

**FOR IMMEDIATE RELEASE**

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***“Don’t Just Survive, Thrive!”***  
**Lee VCB annual Team Tourism Summit to focus on  
destination teamwork, 2009-2010 marketing plan**

LEE COUNTY, FL— The Lee County Visitor and Convention Bureau (VCB) will host its annual Team Tourism Summit from 8 a.m. to 4:30 p.m. on Oct. 9 at Sanibel Harbour Resort & Spa.

The morning session for the organization’s annual meeting will include a presentation of the VCB’s 2009-2010 integrated marketing plan, including new data analytics to drive marketing outreach and co-op program opportunities for industry partners.

Cindy Novotny of Master Connection Associates will deliver the keynote address, “Now More Than Ever, Destination Teamwork.” Her motivational and educational presentation will focus on creating a stimulus business plan, value messaging, providing a ROI for clients and creating a sense of excitement about the destination. She will also offer breakout sessions that will include prospecting for new business in a tough economy, adding value to existing customers and presenting the destination to win more business.

“It is more important than ever that our industry work as a team, to not only get through the current economy, but also to thrive as we weather this recession,” said VCB Executive Director Suya Davenport. “To do that, we are stressing heightened teamwork, superior customer service, new product development and tourism advocacy in all of our initiatives for the coming year.”

Novotny has been featured in the Wall Street Journal, Successful Meetings and Training Magazine. She has been branded the “Radical Mentor” by executives for her straight-forward no-nonsense approach to leadership. In addition, she has been recognized by the Hospitality Sales and Marketing Association International (HSMIA) as one of the top 25 “extraordinary minds in sales and marketing.” As the author of “Living with No Balance...and Loving It!” she challenges people to feel good about doing it all and living in a less than balanced world.

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**Morning sessions:**

**8:30-9:30 a.m.**

***Integrated marketing plan 2009-2010:*** This general session will highlight new co-op opportunities for industry partners and new data analytics that have honed the VCB's visitor outreach efforts.

**9:30-10:30 a.m.**

***Keynote presentation by Cindy Novotny:*** "Now More Than Ever, Destination Teamwork!" Novotny will show participants how to use the teamwork of the destination to thrive instead of surviving these times.

**10:45 a.m.-12:15 p.m.**

***Workshop by Cindy Novotny:*** "How to Prospect for New Business in a Tough Economy." In this 90-minute session, participants will learn how to create value messages to differentiate their product, hotel and destination from others.

**12:30-2 p.m.**

***Lunch and presentation by Cindy Novotny:*** "Adding Value to Existing Customers." In this buyers' market, participants will learn the value their product, hotel or destination offers that others don't and how to help customers avoid certain costs. They will see the value of the destination from the customer's point-of-view.

**Afternoon breakout sessions**

Led simultaneously by Stefanie Anding and Cindy Novotny.

*Stefanie Anding is a motivating facilitator with Master Connection Associates. Her international background and strong hotel experience bring a unique perspective to competing in today's growing global economy.*

**2:15-3:15 p.m.**

*"How to present your destination to win more business."* Participants will learn how to create a dynamic presentation to win more business, give a winning site visit and how to ask for the business.

*"Creating sustainable and repeatable guest service excellence through zero defect processes."* This session provides the tools to take back and implement a customer service excellence program within an organization.

**3:30-4:30 p.m.** Breakout sessions repeated.

Registration is \$45 per person and includes all sessions and lunch. To RSVP, please go to [www.LeeVCB.com/rsvp](http://www.LeeVCB.com/rsvp) by Oct. 2. Team Tourism is a year-round informational program consisting of workshops and networking opportunities for industry partners, community leaders, and the Visitor & Convention Bureau. For more information, call (239)338-3500 or e-mail [TeamTourism@leegov.com](mailto:TeamTourism@leegov.com).