

TWO GREAT WORKSHOP OPPORTUNITIES IN ONE DAY



**Starved Rock Lodge and
Convention Center**
(Rt. 178 & 71 Utica, Illinois 61373)
Wednesday April 22, 2009



Co-Sponsored by NITDO and ISEN, in Cooperation with Starved Rock Lodge and Convention Center

Talkin' 'Bout My Generation Marketing Strategies for all Ages & Stages

8:00 a.m. – 12:00 p.m.

Registration 8:00 a.m. & Session begins at 8:30 a.m.

Whether you grew up with watching Ozzie Nelson or Ozzie Osbourne, Leave It to Beaver or Beavis and Butthead, it's clear that times have definitely changed over the past 50 years. Learn how to tune in, assess, communicate and motivate staff, customers and community leaders - no matter what their age and life experience. Through music, pop culture and lively discussion you'll learn how to improve your overall marketing strategy as well as specific written, verbal and electronic communication tools.

Participants Will Learn How to:

- Identify five generations as recognized by demographers as well as motivation techniques to best communicate with these populations
- Differentiate between fact and fiction related to age-related stereotypes
- Enhance existing programs to meet the needs of active older adults
- Learn what to say to motivate today's seniors, "Boomers," "Xers" and teens
- Demonstrate a new tolerance and understanding for people who are both younger and older than them through interpersonal role-reversal exercises

Cutting Edge Marketing in the Digital Age

1:00 p.m. – 5:00 p.m.

Registration 1:00 p.m. & Session begins at 1:30 p.m.

From blogs and podcasts to social networking and virtual sites such as Facebook, YouTube, LinkedIn and Twitter - it's no secret that new public awareness and communication tools are rapidly replacing "old-school" tactics. So, whether you already have *your own space* or are feeling a bit intimidated by all this new technology, this is a workshop not to be missed. You will learn how to use the power of Web 2.0 to raise awareness, money, support and participation for your tourism entity, programs or cause. Web Logs or "Blogs" may be the single best public awareness tool - ever. Some predict that, someday, everyone everywhere will be part of this virtual conversation.

Participants Will Learn:

- How to enhance your current marketing campaigns with fresh, new cutting edge technologies
- Ethical and legal issues related to blogs and social networking sites
- How to plan and launch a blog in less than 15 minutes
- Nine essential Ingredients for a successful blog
- Six simple ways to drive traffic to your site
- Why tourism partners *should* launch some type of blog before it's too late
- How to create positive public awareness as well as eliminate rumors and misinformation before it starts

Jodi Rudick is one of the nation's leading marketing speakers and – for the past 15 years – has dedicated her career to elevating the public's perception of parks and recreation. In addition to creating the extremely successful "Benefits are Endless" campaign, Jodi has written eight books related to marketing and publicity, including her latest, **Marketing FUNDamentals – 101 Ways to Promote Recreation and Play in an Overworked World**. She is editor and author of **Little Red's Big Ideas**, the premiere marketing blog for the park and recreation profession. As owner of Advisors Marketing Group, Jody has presented more than 1450 workshops. She lives in California with her son – who constantly reminds her what's hot and what's not in the world of today's Millennials.

Registration & Fees: \$35 per person for one session; \$60 for both sessions.

Fee includes workshop, workbook, & refreshments (but lunch is on your own)

Complete this form and mail with check made payable to:

Northern Illinois Tourism Development Office, 200 South State Street, Belvidere, IL 61008

For more information call: (815) 547-3740 or email: bonnie@visitnorthernillinois.com

Attendee: _____ 2nd Attendee: _____

Business Name: _____

Address: _____

City: _____ State: _____ Zip: _____ Fax: _____

Phone: _____ E-mail: _____

Morning: _____ Afternoon: _____ Both: _____ Total: \$ _____

