

Thursday, June 24th

Your Lee County Visitor & Convention Bureau (VCB) wants to help drive more business your way. Join us for two workshops designed to assist you in making informed marketing decisions for the coming year and offer the opportunity to meet with multiple experts in strategic planning outreach.

DATA WORKSHOP
8:00 a.m. – 11:00 a.m.

Detailed national, state, and local trends analysis and research forecast, featuring:
Steve Hood, Senior Vice President, Smith Travel Research (STR)
Karen Peterson, Founder & Research Director, Davidson-Peterson Associates (DPA)
Marcia Wood, Research Director, DPA
Kevin Knight, Senior Research Associate, DPA
Jennifer Simmons, Vice-President of Marketing Strategy & Research, bvk

“ASK THE EXPERTS” WORKSHOP
11:30 a.m. – 3:30 p.m.

Having access to subject matter experts provides a third-party viewpoint that often enhances decision-making and provides much needed perspective. The VCB has scheduled a panel of experts to assist tourism industry partners with their destination sales and marketing efforts.

We've gathered the best minds from the VCB and our strategic marketing partners to provide one-on-one consultations with industry partners who wish to participate in this unique opportunity. Bring your questions for each 15-minute meeting so we can help you solve some of your current challenges. *(No formal presentations are planned.)*

Tap into our brain-trust by reserving appointments to consult with the following experts:

Ask the Bureau

Tamara Pigott, Executive Director, Lee County VCB

Whatever questions you have about the VCB, its goals, programs and services, now's your chance to talk to the woman that leads your destination marketing organization. As the VCB's new Executive Director, Tamara can share with you her vision for the organization now and in the future. And, with her open-door policy, she welcomes constructive input regarding the VCB and its operations.

Best Practices in Co-op Advertising

Annie Ecken, Senior Account Executive, bvk

If you're not participating in the VCB's co-op advertising program and want to learn more, or if you are active in the program and want to get more from it, Annie is the best source. She spearheads the program and interacts with all participants to make it one of the most productive efforts of its type in Florida. She can help you realize ROI you couldn't otherwise achieve for your advertising.

Branding & Strategic Planning: The Practical Application of Research

Jennifer Simmons, Vice President of Marketing Strategy & Research, bvk

Thinking big-picture about your sales and marketing efforts can help you stay true to your brand. Jennifer can help you with questions regarding branding your business and how to best piggyback your branding efforts onto those of the destination to maximize results. As bvk's brand planner for the VCB, she is *the* expert when it comes to branding and strategic planning.

Inquiry Fulfillment: What Works? What Doesn't? (only available 11:30 a.m. – 2 p.m.)

Ginny Demas, Owner, Phase V of Southwest Florida

How you respond to a visitor inquiry can make the difference between capturing a visit or not. Ask Ginny about successful inquiry fulfillment, direct mail, and how to maximize your response to capture more business.

Marketing & Advertising: Enhancing Your ROI

Mary DeLong, Senior Vice President/Director of Tourism Division, bvk

Victoria Simmons, Vice President/Account Supervisor, bvk

If you're wondering how to take your marketing and advertising plans to the next level, be sure to connect with Mary and Victoria, who have helped the VCB spearhead its highly successful and innovative marketing programs for more than a decade. Ask about target markets, appropriate advertising vehicles, effective messaging, balancing offline and online outreach, best practices in collateral, and more.

Media Planning & Buying: Making Smart Choices for Your Business

Pete Weninger, Associate Media Director, bvk

Where should you advertise? When? For how long? What ad vehicles provide the best ROI for your needs? Where does online advertising fit into your plan? How much of your budget should be directed towards online vs offline advertising? If you've got media questions, Pete's got media answers!

Meetings & Groups: Developing an Effective RFP

Pamela Johnson, CDME, Director of Sales, Lee County VCB

In an increasingly competitive marketplace, you can increase business simply by creating an effective RFP. Find out what constitutes an effective response from the VCB's veteran destination sales director. She can answer questions based on what she has learned in the field from meeting planners regarding their needs when it comes to RFPs.

Public Relations on a Shoestring

Nancy Hamilton, APR, Director of Communications, Lee County VCB

Jackie Mackay, Public Relations Specialist, bvk

One of the most inexpensive yet time-consuming methods for garnering exposure for your business is through a results-driven public relations program. Bring your questions for the VCB and its marketing partner bvk about ways to create a PR program that works. Ask about best practices in media relations/publicity and how to best take advantage of the VCB's ongoing public relations initiatives.

Talking Digital: Harnessing the Power of Social Media

Katie Meckley, Communications Coordinator, Lee County VCB

Kevin Kriehn, Director of Interactive Marketing, bvk

The explosive growth of social media provides an infinite number of new ways to engage visitors. If you want to find out more about how you can tap today's social media for a meaningful dialogue with prospective customers, talk with Kevin and Katie and discover how you can enter and/or manage your participation in this brave new world.

Tapping Tour Operators & Receptives for International Business

Erick Garnica, Tourism Sales Manager, Lee County VCB

If you are unsure about how to attract international business through trade channels, Erick can help. He is well versed in best practices regarding working with tour operators and receptives to bring business to the destination. Come armed with your questions and business challenges so he can help you in this arena.

The Business of Sports Marketing (only available 2 – 3:30 p.m.)

Jeff Mielke, Executive Director, Lee County Sports Authority

Sports is big business for Lee County. If you want to tap into this wellspring, be sure to talk with Jeff about how you can best do so. He is the expert on all things sports and can respond to your questions about getting in on the action.

The Latest on RSW Air Service (only available 2 – 3 p.m.)

Vicki Moreland, Director of Public Relations, Lee County Port Authority (LCPA)

Carol Obermeier, Director of Marketing, LCPA

Take advantage of the chance to access LCPA representatives directly regarding the latest developments in air service at Southwest Florida International Airport (RSW). Knowing more about what's happening at LCPA can help you better plan your future sales and marketing efforts. If you've got questions, they've got answers.

Visit Florida

Beth Rice, Business Development Manager, Visit Florida

One on One Marketing Consultation, such as partnership opportunities with Visit Florida, maximizing exposure on your web listings, learning about the new Marketing Planner program, how to find sales and editorial leads, using the Travel Agent database, and more.

What About Research?

Karen Peterson, Founder & Research Director, DPA

Marcia Wood, Research Director, DPA *Kevin Knight, Senior Research Associate, DPA*

Research sometimes can be confusing to say the least, but there's no better team to clear up that confusion than Karen and Kevin from our research partner, DPA. They can guide you on when to conduct research, what type of research is needed, how to implement research studies, who to partner with for those studies (budget permitting), and how to use the results to enhance your marketing program.

Register for one or more sessions by emailing LeeVCB@leegov.com. Include the workshop name and two time slot choices. A confirmation e-mail will be sent.

15-minute appointments reserved on a first-come first-served basis.

Two or more TDC Members may be in attendance at the workshops.

Attend one or both workshops.
Free admission. Box lunch provided for those staying for both sessions.

RSVP to LeeVCB@leegov.com by Monday, June 21.

Workshops will be held at the
Lee County Visitor & Convention Bureau offices, 12800 University Drive, Fort Myers.