



DMAwest

2016 TECH  
**SUMMIT**

DESTINATION  
MARKETING

MARCH 16-18, 2016 ■ WYNDHAM ANAHEIM GARDEN GROVE



# 2016 TECH SUMMIT

## DESTINATION MARKETING

### VENDOR SHOWCASE

#### Meet Our Exhibitors

Our Tech Summit refreshment breaks and selected group meal functions are strategically located so delegates may spend time with vendors/exhibitors, learning about technology products and services specifically for destination marketing organizations.

### TECH SUMMIT PLANNING COMMITTEE

#### Co-Chairs

Anand Patel, CDME, President  
& CEO, Fairfield CVB

Wes Rhea, CTA, CDME, CEO,  
Visit Stockton

#### Host Chair

Jim Kissinger, CTA, Vice President,  
Meeting Sales, Visit Anaheim

#### Committee Members

Heather Ainardi, Marketing  
& Public Relations Manager,  
Flagstaff CVB

Sheryl Curtis, Digital Marketing  
Manager, Sedona Chamber  
of Commerce Tourism Bureau

Lilly Kelly, Marketing Manager,  
Visit Anchorage

Sally McAleer, Vice President  
of Integrated Marketing,  
Travel Lane County

Jessica Rienecker, CTA, CTP,  
Meeting Sales Director,  
Western Region, Visit Anaheim

Toni Smith, Communications  
Manager, Tempe Tourism Office

#### Honorary Committee Members

Martin Stoll, President,  
Sparkloft Media

Bobby Taylor, Lead Web Developer,  
Miles

## DESTINATION MARKETING ASSOCIATION OF THE WEST 2016 TECH SUMMIT & VENDOR SHOWCASE

### Technology Strategies for Destination Marketers

It's all about you, your destination and the newfound knowledge you will gain at the Tech Summit.

The DMA West Destination Marketing Tech Summit & Vendor Showcase will be at the Wyndham Anaheim Garden Grove. The 11th annual edition of this popular conference is set for March 16-18, 2016.

Plan to join your DMO industry peers for sessions about clarifying complex technology choices and understanding how consumers and clients use technology to gather information and make travel and meeting decisions.

We're delighted to announce that representatives from Google and Facebook will present sessions at this year's Tech Summit.

Take the next step toward leading your organization in the best technical and strategic direction through these learning opportunities—concentrated labs, dynamic general sessions, lively workshops, and plenty of discussions with fellow attendees. Your colleagues at the 2016 Tech Summit may come with different experiences and expertise, but they also bring similar challenges and goals—a circumstance sure to give you plenty of insights and ideas to take back and share within your organization.

Technology influences how travelers and meeting professionals access information. Find the trends you need to know to deliver quality content to visitors and clients in the format they want on whatever platform they prefer.

Learn how marketing, communications and technology blend to develop and distribute a true digital experience.

### AFTER THE TECH SUMMIT, YOUR ORGANIZATION WILL BENEFIT

- Focus specifically on what you will take back to your organization as return for the investment.
- Offer to prepare and deliver a short presentation to colleagues to share what you've learned, and encourage follow-up questions.
- Share the Tech Summit's speaker presentations with colleagues.



# 2016 TECH SUMMIT

## DESTINATION MARKETING

### SCHEDULE AT-A-GLANCE

#### Wednesday, March 16 ■ Day One

**12:00noon – 5:30pm**

Registration

**1:15pm – 3:15pm**

Lab #1 - Facebook and Instagram Media Buying [Two tracks available based on your experience.]

**3:15pm – 3:30pm**

Refreshment Break

**3:30pm – 5:30pm**

Lab #2 – Google Analytics Boot Camps – Interactive, Hands-on Sessions

Track One: Essentials of Google Analytics Boot Camp for Destination Marketers

Track Two: Advanced Google Analytics Boot Camp for Destination Marketers

**3:30pm – 5:30pm**

Vendor Showcase Setup (exhibitors)

**5:45pm – 6:45pm**

Hosted Welcome Reception at Hotel

**Evening**

Assemble a group for dinner at a local restaurant

#### Thursday, March 17 ■ Day Two

**7:30am – 4:00pm**

Registration

**8:00am – 9:00am**

Hot Breakfast Buffet & Vendor Showcase

**9:00am – 10:00am**

General Session – Developments in Mobile on All Fronts

**10:00am – 10:45am**

Refreshment Break & Vendor Showcase

**10:45am – 12:00noon**

Workshop A – If You Build It, Will They Come? What Will They See?

Workshop B – Creating Videos That Get Results and Live from Anaheim, California – It's DMA West!

