

Pre Conference Session: The Techno-Tourism Workshop

Held on Monday morning, August 30th prior to the opening general session, the workshop will be jam packed with tips, trends and information that will help your organization stay ahead of the competition. Here's a preview:

How to Make Money with Social Media- Jamie Turner, Chief Content Officer - 60 Second Marketer

Is social media here to stay? Can you measure its effectiveness? And, most importantly, can you generate a positive ROI with social media? The answer to all three of these questions is yes -- it is here to stay, it can be measured and it can generate a positive return-on-investment.

This engaging, interactive presentation will provide you the tools you need to turn your social media campaign into a real revenue generator for your business.

Technology Bleeding Edge- Dr. Scott Shamp Director of the New Media Institute at the University of Georgia

What is next on the horizon- looking back what trends have fizzled out and what trends has become standard practice. How can you really use mobile devices as marketing tools?

Integrating your efforts- **Steve Chandler**, Director of Business Development
[Paramore|Redd Online Marketing](#)

Taking a car drive with Dolly or Elvis on your website? Listening to music on a dedicated Pandora channel? What are the some of the creative avenues that you can use to interface with your clients? How do you maintain brand integrity as you utilize these different tools?

Tourism Best Practices - Melissa Yao-Savannah CVB, Hannah Smith, Athens CVB, Deanna Smith,Fernbank.

We invite you to join in the discussion and learn more about some of the exciting programs your peers have implemented around the state.

Fernbank: Use of Groupon and Creative ways to really use your blog. New online coupon services such as Groupon, Living Social and others allow you to market your product to a huge audience with 1 day discount deals. Have your customers come to you, sell your product with tracking, amazing metrics and best of all results. Blogs..blogs.. blogs learn about how Fernbank is tapping into and involving their audience in their blog.

Savannah: Social Media – How can you really use it and can you attain brand consistency? Listed as one of the top 15 destinations using social media in the travel market (with over 12,000

very active fans on facebook alone), Savannah is leading the pack in social media innovation. What and better yet HOW are they doing it? How much effort does it take and what are the results you can expect to see if social media is utilized effectively.

Athens: Text to Win Campaign - From start to finish, what really works and what you need to know before you undertake this process. Everyone keeps saying that mobile media is one of the best new ways to reach your target. How does it work? Can a text campaign truly compliment your other marketing efforts? How do you fully integrate the mobile campaign with your overall efforts? What are the technical requirements and potential limitations with this type of gorilla marketing? Where do you start and how do you implement this type of program?