

# ATME 2009 Travel Marketing Conference Agenda

May 27 - 28, 2009

Green Valley Ranch Resort, Casino & Spa, Las Vegas

***A Focus On Basics, An Eye On Opportunity***

## **Sponsors Include:**

*Las Vegas Visitors & Convention Authority, Station Casinos and Green Valley Ranch, Wall Street Journal, Travelzoo, USA Today, Hertz, Raffles and Fairmont Hotels*

## **MEETING LOCATIONS - AT GREEN VALLEY RANCH**

**General Sessions - LA SIRENA 1 & 2**

**Registration, Table Tops, ALL Coffee Breaks - LA COSTADA 2**

**Reception - LA COSTADA 1 MAY 27TH**

**Lunch & Breakfast LA SIRENA 3 & 4 MAY 28TH**

**Wednesday, May 27, 2009**

Noon - 2:00pm      **Registration, Trade Show & Coffee Break**

2:00 - 2:15pm      **Welcome**

2:15 - 3:00pm      ***Keynote: Setting the Stage***

**Henry Harteveltdt**, Vice President, Forrester Research

What is consumers' mindset regarding the economy, travel and marketing in general? What new trends will help marketers be more successful? Forrester Research's Henry Harteveltdt will help set the stage for the ATME 2009 conference.

3:00 - 3:30pm      ***When is an Airline Not an Airline?***

**M. Ponder Harrison**, VP Marketing, **Allegiant Air**

Las Vegas-based Allegiant Air is an exception to the rule. Amidst industry losses, it's profitable. Amidst a focus on serving major markets, it serves mid-size and smaller cities. Amidst an industry struggling to understand cross-selling, it successfully generates a profit per passenger. What can you learn from Allegiant? Plenty.

3:30 - 4:00pm      **Coffee Break and Trade Show**

4:00 - 4:45pm ***What is the Role of Advertising in a Recession?***

Data from Forrester Research suggests that in economic downturns, companies reduce their marketing budgets by at least 3%. As new channels like social computing proliferate, advertising's role in the "marketing funnel is changing. Is advertising still relevant for travel firms - especially when consumer demand is so weak? What should travel advertisers be thinking about as they evaluate their advertising plans for the balance of 2009, and as they start to plan for 2010?

**Sherri Gilligan**, SVP Marketing, **MGM MIRAGE**

**Cathy Tull**, SVP Marketing, **LVCVA**

**Hugh Riley**, Acting Secretary General, **CTO**

**Shirley Tafoya**, President NA, **Travelzoo**

Moderator: **Rob Torres**, Managing Director Travel, **Google**

4:45 - 5:45pm ***Taking Social Computing From the Edge to the Center***

There are many reasons why travel marketers should invest time, effort and budget in social media...but few do - hear how marketing leaders are successfully using this new medium to manage:

- Humanizing of a brand
- Customer support and service
- Brand reputation management
- Polling and product feedback mechanism
- Lead generation
- News distribution
- Brand awareness and establishment
- Product promotion and launch

Learn what metrics matter to your brand in social media - and which don't. Find out why many companies including: Trazzler.com, United Airlines, IHG, jetBlue have hundreds of thousands of followers on Twitter, and are monetizing their efforts. What are you doing to join these growing, powerful brand advocate networks?

**Dan Comenduley**, Mngr Comm Marketing, **United Airlines**

**Adam Rugel**, President, **Trazzler.com**

**Stacy Small**, President, **Elite Travel International**

Moderator: **Susan Black**, Managing Partner, Susan Black Associates

6:30 - 8:30p

**Reception & Awards**

Sponsored by **Las Vegas CVA & Travelzoo**

8:00 - 9:30pm **ATME Board Dinner**

**Thursday, May 28, 2009**

**7:30 - 8:45am** Breakfast - **Lorraine Hunt-Bono**, Commissioner, **Nevada Tourism**  
Sponsored by **Travelzoo**

***Creating Opportunities, Opening New Markets:  
Bringing the Chinese to Nevada and the US***

**9:00 - 9:45am** **Keynote - Gary Sain**, President & CEO, **Orlando CVB**  
***How Orlando is addressing the current economic challenges  
in travel for 2009***

**9:45 - 10:30am** ***How Do You Control the Conversation When the  
Conversation is Out of Your Control?***

In an era where the consumer leads the conversation, and where communications tools proliferate, what is the role of PR? When consumer opinions are posted on social networking sites like Facebook blogs reveal company information, communications professionals need to understand what they can, and can't, do to be effective.