**12:00noon – 1:45pm**

Group Luncheon & Presentations – How We Did It: Innovative DMO Projects

1. Consolidating Your Sites
2. Personalized Trip Planning
3. Google is a DMO's Friend
4. Social Media to Enhance the Meeting Experience
5. Drive Destination Awareness Through Inspirational Video Content

**2:00pm – 3:30pm**

Workshop C – Top to Bottom – From Initial Brand Engagement Through Conversion: Leveraging Storytelling and Programmatic Media Buying to Drive Visitation

Workshop D – Mobile Masters

**3:30pm – 4:15pm**

Refreshment Break & Vendor Showcase

**4:15pm – 5:00pm**

General Session – Managing Visitor Perceptions in Real Time

**5:30pm – 7:00pm**

Hosted Reception at Tortilla Jo's at Downtown Disney

**Evening**

Assemble a group for dinner at a local restaurant

#### Friday, March 18 ■ Day Three

**7:30am – 4:00pm**

Registration

**8:00am – 9:00am**

Hot Breakfast Buffet & Vendor Showcase

**9:00am – 10:00am**

General Session – TED Talk Format

1. The Cutting Edge: Wearable Tech, Mobile Payments and More – A Look at the Future of Marketing
2. Going Global
3. Are You Ready for the Future? Why You Should Focus on Your LinkedIn Profile and Not Your DMO Website to Make Certain You Still Have a Job in Five Years

**10:00am – 10:45am**

Refreshment Break & Vendor Showcase

**10:45am – 12:00noon**

Workshop E – The Evolution of DMO Performance Metrics

Workshop F – The Most Common SEO Mistakes and How to Avoid Them

**12:00noon – 1:45pm**

Group Luncheon & Presentation – Putting Destinations at the Center of Discovery

**2:00pm – 3:15pm**

Workshop G – Web Development Strategies to Stay Competitive in an Ever-changing Online Ecosystem

Workshop H – Influencer Marketing: Influencing Influential Influencers

**3:15pm**

Tech Summit Concludes

# 2016 TECH SUMMIT

## DESTINATION MARKETING

### SUMMIT PROGRAM

Wednesday, March 16 ■ Day One

12:00noon – 5:30pm

#### Registration

*Mobile app sponsored by Bluebridge*

*Name badges sponsored by Expedia Media Solutions*

1:15pm – 3:15pm

#### Lab #1 - Facebook and Instagram Media Buying [Two tracks]

*Presenters: Kelly Frailey, Client Partner, Global Marketing Solutions, Facebook / Instagram, and additional Facebook Staff Members*

Learn the latest tips and tricks to buying media across Facebook and Instagram. Participate in an interactive “lab” session where you learn about Facebook and Instagram’s latest tools. Two tracks are available for beginners or more advanced destination marketers. Pre-work is required to participate such as setting up an ad account. Bring your device to the lab track. We will distribute a pre-event survey to lab registrants to determine track assignments.

3:15pm – 3:30pm

#### Refreshment Break

3:30pm – 5:30pm

#### Lab #2 – Google Analytics Boot Camps – Interactive, Hands-on Sessions [Two tracks]

##### Track One: Essentials of Google Analytics Boot Camp for Destination Marketers

*A ‘hands-on’ training lab for Google Analytics – for beginner-to-intermediate users*

*Presenter: Chris Adams, Director of Research & Online Marketing and General Manager, South Pacific, Miles*

Chris Adams of Miles will conduct an introductory, hands-on ‘digital’ boot camp about Google Analytics for destination marketers and managers. This boot camp is for beginner-to-intermediate users of Google Analytics (see the intermediate to advanced session running concurrently) who want a practical, easy-to-follow introduction or refresher on the Google Analytics platform. Every destination marketer and manager should have a sound, working knowledge of Analytics—and how to apply it in specific, practical ways to your destination or tourism organization’s marketing and/or research programs. Chris will briefly introduce the ‘tool kit’ of analytics options (many low or no cost) available to tourism marketers and researchers and then focus on Google Analytics to illustrate 10 essential reports and how to use them in your destination, including a deeper drive about how to measure, assesses and report on all your digital advertising and marketing. This is an interactive lab, which allows you to ask questions as well as log in and try these skills on your own Google Analytics account (or one we can provide access to an account). Bring your own device to the lab.

##### Track Two: Advanced Google Analytics Boot Camp for Destination Marketers

*A ‘hands-on’ training lab for Google Analytics – for intermediate-to-advanced users*

*Presenter: Gray Lawry, Vice President of Analytics & Interactive Media, Miles*

Gray Lawry of Miles will conduct a more advanced, hands-on ‘digital’ boot camp for more confident users of Google Analytics. This boot camp is for intermediate-to-advanced users of Google Analytics (see the beginner-to-intermediate lab running concurrently) who want a deeper dive into some of the more powerful options and capabilities of the Google Analytics platform. Gray will highlight ‘power user’ tips and reports and introduce some of the latest developments with the new ‘Universal’ version of Google Analytics and its associated tools such as Google Tag Manager. This includes a brief introduction to advanced features such as Dimension Widening and Cohorts. This is an interactive, ‘hands-on’ workshop with a Q&A session, which allows you to ask questions or highlight a challenge to be solved. Bring your own device to the lab so you can access your own Google Analytics account (or one we can provide access to an account).

