



Community Marketing & Insights' 15th Conference on

# LGBT TOURISM & HOSPITALITY

DECEMBER 7-9, 2014 • LAS VEGAS

SALES & MARKETING • LEISURE & BUSINESS • TRACKING & RESULTS

## CONFERENCE AGENDA

Presented  
by:



Sponsored by:



SLS LAS VEGAS®



**Sunday, December 7, 2014**

**Noon to 5:00 pm**      **Conference Registration Opens**  
**Bellagio Las Vegas Conference Center, Monet Room**

**2:00 pm to 5:00 pm**      **Orientation & Update: LGBT Travel Sales and Marketing 2014**  
**Monet Room**

Tom Roth, President, Community Marketing & Insights  
David Paisley, Senior Research Director, Community Marketing & Insights

This interactive workshop will provide an overview of the LGBT tourism market, including statistics, effective marketing techniques and case studies of successful companies already active in the market. We will also discuss return on investment on your LGBT sales and marketing outreach effort.

The workshop is a must for anyone new to the conference. It is also a great update for experienced travel professionals wanting to be updated on all that has happened in LGBT travel marketing in the past year.

Past attendees rate this workshop as one of the most informative and important sessions at the conference. We hope everyone can attend!

Coffee Break Sponsored by GayCities



**6:00 pm to 7:30 pm**      **Welcome Reception**  
**Bellagio Resort & Casino**  
**Grand Patio Outside at the Conference Center**  
**Sponsored by MGM Resorts International**

MGM Resorts International develops, builds and operates unique destination resorts designed to provide a total resort experience, including first-class accommodations and dining, world-class entertainment, state-of-the-art meeting and convention facilities, and high-quality retail and gaming experiences. With 62,000 employees, the Company is one of the world's leading global hospitality and entertainment companies with 23 resorts with a significant portfolio of destination and iconic resorts in Las Vegas, in addition to its U.S regional properties and international hotels.



**Monday, December 8, 2014**

- 8:00 am to 3:00 pm**      **Conference Registration**  
**Bellagio Las Vegas Conference Center, Grand Ballroom Two**
- 8:00 am to 9:00 am**      **Continental Breakfast**  
**Bellagio Las Vegas Conference Center, Grand Ballroom One**  
**Arrive by 9:00 am to be eligible to win fabulous prizes**
- 9:00 am to 9:10 am**      **Conference Welcome • Grand Ballroom Two**  
Tom Roth, President, Community Marketing & Insights
- 9:10 am to 10:00 am**      **Morning Plenary Session • Grand Ballroom Two**
- Community Marketing's 19th Annual LGBT Tourism Survey Results**  
Tom Roth, President, Community Marketing & Insights  
David Paisley, Senior Research Director, Community Marketing & Insights
- Putting the T in LGBT: Fort Lauderdale's Efforts to Welcome the Transgender Community**  
Alexis Dee, President Board of Directors, Southern Comfort Conference Inc.  
Richard Gray, Managing Director, LGBT, Greater Fort Lauderdale Convention & Visitors Bureau
- 10:00 am to 10:05 am**      **Transition Break**
- 10:05 am to 10:25 am**      **Leading the Way: Lesbians and the WNBA**  
Hilary Shaev, VP, Marketing, WNBA, National Basketball Association
- 10:25 am to 10:45 am**      **Attracting LGBT Meetings / Growing LGBT Events**  
Jim McMichael, Diversity & Cultural Marketing Manager, Las Vegas Convention & Visitors Authority  
Ernie Yuen, Executive Director, Las Vegas PRIDE
- 10:45 am to 11:10 am**      **Coffee Break Sponsored by Gay Ad Network**  
**Networking Exercise with David Kliman, President, The Kliman Group**
- 11:10 am to 11:55 am**      **Reaching Canadian LGBT Travelers**  
Darrell Schuurman, Co-Founder, Travel Gay Canada
- New York City: Brand Essence and LGBT Tourism Marketing**  
Donna Keren, Ph.D., SVP, Research & Analysis, NYC & Company
- 11:55 am to Noon**              **Transition Break**
- Noon to 12:30 pm**          **Starving for Stories: Reaching LGBT Travelers With Great Content**  
Shaun Aukland, Account Executive, Google
- 12:30 pm to 2:00 pm**      **Welcome Luncheon**  
**Sponsored by the Las Vegas Convention & Visitors Authority**  
**Grand Ballroom One**  
Featured Speaker: James Healey, Former Nevada State Assemblyman



**Monday, December 8, 2014**

**2:15 pm to 3:00 pm**

**Workshops**

**Workshop A  
Grand Two**

**#Hashtags, Mobile and Hyper-Targeted LGBT Banner Ads for 2015**

Matt Skallerud, President, Pink Banana Media

**Workshop B  
Bellagio Five**

**Accommodating the Transgender Traveler**

Alexis Dee, President Board of Directors, Southern Comfort Conference Inc.

