

9:00 AM– 12:00 Noon

Destination Marketing – State of the State Report

The FADMO will give you a complete report on the activities of the destination marketing industry, the inside details about the 2013 legislative session as well as important industry updates that will soon affect your bureau.

WHO SHOULD ATTEND THE FADMO DESTINATION MARKETING SUMMIT:

- **DMO CEOs** interested in the latest best practices that are working around the world to attract more visitors to your community.
- **Tourism marketers** looking for a competitive advantage on all the other destinations within the US and around the world competing for the highest value visitors.
- **Convention sales professionals** interested in utilizing the latest technology to reach out to planners to book meetings and conventions in your community.
- **DMO social media professionals** who are responsible for interacting with potential visitors as well as current visitors to help them navigate your destination and identify fun experiences that fit within their budgets.
- **Deputy DMO directors** looking for ideas you can use now to boost the productivity of your team and leadership skills and ideas to seize future opportunities.

MEETING LOCATION



HYATT

The Hyatt Regency Sarasota is a fashionable favorite in Sarasota at the area's only AAA Four Diamond hotel. Immerse yourself in the perfect blend of setting, service and comfort. With a stunning bayside location, and modern amenities, this eco-friendly hotel invites you to uncover the best of Florida, from natural wonders to unique culinary surprises, cultural discoveries and beyond. Our elegant venues will help to make work feel like play, with innovative cuisine, outdoor breaks and delightful perks. With an eye on the future and a dedication to preserving Florida's natural beauty, Hyatt Regency Sarasota is the proud recipient of a Palm One designation from the Florida Department of Environmental Protection's (DEP) Green Lodging program and our 32-slip private marina has also been awarded a Clean Marina designation from the Florida DEP.

The Hyatt Regency Sarasota is offering special rates for FADMO meeting participants, beginning at \$129.00 per night. Call the hotel directly at (888) 421-1442 and mention FADMO to receive the reduced rate. Please make your reservation before May 17, 2013.

HYATT REGENCY SARASOTA

1000 BOULEVARD OF THE ARTS
SARASOTA, FL 34236
(941) 953-1234

DESTINATION MARKETING SUMMIT REGISTRATION FORM

ADVANCE DISCOUNTED REGISTRATION (*ON OR BEFORE MAY 29, 2013*)

	DMO Member	Affiliate Member	Non-Member
First Registrant From Organization	\$295	\$995	\$1,745*
Each Additional Registrant From Same Organization	\$245	\$245	\$245

REGULAR REGISTRATION (*AFTER MAY 29, 2013*)

	DMO Member	Affiliate Member	Non-Member
First Registrant From Organization	\$495	\$1,195	\$1,945*
Each Additional Registrant From Same Organization	\$445	\$445	\$445

Use one form for up to six registrants from the same organization - Please print!

Organization _____
 Address _____
 City _____ State _____ Zip _____
 Phone _____ FAX _____
 E-mail _____

FOUR EASY WAYS TO REGISTER

Mail: FADMO
 P.O. Box 14629
 Tallahassee, FL
 32317

Phone: 850/222-6000
 (with Visa/MC/AMEX)

FAX: 850/222-6002
 (with Visa/MC/AMEX)

Online: www.FADMO.org
 (with Visa/MC/AMEX)

Please **circle** the correct amount for each registrant and write his/her name on the line provided. Members and regular registration includes all seminars, lunch, receptions and dinner.

	Member Discounted Rate	Affiliate Registration	Non-Member Registration	Total Amount
#1 _____	\$295	\$995	\$1,745*	\$ _____
#2 _____	\$245	\$245	\$245	\$ _____
#3 _____	\$245	\$245	\$245	\$ _____
#4 _____	\$245	\$245	\$245	\$ _____
#5 _____	\$245	\$245	\$245	\$ _____
#6 _____	\$245	\$245	\$245	\$ _____
Grand Total				\$ _____

METHOD OF PAYMENT: CHECK (*PAYABLE TO FADMO*) VISA MASTERCARD AMEX

Card # _____ Exp. Date _____ Security Code _____

Name on Card _____

Signature _____

*Non-Member registration includes a one-year FADMO Affiliate Membership.



CANCELLATION POLICY

A refund of your registration fee will be made, minus a \$25 cancellation fee, if cancellation is received in writing by May 29, 2013. Alternates are encouraged to attend for any pre-registrant who is unable to attend. For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days notice is required.

ATTENDANCE POLICY – AGENCY REPRESENTATIVES

The designated account representative for contracted advertising, public relations, eMarketing, etc., agencies may attend the FADMO Destination Marketing Summit as a delegate ONLY if invited and officially endorsed by a FADMO member under the following conditions:

1. The account representative clearly understands the attendance policy and agrees not to solicit business from other members.
 2. The account representative is invited in writing to attend by an FADMO member. As such, a copy of the communication should be sent by the client to FADMO.
 3. No more than **two** such attendees may be invited by any member. The two attendees may be from the same firm or different firms at the discretion of the member as long as they meet the above criteria.
 4. All contracted account representatives will have name badges that indicate they are a representative of the member that invited them to attend.
 5. The member is responsible for assuring that their account representative abides by this policy.
 6. *The account representative is not eligible to attend the Summit if no one from the member organization is attending.*
- Any exceptions to these rules will require the approval of the FADMO Executive Committees.



P.O. Box 14629
Tallahassee, FL 32317 USA

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June 5-7, 2013

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