3:30pm – 5:30pm

#### Vendor Showcase Setup (by exhibitors)

5:45pm – 6:45pm

#### Welcome Reception at Hotel

*Sponsored by Drozian Webworks*

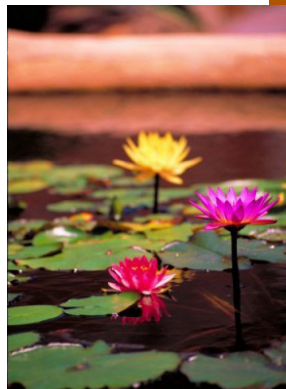
#### Evening

**Assemble a group for dinner at a local restaurant**



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in your tweets.





# 2016 TECH SUMMIT

## DESTINATION MARKETING

### SUMMIT PROGRAM

#### 17 ■ Day Two

7:30am – 4:00pm

##### Registration

*Mobile app sponsored by Bluebridge*

*Name badges sponsored by Expedia Media Solutions*

*Social wall sponsored by CrowdRiff*

8:00am – 9:00am

##### Hot Breakfast Buffet & Vendor Showcase

9:00am – 10:00am

##### General Session – Developments in Mobile on All Fronts

*Presenter: Katy Galambos, Industry Analyst, Travel, Google*

The developments in mobile on all fronts continue to be a focal point of discussions with partners and within the company. Google has had numerous changes in the last year, both is observable consumer behavior on this topic and well as in thoughts and approach. Katy Galambos is excited to share new data, trends and recommendations from Google staff.



10:00am – 10:45am

##### Refreshment Break & Vendor Showcase

*Break sponsored by Bluebridge*

10:45am – 12:00noon

##### Workshop A – If You Build It, Will They Come? What Will They See? From content creation and amplification to native content opportunities, and what you need to know about ad blocking that may affect your visibility

*Presenter: Tania Lechlitter, President/CEO, Ad+genuity Marketing Solutions, Inc.*

How to integrate a comprehensive native content plan into your overall paid media plan that will cross-pollinate with your social media content strategy.

##### Why?

- What are your overall objectives for including native content in your overall media plan?
- Have you evolved your overall marketing objectives beyond direct channel traffic to include native content initiatives that may be more about content engagement vs. website traffic?
- Measurement options for native content initiatives.

##### How?

- Have you developed your content calendar?
- Do you have internal resources that are either developing content that lives on your own channels, or are you syndicating content to live on your own channels?
- Options for developing relevant content.
- Creating content that works.
- Connecting your paid native content initiatives with your social media content initiatives.

##### Where?

- Where on the traveler purchase cycle are you placing your native content initiatives?
- How does the traveler purchase cycle segment determine your decision on where to place?
- Different types of native content opportunities.
- Sample native content executions.
- Where you place your native content will determine if your content will be at risk for ad blocking.

##### When?

- Aligning your native content strategy with your content calendar for social media.
- Determining based on where on the Traveler Purchase Cycle you are targeting consumer, your desired KPI, and your marketing message (CTA) determines the timing of your native initiatives.

##### Workshop B [Two-part workshop]

##### Part 1: Creating Videos That Get Results

*Presenter: Todd Hartley, CEO, WireBuzz*

Learn tips and strategies about videos and livestreaming.

- Helpful is the new viral (entertainment works too!).
- Different types of videos for attracting leisure travelers (exciting montage, tips for travelers, destination spotlights, special events, seasonal activities, promotions, etc.).
- Practicing empathy when choosing topics.
- The structure of an optimized video: Hook, Promise, Solution, Call-to-Action.
- Strategies for building your email list with video.
- Optimizing your discoverability on YouTube.

##### Part 2: Live from Anaheim, California – It's DMA West!

*Presenter: Nellie Maher, Social Media Strategist, Sparkloft Media*

Live streaming (or broadcasting in real time) has taken social media by storm with apps like Georama, Meerkat and Periscope being the first to arrive on the scene. With Georama (the live-streaming app exclusively for DMOs) winning a Skiftie award and Facebook releasing live streaming for Facebook Mentions, there are no signs of this trend slowing down. Get the details of how it works. Who has the rights to the content produced? As a brand, how can you tap into this real-time content? Beyond the popularity of live streaming, it can also be dangerous. How can it be dangerous you ask? Join our session to find out. This session will give an overview of the following:

- Why you should care about live streaming.
- The demographic most likely to engage.
- The dangers of live streaming and how to avoid them.
- Best practices gathered from DMOs already live streaming.

