

MASSACHUSETTS 23rd ANNUAL

Governor's Conference
On Travel And Tourism

NEW THINKING.
NEW IDEAS.
NEW OPPORTUNITIES.

ON TRAVEL AND TOURISM

23rd Annual Governor's Conference on Travel & Tourism
Wednesday, March 24, 2010
Boston Park Plaza Hotel
50 Park Plaza at Arlington St.

Conference Agenda

7:00 am

Attendee Registration Opens
Location: Imperial Foyer, Mezzanine Level

7:00 – 8:00 am

Exhibitor Set-up
Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

8:00 – 8:30 am

Meet with MOTT
Join the Massachusetts Office of Travel and Tourism (MOTT) and their Marketing Partners and International Representatives for a morning meeting over coffee.
Location: Imperial Foyer, Mezzanine Level

8:00 – 4:00 pm

Tourism Industry Marketplace
Connect and conduct business all day with tourism industry vendors.
Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

8:30 -9:30 am

Taste of Massachusetts Breakfast Buffet
Enjoy Massachusetts' tastiest breakfast items during your morning network.
Location: Imperial & Plaza Ballroom, Mezzanine Level

Breakfast Sponsors



 CONNELLY partners 46 Walkman Street Fl 4, Boston

Breakfast Centerpiece Sponsor



9:30am – 9:45am

Bartlett High School Select Choir Performance
Location: Imperial Ballroom, Mezzanine Level

9:30 – 10:00 am

Welcome and introductions:

Location: Imperial Ballroom, Mezzanine Level

- Betsy Wall, Executive Director, MOTT
- Representative John Keenan, Chairman of Tourism, Arts & Culture Committee
- Gregory Bialecki, Secretary of Housing and Economic Development



10:00 – 11:00 am

Keynote speaker

Deval L. Patrick, Governor of Massachusetts

Location: Imperial Ballroom, Mezzanine Level

11:00 am – 12:00 noon

General Morning Session

Transportation to Massachusetts: “All Routes Lead to Massachusetts”:
A robust panel of transportation specialists provide insight into how visitors arrive to, and travel within, Massachusetts.

Location: Imperial Ballroom, Mezzanine Level

Moderator: Jeffrey B. Mullan, *Secretary and CEO* of the Massachusetts Department of Transportation (MassDOT)

Speakers:

- Yil Surehan, *Director, Airline Route Development*, Massachusetts Port Authority
- Peter Pantuso, *President & CEO*, American Bus Association

- William Sutherland, *Vice President of Travel*, AAA Southern New England
- Susan Schultz, *Director of Sales*, American Cruise Lines
- David Lim, *Chief Marketing Officer*, AMTRAK

12:00 noon

Networking Lunch *Express*

Grab your box lunch and head off to mix and match at any or all of these great afternoon options:

Location: Imperial & Plaza Ballroom, Mezzanine Level

Lunch Sponsors:



Lunch Centerpiece Sponsor

1:00 – 2:00 pm: Three Concurrent Workshop sessions:

1. ***Meet the Editors:***

Hear from top magazine and newspaper editors and writers about what to pitch.

Location: Whittier Room 4th floor

Moderator: Lisa Simmons, *Director of PR & Communications*, MOTT

Panelists:

- Katie Johnston Chase, Editor of Sidekick, Boston Globe Tourism
- Andrew Mersmann, Editor of Passport Magazine
- Cliff Calderwood, Publisher, new-england-vacations-guide.com, exploringnewengland.com and completenewengland.com

2. **<http://www.massvacation.com> Hands-On Clinic**

Learn all about www.massvacation.com and how you can use MOTT's website as your very own free marketing tool to promote your business online. This workshop will breakdown how to post and manage your information online, identify multiple ways to use the site, and take you step-by-step, live, through each online user component.

[Bring your laptop, netbook, or hand-held device to this workshop]

Location: White Hill Room 4th floor

Panelists:

- John Alzapiedi, Web Manager, MOTT
- Phyllis Cahaly, Director of Domestic Marketing, MOTT

3. ***Turning Sales Leads into Sales:***

A panel of industry experts share tips on sales leads follow-through.

Location: St. James Room 4th floor

Moderators: Kenneth Brissette, *Chief Operating Officer*, MOTT
Brigitte Walsh, *Assistant Director of International Marketing*

Panelists:

- Stephen Sperandio, Sales Operations Manager, North of Boston CVB
- Jonathan Paris, Executive Director, Massachusetts Sports & Entertainment Commission
- Michelle Pino, Vice President of Sales & Marketing, Northeast Unlimited Tours
- Dave Ritchie, Area Director of Sales & Marketing, Boston OMNI Parker House

1:00 – 2:45pm

Receptive Operator/International Reps & Meeting Planners
Conference round tables give suppliers and buyers the opportunity to have open discussions on issues of common interest.

Location: Stanbro Room, Mezzanine Level

Ongoing through 4:00 pm

Tourism Industry Marketplace

Connect and do business with great tourism industry vendors.

Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

2:30 – 2:45 pm

Midday Coffee, Snack & Beverage Break

Location: Plaza Ballroom & Imperial Foyer, Mezzanine Level

2:45 - 3:00 pm

Connelly Partners FY10 Advertising Campaign Presentation

Steve Connelly, President & Chief Creative Officer

Scott Madden, Director of Brand Management

Hear first-hand about the exciting 2010 advertising and media plan.

Location: Imperial Ballroom, Mezzanine Level

3:00 – 3:45 pm

General Session:

“What’s Happening Now (and in the future] with Social Media

An overview of today’s ever-changing social technology and how to keep up.

Location: Imperial Ballroom, Mezzanine Level

Moderator: Lisa Simmons, *Director of PR & Communications*, MOTT

Speakers:

- Serge Gojkovich, *President* of Gay Consults, Inc
- Robert Guay, *Director of Interactive*, Connelly Partners
- Joselin Mane, *Internet Marketing Consultant*, Boston Tweet Up
- Corissa St. Laurent, *Regional Development Director*, Constant Contact

3:45 - 4:00pm

Massachusetts Convention Center Authority Expansion Initiatives

Speaker: James E. Rooney, *Executive Director*, Massachusetts Convention Center Authority

Location: Imperial Ballroom, Mezzanine Level

4:00 – 6:00 pm

Conference Wrap-up Evening Reception

Stop by for lively conversation, to discuss the day’s events, or simply relax in a social setting.

Location: Pairings Restaurant, Boston Park Plaza

Massachusetts

It's all here

massvacation.com