

Meaningful Social Media in the Tourism Industry: Strategies, Best Practices and Analysis

Wednesday, July 28, 2010

Clock Tower Resort and Conference Center – 7801 East State Street, Rockford, Illinois 61108

Registration Begins: 8:30 a.m. - Session: 9:00 a.m. to 3:00 p.m.

Answering the questions: “Why I am getting paid to do this?” and “What strategies and trends should I be implementing?”

Social Media has become all the rage and has been used effectively in the tourism industry. How can you extend your current efforts of this media to reach potential visitors to your destinations, attractions and events? Join Anne Hornyak, (Social Media Strategist, Tourism Industry Twitterist, and Blogger of Tourism Land “www.tourismland.wordpress.com”) from Go See Tell Network to learn:

- about help in clarifying the value of Social Media
- how to “stop playing around” and start implementing firm and effective Social Media strategies
- insights of how to answer the important question of what to report and why

Focus will be on Facebook and Twitter, but other topics will be briefly touched upon for this day-long workshop that will begin with registration at 8:30 a.m. with an continental breakfast before the official start of the day at 9:00 a.m. working until lunch and then after lunch more insights, before the day concludes at 3:00 p.m.

Be sure to sign-up your Social Media coordinator for your organization, bring your laptops, ideas and questions. We will have a place to plug in and internet access available. This will be an interactive, hands-on event for organizations that have a Social Media presence.

Sign-up soon as space will be limited. Deadline to register is July 23, 2010. Cost is \$50 per person.



Registration & Fees: \$50 per person. Fee includes workshop, continental breakfast & lunch.

Questions? Call 815-547-3740 or Email to char@visitnorthernillinois.com

Complete this form and mail with check made payable to:

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

Attendee 1: _____ E-Mail: _____

Attendee 2: _____ E-Mail: _____

Business Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Fax: _____ Phone: _____ Total Amount Enclosed: _____



*Workshop co- sponsored by Northern Illinois Tourism Development Office and ISEN (Illinois Special Events Network)