

ATME 2010 AGENDA

DAY ONE - TUESDAY, JUNE 15

Noon - 1:30pm REGISTRATION, COFFEE BREAK & TRADE SHOW

Sponsors: USA Today & The Knot

1:30 - 5:45pm Opening General Session

1:30 - 1:40pm WELCOME - ATME Chairman **Joel Chusid**, General Manager, NA Hainan Airlines

1:40 - 2:25pm KEYNOTE: **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 2010 conference.

2:25 - 2:55pm SOCIAL MEDIA - BEST PRACTICES: WHO'S MAKING MONEY?

Susan Black, Co-Founder/Senior Partner, The Black & Wright Group

3:00 - 3:30pm COFFEE BREAK AND TRADE SHOW - *Sponsor: Hacker Group*

3:30 - 3:50pm WHAT'S NEXT WITH DIGITAL ADVERTISING/MARKETING IN TRAVEL?

Gary Leopold, CEO & President, ISM

It's easy to become dizzy from the onslaught of new technologies and communications platforms that feel as if they pop up daily. Everyone is chasing the next big thing and the opportunities to talk to today's travelers seem almost endless. As the mediums become more fragmented and each customer gravitates to what works best for their individual lifestyle and needs, today's marketer needs to know not only what's new in the digital arena but what works to whom and why. Gary Leopold, who oversees the successful Boston-based agency ISM that works with such clients as Four Seasons Hotels and Resorts and Emirates, will provide a look at this rapidly changing landscape and provide a glimpse at not only the innovative and the interesting, but the philosophies that you need to consider to bind it all together.

3:55 - 5:00pm PRESENTATIONS - TELL US WHAT WE DON'T KNOW: THE TOP 5 THINGS WE DIDN'T KNOW FROM BING, GOOGLE, AND TRIPADVISOR

3:55pm - 4:07pm **Krista Pappas**, Global Head of Business Development, Bing.com/Travel

4:07pm - 4:19pm **Rob Torres**, Head of Travel, Google

4:19pm - 4:31pm **Christine Petersen**, CMO, TripAdvisor

4:31pm - 4:50pm **Susan Black** tests the audience and asks some hard questions of the Google, Bing and TripAdvisor presenters.

4:50pm - 5:45pm SOCIAL MEDIA: WHO'S DOING IT RIGHT?

Moderator: **John Peters**, VP, Tripology/Rand McNally. Panelists: **Rick Seaney**, CEO, Farecompare; **Meredith Hanrahan**, CMO, Cheapflights US; **Roseanne Landay**, Director, Strategy & Bus Dev, Pleasant Holidays; **Michael Dalesandro**, CEO, WhereIveBeen.com.

6:30pm - 7:30pm WELCOME RECEPTION *Sponsors: Travelzoo & Google*

7:30pm - 9:30pm ATME ATLAS AWARDS & ATME's 30th ANNIVERSARY DINNER

Sponsors: Discover Financial Services & JCB International

Special Posthumous ATLAS Lifetime Achievement Award being given to Robert Earl Whitley, CEO of USTOA and ATME Board Member and Founder. The Inspiration award will be given to Tourism Cares, The Green Innovation to Half Moon Resort.

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DAY TWO - WEDNESDAY, JUNE 16

7:45am - 8:55 am BREAKFAST *Sponsor: TheKnot.com*

9:05am - 9:50am KEYNOTE: **Brett Keller**, CMO, Priceline.com

9:55am - 10:30am WHAT YOU NEED TO KNOW ABOUT MOBILE MARKETING NOW!
Moderator: **Jeff DeKorte**, SVP, Digital, Rand McNally. Panelists: **Nadav Gur**,
Founder, Worldmate; **Rob Torres**, Head of Travel, Google; **Cathy Doran**, VP Marketing, Greater Boston CVB

10:30 - 11:00am TRADE SHOW AND COFFEE BREAK *Sponsor: Hacker Group*

11:00 - 11:30am WHAT CAN TRAVEL ECOMMERCE LEARN FROM RETAIL? AN EXPERT SHARES HIS INSIGHT. Discussion between **Bob Kuppens**, Vice President-eCommerce, Delta Air Lines & **Henry Harteveltdt**, Vice President, Forrester Research

Up-sell. Cross-sell. Merchandising. The travel industry is acting increasingly like retailers. What do travel marketing and eCommerce professionals need to understand better about successful online retailing? How do you determine what items to pair together in a cross-sell situation? Is visual content more important than written content? What type of conversion rates are the norm in online retailing? Join us as Bob Kuppens, Delta Air Lines' Vice President-eCommerce – and formerly Vice President of eCommerce for Target Corporation – sits down with Forrester Research's Henry Harteveltdt for an interactive Q&A session. This session will include an extensive amount of time for audience questions, so come prepared!

11:30 - 11:50am HOTELS BECOMING BETTER AT ECOMMERCE. WHAT TOOK SO LONG?
Flo Lugli, SVP Marketing, Wyndham Worldwide

11:50 - 12:40pm CHANNELS: ESTABLISHED AND UP AND COMERS
Moderator: **Mims Wright**, Co-Founder, Black & Wright Group. Panelists:
Shirley Tafoya, President, Travelzoo; **Drew Patterson**, CEO, Jetsetter.com; **Sandra Johnston**, Manager, Business Development, US & Canada, Cheapflights Media; **Kristen Kopplin**, Vice President Marketing, Travelscream

12:50 - 2:15pm LUNCHEON - *Sponsor: Bing*
HOW AIRLINES ARE USING SOCIAL MEDIA AND THE GENERAL STATE OF THE WORLDWIDE AIRLINE INDUSTRY TODAY. Discussion between **Jeffrey Cacy**, Managing Director, Airline Marketing at Boeing and **Joel M. Chusid**, General Manager, NA, Hainan Airlines

2:15pm - 2:30pm WRAP UP with Henry Harteveltdt and Susan Black (same room as Lunch)

2:30pm Departures

WHERE IS EVERYTHING?

General Sessions 6/15 - Ballroom ABC

General Sessions 6/16 - Empress Room

Breakfast, Lunch, Dinner - Charles View Ballroom

Reception - Riverside Room