# 2016 TECHSUMMIT

## DESTINATION MARKETING

### SUMMIT PROGRAM

Thursday, March 17 ■ Day Two (continued)

12:00noon – 1:45pm

#### **Group Luncheon & Presentations – How We Did It: Innovative DMO Projects**

*Luncheon sponsored by TripAdvisor*

Representatives from several DMOs will share quick overviews of their respective projects, with special focus on cost, resources used and measureable results accomplished.

#### **1. Consolidating Your Sites: How Surf City USA Increased Traffic and Improved Its User Experience**

*Presenters: Adaleta Avdic, Account Manager, Simpleview ■ Nicole Llido, Director of IT and Visitor & Partner Services, Visit Huntington Beach*

Having previously had four separate websites for different audiences, Visit Huntington Beach was no stranger to segmented traffic, frustrated users and hard-to-maintain back-ends. Does this sound familiar? If so, listen to this rapid-fire session by Simpleview staff and Visit Huntington Beach staff as they highlight the steps taken to unify the content and improve various website-marketing metrics.

#### **2. Long Beach Peninsula Case Study: Personalized Trip Planning**

*Presenters: Gilad Berenstein, Founder & CEO, Utrip, Inc. ■ Andi Day, Executive Director, Long Beach Peninsula Visitors Bureau*

Andi Day, the executive director of the Long Beach Peninsula Visitors Bureau, will co-present a case study along with Utrip's CEO Gilad Berenstein to show how implementing personalized trip planning has led to more travelers, increased engagement, increased social sharing, increased guest satisfaction, and longer stays. Utilizing and embracing superior personalized technology and advancements in artificial intelligence has helped their employees save time and service their guests more efficiently. Andi and Gilad will speak about the success of this joint effort and how any DMO, regardless of the size of the destination, can take advantage of Utrip's trip-planning services to achieve similar results.

#### **3. Utilizing Social Media to Enhance the Meeting Experience**

*Presenter: Tawnya Sanderson, Digital Content Marketing Specialist, Tourism Vancouver (BC)*

Tourism Vancouver works closely with meeting planners, providing social media services for incoming convention and meeting groups. By actively promoting the destination pre-conference, as well as monitoring and engaging with delegates while they are in our city, our goals are increasing both the attendance and satisfaction levels of our conference delegates. Tawnya will discuss our experience launching our first onsite "Social Concierge" program at the PCMA Convening Leaders Conference earlier this year.

#### **4. Google is a DMO's Friend: Beyond Search and Into Content Development and Distribution**

*Presenter: Rob O'Keefe, Chief Marketing Officer, Monterey County CVB*

SEO, SEM and Paid Search are great! But how to tap into Google for content marketing. Content done right leads to engagement, which is the new currency of marketing. This is an important part of the story of how the Monterey County CVB transformed from a traditional advertising/PR/sales organization into a fully integrated content marketing organization.

#### **5. Drive Destination Awareness Through Inspirational Video Content**

*Presenter: Melissa Gogel, Vice President of Marketing, Tourism & Communications, Visit Phoenix*

According to Google's June 2014 "Traveler's Road to Decision" report, video is an important source of inspiration in the travel process. The report indicates that among leisure travelers, 65% view online travel videos when thinking about taking a trip, 48% when thinking about what type of trip to take and 61% when choosing a destination. Visit Phoenix is taking advantage of this opportunity by prioritizing both long- and short-form video in their content development and integrating it into their online marketing efforts. Visit Phoenix's most recent videos have garnered nearly 450,000 views through YouTube alone.

2:00pm – 3:30pm

#### **Workshop C – Top to Bottom – From Initial Brand Engagement Through Conversion: Leveraging Storytelling and Programmatic Media Buying to Drive Visitation**

*Presenters: Brett Gordon, Senior Vice President, Strategy and Innovation, Madden Media ■ Alex Heimann, Chief Strategy Officer, Tempest Interactive Media*

Brett Gordon of Madden Media and Alex Heimann of Tempest will present an overview of digital marketing tactics designed to drive consumers from an initial engagement with your brand through to conversion. First, Brett will focus on leveraging true storytelling and content marketing to talk potential new visitors in your key markets. Storytelling and content marketing continue to buzz around all the events we attend; in this section of the presentation, Brett will show examples of how some destinations are starting down this path with success. But we can't just tell a great story and expect the consumer to immediately book their trip. Alex will discuss how to leverage programmatic media strategies to assist consumers with completing their journey through the travel funnel. This portion of the presentation will provide an overview of emerging programmatic trends and technology and offer attendees tactical ideas and best practices to reach the right travelers, with the right messaging, at the right time and on the right device.

