

ATME 2008 AGENDA

DAY 1 - WEDNESDAY, JUNE 11, 2008 (REGISTRATION 12:00PM - 5:30PM)

- 10:00 - 1pm Board Meeting & Lunch (Siena Room)
- 1pm - 2pm Registration, Coffee Break & Mini Trade Show
- 2pm - 5:30 *Opening General Session*
2:00 - 2:10 Welcome Conference Co-Chairs - **Henry Harteveldt** and **Susan Black**
- 2:10 - 2:55 **KEYNOTE: Henry Harteveldt**, VP & Principal Analyst, Forrester Research
- 2:55 - 3:30 **KEYNOTE ON THE ECONOMY:** What every marketer needs to know about the economy in this volatile environment and how it will impact the travel industry. **Holly Hegeman**, Founder and CEO of PlaneBusiness.com will address this crucial piece of the marketing mix.
- 3:30 - 4pm Coffee Break & Mini Trade Show - *Sponsored by USA Today*
- 4:00 - 4:45 **MOBILE MARKETING - REACHING YOUR AUDIENCE ON THE MOVE.**
Moderated by **Susan Black**, Managing Partner, Susan Black Associates. Panelists: **Bryan Allison**, VP Marketing, Vegas.com; **Tyler Townsend**, Digital Media Manager, Y Partnership; **James Dobbs**, Strategic Sales & Partnership, OTAir
- 4:45 - 5:30 **DESTINATION CASE STUDIES**
Moderated by **Peggy Bendel**, SVP, Development Counsellors International.
Panelists include: **Chris Baum**, SVP Marketing, Detroit Metro CVB; **Steve Bornn**, Director of Tourism, Dominica; **Virginia Goff**, Deputy Promotions Mgr, Dubai Tourism
- 6:30 - 7:30 Welcome Reception *Sponsored by Las Vegas CVA*
Dinner on Own (A multitude of options at the Red Rock or surrounding areas)
- 7:45 - 9pm Board Dinner

CONFERENCE ATTIRE

*During conference:
Business Casual
throughout.
ATLAS Award Banquet:
Suit and tie for men and
comparable attire for
women is suggested.*

WHERE IS EVERYTHING?

Registration - Red Rock A
Opens 12pm Wednesday

General Sessions -
Red Rock BC

Trade Show - Red Rock A
Opens 12:30pm Wednesday

Coffee Breaks -
Red Rock A

Welcome Reception -
Veranda AB

All Meals -
Pavilion Ballroom

Atlas Award Reception -
Veranda & Veranda
Terrace

Atlas Award Banquet -
Pavilion Ballroom

DAY 2 - THURSDAY, JUNE 12, 2008 (REGISTRATION 8:00AM - 5:30PM)

- 7:45 - 9am BREAKFAST AND PANEL - *Sponsored by TravelZoo*
MARKETING AUTHENTICITY: EMBRACE CULINARY TOURISM
Are you tapping into the widespread interest in culinary tourism -- an increasingly important element in marketing a destination's authenticity? Hear what it takes to create and market successful entertainment districts, wine & food festivals, restaurant weeks and other events that will make locals and visitors beat a path to your door. Join Moderator **Dennis Marzella**, Marzella & Associates, and a panel of industry experts in this dynamic session. Panelists: **Don Luria**, founder of the Tucson Food & Wine Festival, **Jimmy Parker**, Executive Director, Gaslamp Quarter Association, San Diego; **John Boris**, VP Marketing, Zagat; **David Loy**, President, Epitouran, LLC
- 9:05 - 9:15am Welcome

DAY 2 CONTINUED - THURSDAY, JUNE 12, 2008 (REGISTRATION 8:00AM - 5:30PM)

9:15 - 10am **KEYNOTE: Joanne D. Smith**, SVP In-Flight Service & Worldwide Product Development, Delta Airlines: **CREATING A PRODUCT THAT KEEPS CONSUMERS COMING BACK FOR MORE.**
Instead of worrying about negative comments about your product on social media sites, concentrate your energy, marketing efforts and dollars on making a product that consumers will love. Here are positive steps to take when you want your customers to be your groupies.

10am - 10:45 **SIN VS. SAINTHOOD?**
R&R Partners, the advertising agency behind the world-renown "What Happens Here, Stays Here" campaign that built up the Sin City brand also does a lot of advocacy work. Hear about their unique approach to building diverse brands that range from Las Vegas to Catholic Charities and others. **Rob O'Keefe**, Group Account Director, R&R Partners; **Arnie DiGeorge**, Group Creative Director, R&R Partners

10am - 10:30 Coffee Break & Mini Trade Show - *Sponsored by Your Exhibitors*

11:15 - 12:00 **SOCIAL MEDIA & CUSTOMER ENGAGEMENT**
Travel shopping is about more than the final transaction. The travel purchasing process can involve dozens of Web site visits over several months--so how do you give your brand an edge? Increasingly, travel marketers are using social media to build relationships with customers over the long term. In this session, we'll hear distinguished panelists discuss how they are innovating with social media, how they're organizing to "fail test" and repeat successes, and how they identify the metrics that matter for measuring engagement.
Moderator: **Sarah Rotman Epps**, Analyst, Forrester. Panelists: **Jeff Varhol**, Director Content, Travelocity; **Andy Rubin**, eCommerce Marketing Strategy, American Airlines; **Rene Mizwicki**, Director, Hyatt Gold Passport

12pm - 12:45 **THE DEATH OF ADVERTISING (AS WE KNEW IT)**
This panel will show the changes marketers are facing... companies who have completely evolved, abandoned traditional, new ways of measurement, chasing ROI in new channels and all the confusion of what's integrated with what and if everything is one big test, one big bandwagon or... Moderator: **Pamela Johnston**, President, Pamela Johnston, Inc. Panelists: **Bryan Allison**, Vice President, Vegas.com; **David Lucas**, Partner, Penn Valley Group

12:45 - 2pm LUNCH AND SPEAKER - *Sponsored by The Wall Street Journal*
KEYNOTE: Steve Pinetti, SVP Marketing, Kimpton Hotels. Kimpton Hotels was one of the first truly innovative hotel companies to bring an edgy cool and luxury to all of their properties while maintaining the unique difference of each one. They were also among the first to go green long before it was trendy.

2pm - 2:25 **Kirk Thompson**, VP Marketing, Hilton Hotels outlines the strategy behind Hilton's award winning "Travel Should Take you Places" campaign

2:25 - 2:55 **5 NEW TECHNOLOGIES YOU DON'T KNOW ABOUT THAT WILL ROCK YOUR WORLD.**
With **Kara Swisher**, Co-Producer and Editor, *All Things D*, The Wall Street Journal and **Henry Harteveltdt**. **COME & WIN A NEW IPHONE** and other perfect-for-Father's Day gadgets!

2:55 - 3:20 **LAUNCHING A NEW AIRLINE WITH A TWIST.**
Porter Gale, VP Marketing, Virgin America outlines the Virgin America campaign and strategy.

3:15pm - 4:30 Mini Trade Show, Coffee, Dessert and Networking - *Sponsored by Your Exhibitors*

6:30 -7:30pm **ATLAS Awards Banquet Reception** - *Sponsored by Fairmont Hotels & Resorts*

7:30 - 9:30pm **ATLAS Awards Dinner** - *Sponsored by Discover Network (see pg. 5)*