

Hospitality Marketing and Social Media “Boot Camp”

Presented By Redpoint Marketing

Sponsored By: Department of Economic and Rural Development and Tourism

TWO LOCATIONS IN NOVA SCOTIA!

Monday, October 31st ~ 9am to 3:30pm ~ Atlantica Hotel & Marina Oak Island

Wednesday, November 2nd ~ 9am to 3:30pm ~ Inverary Resort, Baddeck

The Nova Scotia tourism industry and the Department of Economic and Rural Development and Tourism have joined forces with New York based Redpoint Marketing PR (specialists in hospitality marketing, public relations, and social media) to host workshops that will help you better allocate and utilize your marketing resources and strategically reach today's consumer. You will leave each workshop armed with practical “take home” skills to reassess your marketing efforts and make every dollar count. All workshops will be presented by Chris Miranda of Redpoint, and you can learn more about her training expertise at www.redpointspeaks.com. These workshops are being offered to industry operators and you are welcome to join us for any or all of them; however, registration is limited to 20 participants.

**Registration: \$60 for the full day including lunch
\$40 for morning or afternoon sessions only**

8:30am Registration Opens

9am – 10:30am: **The Marketing Mix: Deciding How to Spend Limited Marketing Dollars Wisely**
Got a limited marketing budget and trying to stretch it to cover too many things? Should you...update your website? ...Start a blog? ...Go to a travel show? ...Do more email blasts? ...Seek media attention? ...Do more pay-per-click? ...Change your logo/brand positioning? In this workshop, you will learn how to evaluate your marketing options effectively and determine which ones will yield the best ROI for your business...and have the greatest impact on sales.

10:45pm – 12:15pm: **The Art of Tourism Packaging...What Makes Consumers Buy?**
Hotel packaging: everyone's doing it, but are you doing it well? Today's travelers are more sophisticated than ever, so packaging your offerings in order to attract their attention is not easy. How can you cut through the clutter? Topics covered include: “packaging” does not always equal “discount,” how to successfully bring partners to the table, creating attention-getting package names, making packages work operationally, and more. ***Special emphasis will be devoted to spotting marketing opportunities through packaging.***

12:15pm to 1:30pm: **Lunch, Q&A, and Networking**

1:30pm – 3:30pm: **Strategy of Social Media: How to Manage what goes out to the World**
Question: *Is social media really that important? And if I must do it...do I really need to have a “strategy?” My sister's friend's son has some spare time and is on Facebook every day...can't I just pay him to make updates to my page?* Answer: Not if you want it to work. Having a personal presence on Facebook or Twitter is NOTHING like managing a brand's image and interaction in that world. It takes a little marketing expertise and an orchestrated strategy to harness the effort for profit. Here's how you can make it work for you.



Economic and Rural Development and Tourism

REGISTRATION FORM: Nova Scotia Marketing Boot Camp

RESERVATIONS ARE ESSENTIAL

*Space is limited so please **RSVP by October 21, 2011** to ensure your participation.*

Fax this form to Lori Blackburn

(902) 424-0723

CHOOSE YOUR LOCATION AND WORKSHOPS:

**Monday, October 31st REGISTRATION FEES WILL BE COLLECTED ON SITE AT REGISTRATION
Atlantica Hotel & Marina Oak Island, Western Shore, NS – www.atlanticaoakisland.com**

- _____ 9am – 10:30am: The Marketing Mix: Deciding How to Spend Limited Marketing Dollars
- _____ 10:45am – 12:15pm: The Art of Tourism Packaging...What Makes Consumers Buy?
- _____ 1:30pm – 3:30pm: Strategy of Social Media: How to Manage what goes out to the World

**Wednesday, November 2nd REGISTRATION FEES WILL BE COLLECTED ON SITE AT REGISTRATION
Inverary Resort, Baddeck, NS - www.capebretonresorts.com**

- _____ 9am – 10:30am: The Marketing Mix: Deciding How to Spend Limited Marketing Dollars
- _____ 10:45am – 12:15pm: The Art of Tourism Packaging...What Makes Consumers Buy?
- _____ 1:30pm – 3:30pm: Strategy of Social Media: How to Manage what goes out to the World

NAME: _____

PROPERTY/COMPANY: _____

EMAIL: _____ PHONE: _____

**Questions? Contact: Lori Blackburn – Economic and Rural Development and Tourism
Phone: (902) 424-374 e-mail: blackblm@gov.ns.ca**

About Your Boot Camp Trainer:

Surfing classes for dogs? “Dirty Vacations” during mud season? *The Search for the Greatest Romantic?* Chris Miranda has launched some of the most interesting - and successful - marketing campaigns in tourism. A founding principal of Redpoint Marketing PR, which represents high profile brands in travel, hospitality, restaurant, interior design, and home furnishings, Chris’ expertise has been instrumental in crafting marketing strategy and branding campaigns for such clients as Princess Cruises, New Hampshire Tourism, Loews Hotels, Hyatt Resorts, The Woodstock Inn & Resort (VT), Hidden Pond Resort (ME), The Culinary Institute of America, The Principality of Monaco, the New England Inns & Resorts Association, and more. Chris is a sought-after speaker at tourism industry conferences and events, and participants always find her training techniques and counsel to be extremely beneficial. Visit Redpoint’s website (www.redpointpr.com) or Redpoint’s marketing education blog (www.redpointspeaks.com) for more details.