#### **Workshop D – Mobile Masters**

*Presenters: Chris Adams, Director of Research & Online Marketing and General Manager, South Pacific, Miles ■ Madison Miner, Founder & CEO, WompMobile, Inc.*

Best practices and essential tips for successfully presenting your destination in an increasingly "mobile first" world. Miles and WompMobile have distilled their expertise into the essentials for creating a 'next generation' mobile-friendly website. This session will walk participants through the explosive growth of mobile and mobile website technologies over the past five years, as well as explore the up-and-coming features and possibilities of the mobile web. It also includes a 'hot of the press' analysis of the mobile performances of destination websites from across North American and Asia/Pacific – highlighting the top-performing content and features for destinations who are "Mobile Masters."

# 2016 TECHSUMMIT

## DESTINATION MARKETING

### SUMMIT PROGRAM

#### Thursday, March 17 ■ Day Two (continued)

Participants will learn about:

- Information about the impact of the mobile web on the travel and tourism industry.
- How to understand your mobile analytics and make decisions based on them.
- A list of tools that can be used to evaluate your mobile website.
- Knowledge of different website mobilization techniques and how to choose.
- How to measure your mobile website's success/ROI.

**3:30pm – 4:15pm**

**Refreshment Break & Vendor Showcase**

**4:15pm – 5:00pm**

#### **General Session – Managing Visitor Perceptions in Real Time**

*Presenter: Tim Hayden, Co-author, The Mobile Commerce Revolution*

Today's hyper-connected world provides us with limitless ways to reach our desired audiences and groups. At the same time, there are countless channels across digital, broadcast, social and traditional media where opinions and stories are shared about a destination or property. Let's talk about how you can ready your team, build a response process and be prepared for the good, the bad and the ugly, at a moment's notice.



**5:30pm – 7:00pm**

#### **Hosted Reception at Downtown Disney**

Enjoy a fun reception at Tortilla Jo's at Downtown Disney (transportation provided)

#### **Evening**

**Assemble a group for dinner at a local restaurant**

#### Friday, March 18 ■ Day Three

**7:30am – 4:00pm**

#### **Registration**

*Mobile app sponsored by Bluebridge*

*Name badges sponsored by Expedia Media Solutions*

*Social wall sponsored by CrowdRiff*

**8:00am – 9:00am**

#### **Hot Breakfast Buffet & Vendor Showcase**

**9:00am – 10:00am**

#### **General Session – TED Talk Format**

*Speaker appearances sponsored by CrowdRiff*

##### **1. The Cutting Edge: Wearable Tech, Mobile Payments and More – A Look at the Future of Marketing**

*Presenter: Ryan Thompson, Partner & VP, Growth, The Atkins Group*

Marketing is about to be disrupted again. Experts and notable futurists predict mobile payments and wearable technology will change marketing as we know it. Ryan Thompson will present industry research and emerging trends of the near future of destination marketing.



##### **2. Going Global**

*Presenter: Chris Adams, Director of Research & Online Marketing and General Manager, South Pacific, Miles*

International tourism into the U.S. was a \$222 billion sector of the travel industry last year. This session covers the practical elements of



any destination's digital marketing strategy focused on international markets. Even the smallest destination can run international marketing campaigns using Google, Facebook, Instagram and other channels to drive awareness and visitation. The session covers five 'quick fire' case studies of global destinations from the U.S., Europe and South Pacific driving increased international visitor numbers through the smart use of digital marketing.

##### **3. Are You Ready for the Future? Why You Should Focus on Your LinkedIn Profile and Not Your DMO Website to Make Certain You Still Have a Job in Five Years**

*Presenter: Martin Stoll, President, Sparkloft Media*

Businesses and business models everywhere are being disrupted and the travel sector is no exception. These changes are requiring DMOs to rethink their value proposition and their role in regard to members and consumers. DMOs will also need to change their approach to marketing, especially in the digital space. This TED Talk-style presentation will ask some uncomfortable questions about the relevance of DMO websites and DMO digital strategies, but also offer provocative thoughts about how DMOs can continue to provide value to the next generation of travelers.



This session will give an overview of the following:

- Forces at play that shape consumer behavior.
- Why the current DMO model is broken.
- Best practices from travel organizations that are taking a new approach in digital marketing.
- Key factors for DMOs to stay relevant.



# 2016 TECHSUMMIT

## DESTINATION MARKETING

### SUMMIT PROGRAM

Friday, March 18 ■ Day Three (continued)

10:00am – 10:45am

#### Refreshment Break & Vendor Showcase

*Break sponsored by JackRabbit Systems*

10:45am – 12:00noon

#### Workshop E – The Evolution of DMO Performance Metrics

*Presenters: Erin Francis-Cummings, President & CEO, Destination Analysts ■ Gray Lawry, Vice President of Media and Analytics, Miles*

Our presenters will share DMO-based case studies and research insights that reveal the necessary evolution of DMO performance metrics. From site-user behavioral research to a more macro look at trends in travelers media consumption, this presentation will explore how DMOs can extract detailed measurements that provide a more accurate and useful look at their website, content and overall digital marketing performance.

