

**Oct. 5, 2009**

**CONTACT FOR MEDIA ASSISTANCE:**

Lee County Visitor & Convention Bureau  
Lee Rose, Katie Meckley (239)338-3500

## **MEDIA ADVISORY**

**WHO:**

Lee County tourism industry, business and community leaders; Lee County Tourist Development Council/Lee County Visitor & Convention Bureau (VCB)

**WHAT:**

The VCB will hold its annual Team Tourism Summit, which will include the 2009-2010 integrated marketing plan, new data analytics to drive marketing outreach and co-op program opportunities for industry partners. Team Tourism is the VCB's year-round informational program to impart the latest information on market opportunities and travel trends to local tourism marketers and the business community.

**Note:** Media may be especially interested in the VCB integrated marketing plan for 2009-2010.

**WHEN:**

Friday, Oct. 9, 8 a.m. – 4:30 p.m.

**WHERE:**

Sanibel Harbour Resort & Spa

**COST:**

Working media admitted free.  
\$45 at door or register at [www.leevcb.com](http://www.leevcb.com).  
Program includes lunch.

**SCHEDULE:**

**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.