**Erika Pope**, Principal, **Candid Communications, LLC**

**Jenny Dervin**, Director of Communications, **jetBlue**

**Susan Wilcox**, VP Communications, **California Travel & Tourism**

**Moderator: Peggy Bendel**, SVP, **DCI**

**10:30 - 11:00am** **Coffee Break & Trade Show**  
Sponsored by **USA Today**

**11:00 - 11:45am** ***Improving the Online Selling Process***

In general, the way travel firms sell their products online is about as engaging as watching mud dry. Current trip planning and booking processes offer no emotional engagement, do a poor job merchandising the destinations or products they're selling, and do little to help travelers understand which product is truly best-suited for them. To counter these and other selling shortfalls, travel firms need to rethink the selling process into something that involves and guides travelers - leading to higher conversion rates, higher order values and higher profit margins.

**Alex Willcock**, CEO, **Imagini**

**Josh Steinitz**, CEO, **Nile Guide**

**Kevin Fliess**, CEO, **Travelmuse**

**Moderator: Jeff DeKorte**, VP, **Travel Ad Network**

**11:45 - 12:30pm** ***Improving Your Advertising and Promotion ROI***

When margins get tight and marketing budgets shift away from branding where do you go for performance? What new tools are on the market to get the ROI you need?

**Kristen Kopplin**, VP, **Travelscream**

**Jon Aizen**, Founder & COO, **Dapper, Inc.**

**Brad King**, Managing Director, **BlueKai Channels**, **BlueKai**

**Jill Groebl**, **MMG Worldwide**

**Moderator: Pamela Johnston**, President, **PJ Inc**

**12:30 - 2pm**            **Lunch - Rob Britton, Principal, AirLearn**  
Sponsored by **The Wall Street Journal**

***How to Travel: A Basic, and Overlooked, Marketing Opportunity***

In just about every area of free time, there's a class or a trainer ready to show us how: to cook a perfect soufflé; to play bridge more smoothly; to create a stunning oil painting of Caribbean bougainvillea; to descend the Back Bowls of Vail with confidence. In fact, we often take a class or hire a trainer to protect our lives, our investments, or both – no one would take his or her new 35-foot yacht out of the harbor without learning how to sail. Why should travel be different? In this presentation, Rob Britton will discuss the benefits to travel companies who would adopt the "how to travel" idea as a marketing element. He's been thinking about this idea for all of the 40 years he's been in the travel business.

**2:10 - 2:55pm**            ***Profiting from Design***

As travel firms focus on the marketing basics, it's important not to ignore essentials including Web site and the areas your customers interact with as well. Leading experts will discuss how their clients have improved their ROI through practical Web site, product and environmental design improvements.

**Jeff Williams, Creative Director, Frog Design**  
**Ryan George, CEO, Simpleview**  
**Donald Chestnut, Sapient**  
Moderator: **Henry Harteveltdt**

**2:55 - 3:15pm**            **ATME Partnership Survey**  
**Michael Ricco, Managing Partner, Ricco Consulting**

In cooperation with ATME, research is being accomplished to identify partner marketing metrics of success. The study is focused specifically on the international inbound travel market to the U.S. It is important to industry members in providing a framework to measure partner marketing efforts, and what measures of success are actually being used in the current business environment. This may provide insights into how to better manage marketing efforts when more than one organization is involved. The presentation will briefly provide a structure for travel marketers to consider in developing marketing plans, plus very preliminary research results, as the survey is still going on.

**3:15 - 3:30pm**            **Wrap Up of Conference - Henry Harteveltdt**

***Departures***

**3:30 - 5:30pm**            **ATME Board of Directors Meeting**