#### Workshop F – The Most Common SEO Mistakes and How to Avoid Them

*Presenter: Mike Huber, Director of Business Strategy, Vertical Measures*

People are using search engines to find useful information all the time, and they want it fast. So how do you take advantage of this with your website? Despite what some people may believe, content is not a “build it and they will come” environment. Join us for real-world examples about how to optimize your site and capture as much search engine real estate as possible, including:

- The most common SEO mistakes and how to avoid them.
- How to create and optimize the content your prospects are seeking.
- The best types of content to create for search engines.
- Future-proof your site for upcoming algorithm changes.
- The best free and fee tools you can use to help in your optimization effort.
- Prioritized action steps to get you started right away.

12:00noon – 1:45pm

#### Group Luncheon & Presentation – Putting Destinations at the Center of Discovery

*Presenter: Kelly Frailey, Client Partner, Global Marketing Solutions, Facebook / Instagram*

The world has gone mobile. How do you connect with travelers across their most personal device at every step of the travel journey to bring more visitors to your destination this year?



2:00pm – 3:15pm

#### Workshop G – Web Development Strategies to Stay Competitive in an Ever-changing Online Ecosystem

*Presenter: Gregg Shapiro, Chief Creative Officer, Tempest Interactive Media*

Why is this important to the DMO and travel industry? The Internet is evolving at breakneck speed, and emerging technologies are game changers for organizations online. From streaming full-screen HTML5 video to the release of Google's new AMP technology, it's critical for travel marketers to understand how new programming

tactics and technologies impacts their place within the online ecosystem. The presentation will tell the story of DMOs that have successfully embraced emerging technologies to promote their brands online, and will review how these emerging technologies will become part of best practices for online marketing campaigns. Learn tactical ideas and best practices that can be incorporated into online marketing plans.

The session will provide actionable insights about how DMOs can:

- Translate advancements in technology into modern, inspirational ways to promote travel and tourism.
- Identify ways to leverage emerging technology to deliver a cutting-edge experience to audience members and will set your DMO apart from the competition.
- Discuss ways to avoid common pitfalls when embracing new development technologies.

#### Workshop H – Influencer Marketing: Influencing Influential Influencers

*Presenters: Rebecca Gibson, Social Media Strategist, Sparkloft Media ■ Nellie Maher, Social Media Strategist, Sparkloft Media*

Influencer Marketing. Everyone's doing it. Everyone's talking about it. And, it's easy to see why. This is not a trend; the world and the way we communicate has changed and advertising must change with it. The customer's voice has always been one of the most powerful tools in marketing, and social media has fundamentally changed the way consumers and brands interact. Consumers are tired of brands selling to them, tired of paid ads—they prefer word of mouth, from someone they respect, trust and admire. Influencers are able to share their thoughts, experiences and recommendations to targeted niche audiences, and they use social media to amplify the message. Will you continue to pour money into traditional advertising models or will you go native by placing your brand or product within organic content? Join our session and learn everything from strategy, collaboration, content management and measuring success. Specifically, this session will dig into:

- How to find the right influencer.
- How to establish influencer relationships.
- How to navigate influencer representation and create contracts.
- Wow them without breaking the bank.
- Getting the most out of influencer tours and content.
- Extending your reach through social.

Sparkloft Media has organized and implemented dozens of influencer tours and campaigns for DMOs, airlines and cruise lines.

3:15 pm

#### Tech Summit Concludes





# 2016 TECH SUMMIT

## DESTINATION MARKETING

### REGISTRATION

Fees include Tech Summit Program and daily group meal functions. Applicable registration fees apply for all delegate classifications.

### HOW TO REGISTER

**Online** at DMA West's secure website  
[www.dmawest.org](http://www.dmawest.org)

**Fax** if paying by credit card  
(916) 932-2209

**Email** [info@dmawest.org](mailto:info@dmawest.org)

**Mail** to DMA West,  
950 Glenn Drive, Suite 150  
Folsom, CA 95630

### REGISTRATION DEADLINE AND CANCELLATION POLICY

Please send your completed registration form and fee to the DMA West office by **March 4, 2016**. Refunds will be honored until 5:00pm (Pacific Time), **March 4**; after that date, no refunds will be granted. Registrant substitutions are welcome.

### ONLINE REGISTRATION

Online registration is available at  
[www.dmawest.org](http://www.dmawest.org).

### SPECIAL NEEDS

Notify DMA West staff at [info@dmawest.org](mailto:info@dmawest.org) if you have special needs, including dietary restrictions. Please provide a detailed description.

### MORE INFORMATION

For more information about the Tech Summit, contact DMA West staff at (916) 443-9012 or [info@dmawest.org](mailto:info@dmawest.org).

## REGISTRATION INFORMATION FOR ALL PROGRAMS

### REGISTRATION

Fees include Tech Summit Program and daily group meal functions. Applicable registration fees apply for all delegate classifications.

