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## **CELEBRATING ITS 30<sup>TH</sup> YEAR, ATME ANNOUNCES ANNUAL TRAVEL MARKETING CONFERENCE IN BOSTON**

*2010 Conference to Focus on Marketing Amidst Both Current and Forthcoming Economic and Technological Changes*

**NEW YORK, NY – May 14, 2010** – The Association of Travel Marketing Executives (ATME) announces its annual conference June 15-16, 2010, at the Hyatt Regency Cambridge in Boston. As the travel industry rebounds, and the popularity of social media continues to thrive, marketing executives from the industry's top brands will gather in Boston to discuss and discover fresh tactics and successful strategies to take on the combination of economical and technological changes that dominate today's marketing environment.

ATME also announces keynote speakers for the 30<sup>th</sup> annual conference, which was moved this year from Las Vegas to Boston in an effort to make travel easier for conference attendees. Headliners include: **Henry Harteveltdt**, vice president, Forrester Research and **Brett Keller**, chief marketing officer, Priceline.

"With the effects of the financial challenges in our country still looming and the demands of social media growing every day, marketing executives face a constantly evolving landscape," said Joel Chusid, ATME's chairman. "Marketers must position their brands for the rebound, and ATME's conference remains the best possible place to build your brand and boost your bottom line."

Conference sessions will be delivered by leading marketing executives, including:

**John Peters**, CEO, Tripology; **Krista Pappas**, head of global business development, Bing Travel; **Rob Torres**, head of travel, Google; **Flo Lugli**, senior vice president marketing, Wyndham Worldwide; **Susan Black**, managing partner, Black & Wright Group; **Shirley Tafoya**, president,

Travelzoo; **Cathy Doran**, vp marketing, **Greater Boston CVB**; **Nadav Gur**, founder, Worldmate; **Christine Peterson**, chief marketing officer, TripAdvisor; **Roseanne Landay**, director, strategy and business development, Pleasant Holidays; **Drew Patterson**, CEO, Jetsetter; and **Gary Leopold**, president and CEO, ISM Boston.

“It’s more important than ever to network with the industry’s brightest marketers in order to gain fresh insights and to discuss innovative solutions for a transforming travel environment,” said Chusid.

For information about membership and attending the conference, visit [www.atme.org](http://www.atme.org) or call Kristin Zern, Executive Director at (914) 439-2047.

### **About ATME**

The Association of Travel Marketing Executives (ATME) is a professional association of senior-level executives with vital responsibilities in the marketing of travel and tourism worldwide. ATME’s members represent airlines, hotels, resorts, cruise lines, car rental companies, advertising and public relations firms, travel marketing professionals, research groups and tourist offices of domestic and foreign destinations. ATME is a global network of industry marketing professionals committed to enhancing skills, recognizing excellence, and providing innovative, effective and provocative marketing ideas and solutions while enhancing the highest standards of travel leadership.

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