### REGISTRATION/ATTENDANCE POLICIES – TECH SUMMIT & VENDOR SHOWCASE

Please carefully review the attendance policies outlined below for the DMA West Destination Marketing Tech Summit & Vendor Showcase. If you have questions about the attendance policies, please contact DMA West staff at [info@dmawest.org](mailto:info@dmawest.org) or (916) 443-9012.

- **DMA West-member DMO Employees:** Attendance is open to employees of DMA West-member destination marketing organizations. Membership in DMA West rests with the DMO, and all member-DMO employees attend at the member rate.
- **Nonmember-DMO Employees:** Attendance is also available, at the nonmember rate, to employees of nonmember CVBs/DMOs/official destination marketing organizations/tourist boards and employees of state/regional DMO associations. (Examples: Employees of such nonmember organizations as the Arizona Office of Tourism and the Alaska Travel Industry Association are eligible to attend the Tech Summit.)
- **Spouse/Significant Other:** Attendance is open to a delegate's spouse/significant other, if the spouse/significant other is not engaged in the destination marketing industry and is not affiliated with a vendor company that provides goods or services to DMOs.
- **Student/Faculty Members:** Attendance is open to students and faculty members from accredited colleges/universities who have a legitimate interest in destination marketing; the fee for students and faculty members is the same as the spouse/significant other registration fee. Staff will confirm institution affiliation for each student and faculty member seeking registration.
- **Tech Summit Confirmed Speakers:** Attendance is open to invited and confirmed guest speakers, moderators and panelists.
- **Exhibitors/Vendors and Sponsors:** The only suppliers attending the Tech Summit are those designated as confirmed Vendor Showcase exhibitors and/or Tech Summit sponsors or speakers. Applicable Vendor Showcase exhibitor and/or sponsor fees apply.

### DESTINATION MARKETING TECH SUMMIT – MARCH 16-18, 2016

Fees include Tech Summit program and daily group meal functions.

#### Registrant from a DMA West-member DMO

\$370 includes March 16 afternoon labs **and** March 17 and 18 sessions  
\$295 includes March 17 and 18 sessions (**no** March 16 afternoon labs)

#### Registrant from a nonmember DMO

\$740 includes March 16 afternoon labs **and** March 17 and 18 sessions  
\$590 includes March 17 and 18 sessions (**no** March 16 afternoon labs)

#### Guest Registrant (spouse/significant other/faculty/student)\*

\*subject to approval by DMA West staff  
\$150 spouse/significant other/faculty/student

Conference app  
sponsored by



blue bridge  
Tourism

# 2016 TECH SUMMIT

## DESTINATION MARKETING

### TRAVEL INFORMATION

#### HOTEL RESERVATIONS

**Wyndham Anaheim Garden Grove**  
12021 Harbor Boulevard  
Garden Grove, California 92840

Group rate: \$159 plus \$5 daily hospitality fee, 14.50% room tax and 2.50% assessment; single/double occupancy

Online Reservations for DMA West Tech Summit:  
<https://resweb.passkey.com/go/wacvb2016>

Reservations Toll Free: 1-877-999-3223

Group Name: 2016 DMA West Destination Marketing Tech Summit

Please make your reservations before **February 26, 2016**.

The Wyndham Anaheim Garden Grove Hotel is nestled between the cities of Anaheim and Garden Grove. The non-smoking Wyndham bears the distinction of being green-certified, eco-friendly, and a Disney® Good Neighbor Hotel. The hotel offers complimentary shuttle service to hotel guests to Disneyland® Park, Disney's California Adventure® Park, and the Downtown Disney® District.

Skip the long lines at Disneyland® Park with the help of Wyndham Anaheim's Disney® Desk! Not only does the Wyndham Anaheim Garden Grove offer transportation to and from the park, the hotel also sells park tickets at the hotel and staff members provide information about the park. Stop by the Wyndham's Disney® Desk, open from 8:00 a.m. to 7:00 p.m. daily.



#### AIRPORTS AND TRANSPORTATION/ SHUTTLE SERVICES

**John Wayne Airport, Orange County (SNA)** – 12 miles  
[www.ocair.com/groundtransportation/shuttles](http://www.ocair.com/groundtransportation/shuttles)

**Long Beach Airport (LGB)** – 12 miles  
[www.lgb.org/travelers/transit.asp](http://www.lgb.org/travelers/transit.asp)

**Ontario International Airport (ONT)** – 28 miles  
[www.lawa.org/ONTTaxiVanServices.aspx](http://www.lawa.org/ONTTaxiVanServices.aspx)

**Los Angeles International Airport (LAX)** – 35 miles  
[http://www.lawa.org/welcome\\_lax.aspx?id=1298](http://www.lawa.org/welcome_lax.aspx?id=1298)

#### DESTINATION INFORMATION

**Visit Anaheim**  
[www.visitanaheim.org](http://www.visitanaheim.org)

#### ATTIRE

Business casual attire is appropriate for all events. Bring a sweater or light jacket for evenings.

### 2016 DESTINATION MARKETING TECH SUMMIT SCHOLARSHIP PROGRAM

The DMA West Foundation's scholarship program provides scholarships for attendance at the Destination Marketing Tech Summit.

The Tech Summit scholarship program criteria and the 2016 application are available at

<http://dmawest.org/foundation/scholarships/>.

**Application deadline: February 1, 2016.**

# 2016 TECH SUMMIT

## DESTINATION MARKETING

### REGISTRATION FORM

Please photocopy registration form for each individual. Online registration at [www.dmawest.org](http://www.dmawest.org)

Full Name \_\_\_\_\_ Nickname for badge \_\_\_\_\_

Title \_\_\_\_\_

DMO/Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State or Province/ZIP \_\_\_\_\_

Telephone \_\_\_\_\_

E-mail \_\_\_\_\_

Guest Registrant \_\_\_\_\_

How many years have you been employed in the DMO industry? \_\_\_\_\_

#### Registration

Fees include sessions and daily meal functions. Applicable registration fees apply for all delegate classifications.

#### Registration Attendance Policies – 2016 Tech Summit & Vendor Showcase

Please carefully review the attendance policies outlined below for the DMA West Destination Marketing Tech Summit & Vendor Showcase. If you have questions about the policies, please contact DMA West staff at [info@dmawest.org](mailto:info@dmawest.org) or (916) 443-9012 before you register.

#### Registration Deadline and Cancellation Policy

Please send your completed registration form and fee to the DMA West office by **March 4, 2016**. Refunds will be honored until 5:00pm (Pacific Time), **March 4, 2016**; after that date, no refunds will be granted. Registrant substitutions are welcome.

#### More Information

For more information about the Destination Marketing Tech Summit, contact DMA West staff at (916) 443-9012 or [info@dmawest.org](mailto:info@dmawest.org).

Please indicate which programs you will attend.

#### Registrant from a DMA West-member DMO

- ☐ \$370 includes March 16 afternoon labs and March 17 and 18 sessions/group meals [4330]  
☐ \$295 includes March 17 and 18 sessions/group meals (no March 16 afternoon labs) [4340]

#### Registrant from a nonmember DMO

- ☐ \$740 includes March 16 afternoon labs and March 17 and 18 sessions/group meals [4331]  
☐ \$590 includes March 17 and 18 sessions/group meals (no March 16 afternoon labs) [4341]

#### Guest Registrant (spouse/significant other/faculty/student)\*

\*subject to approval from DMA West staff

- ☐ \$150 spouse/significant other/faculty/student [4335]

#### Hosted Evening Events (preregistration required)

- ☐ I will attend the welcome reception, Wednesday, March 16. Sponsored by Drozian Webworks.  
☐ I will attend the offsite reception, Thursday, March 17. Hosted by DMA West.

#### Payment Options

Amount \$ \_\_\_\_\_ (USD)

☐ Check # \_\_\_\_\_

☐ Credit card: ☐ American Express ☐ MasterCard ☐ Visa

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ VCode \_\_\_\_\_

Name on Card \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

#### Hotel Information and Reservations

### WYNDHAM ANAHEIM GARDEN GROVE

12021 Harbor Boulevard  
Garden Grove, California 92840

**Group rate:** \$159 plus \$5 daily hospitality fee, 14.50% room tax and 2.50% assessment; single/double occupancy

**Online Reservations for DMA West Tech Summit:** <https://resweb.passkey.com/go/wacvb2016>

**Reservations Toll Free:** 1-877-999-3223

Please make your hotel reservations before **February 26, 2016**.

#### Registration Form Policies

1. Use a separate form for each registrant. If more forms are needed, please make photocopies.
2. Register online at [www.dmawest.org](http://www.dmawest.org). One registrant per online form.
3. Enclose a check, made payable to DMA West, or provide credit card information, for the registration fee(s).
4. If, after registering, you find you will be unable to attend, please notify DMA West staff as soon as possible, since any refund must take into consideration meal commitments.
5. We invite our vendors/sponsors to send marketing messages to Summit delegates as a preview of services, products and opportunities available at the Tech Summit & Vendor Showcase.  
☐ I accept receipt of these marketing messages. I know how important the vendors and sponsors are to the success of our events.  
☐ I decline receipt of these marketing messages.
6. Return your registration form and registration fee to the DMA West office or register online by **March 4, 2016**. See cancellation policy in brochure. Registrant substitutions are welcome.

Complete form and send with payment to:

**DMAwest**

Destination Marketing Association  
of the West | DMA West  
950 Glenn Drive, Suite 150  
Folsom, CA 95630  
916.443.9012 • 916.932.2209 fax  
Online registration at [www.dmawest.org](http://www.dmawest.org)