**Workshop C  
Bellagio Six**

**How to Deal with Journalists & Bloggers in the 21st Century**

Mark Chesnut, Editor & Writer, LatinFlyer.com

**3:15 pm to 4:00 pm**

**Workshops**

**Workshop A  
Grand Two**

**Provincetown and EDGE Media: A Successful Digital Marketing Collaboration Case Study**

Anthony Fuccillo, Director of Tourism, Provincetown Tourism Office

David Foucher, Publisher & CEO, EDGE Media Network

**Workshop B  
Bellagio Five**

**Getting & Keeping the Wealthiest LGBT Clients**

Tom Alderink, Director of Leisure Sales, Northeast, Mid-Atlantic, Midwest, Eastern Canada, Belmond

David M. Rubin, Founder & CEO, DavidTravel

**Workshop C  
Bellagio Six**

**Marketing Your Travel Business to Engaged Same-Sex Couples**

Bernadette Smith, 14 Stories Gay Wedding Institute

**4:15 pm to 5:00 pm**

**Workshops**

**Workshop A  
Bellagio Five**

**How to Successfully Sell Your Hotel to Leather Daddies, Blogging Lesbian Mothers, the Trans Community and Other Niches within LGBT**

John J Brosnan, LGBT Liaison, Kimpton Hotels & Restaurants

**Workshop B  
Bellagio Six**

**The China LGBT Market • Traits, Trends, and Opportunities**

Lu Xun, Research Manager, Community Marketing & Insights

**6:30 pm to 8:00 pm**

**Networking Reception**

**Sponsored by Preferred Pride and SLS Las Vegas**

**SLS Las Vegas • Bazaar Casino**

**Buses Leave Bellagio at 6:00 pm, 6:15 pm, and 6:30 pm from South Tour Lobby near Main Entrance, at right, down escalator • Return or to dinner on your own**

SLS Las Vegas provides an approachable experience featuring multiple unparalleled nightlife offerings including Hollywood favorite, The Sayers Club, the edgy and sophisticated nightclub, Foxtail and mega-club, LiFE. Additionally, SLS Las Vegas offers an impressive selection of dining concepts including Bazaar Meat by José Andrés; Katsuya by Starck; Cleo; Umami Burger, Beer Garden & Sports Book; Ku Noodle; 800 Degrees Neapolitan Pizzeria; The Griddle Cafe and The Perq. The property also hosts a nearly 10,000-square-foot Fred Segal retail experience, the intimate and luxurious Ciel Spa and a sports book operated by global gaming leader, William Hill.



**SLS LAS VEGAS®**

**Tuesday, December 9, 2014**

**8:00 am to 9:00 am**      **Continental Breakfast Sponsored by ITB and IGLTA**  
**Bellagio Las Vegas Conference Center, Grand Ballroom One**  
**Arrive by 9:00 am to be eligible to win fabulous prizes**



**9:00 am to 9:15 am**      **Breakfast Sponsor Welcome • Grand Ballroom Two**  
Tom Roth, President, Community Marketing & Insights  
International Gay and Lesbian Travel Association  
Rika Jean-François representing Messe Berlin / ITB Berlin



**Morning Plenary Session • Grand Ballroom Two**

**9:15 am to 9:55 am**      **Generational Differences in LGBT Travel Sales and Marketing**  
Tom Roth, President, Community Marketing & Insights  
David Paisley, Senior Research Director, Community Marketing & Insights

**The Impact of Large Scale LGBTQ Events on Destination Images**  
Tony Ozell, Tourism, Hospitality and Events Management,  
School of Business and Creative Industries, University of the West of Scotland

**9:55 am to 10:00 am**      **Transition Break**

**10:00 am to 10:35 am**      **How Cultural Competency and Inclusion Helps Your Bottom Line**  
Apoorva Gandhi, Vice President, Multicultural Affairs, Marriott International

**10:35 am to 11:00 am**      **Coffee Break Sponsored by Atlantic City Alliance**  
**Networking Exercise with David Kliman, President, The Kliman Group**



**11:00 am to 11:45 am**      **Navigating the Internal, Political and Funding Challenges**  
**of an LGBT Tourism Initiative**  
Jeff Guaracino, Chief Strategy and Communications Officer, Atlantic City Alliance

ATLANTIC  
CITY

**LGBT Media Familiarization Trips:**  
**Best Practices for Mutually Beneficial Engagement with the LGBT Press**  
Billy Kolber, Publisher & Ed Salvato, Editor in Chief, ManAboutWorld Magazine

**11:45 am to 11:50 am**      **Transition Break**

**11:50 am to 1:00 pm**      **Digital Marketing Panel: New Concepts and Strategies for 2015**  
Tanya Churchmuch, PR Consultant  
David Foucher, Publisher & CEO of EDGE Media Network  
Scott Gatz, Founder & CEO, GayCities, Inc.  
Michael Goff, CEO, Towleroad/AskTell Media Group  
Joe Landry, EVP, Group Publisher, Here Media  
Matt Skallerud, President, Pink Banana Media

**1:00 pm to 2:30 pm**      **Farewell Lunch Sponsored by the**  
**Greater Fort Lauderdale Convention & Visitors Bureau**  
**Grand Ballroom Two**  
**Host of the 16th Conference on LGBT Tourism & Hospitality • December 2015**  
**Join us for networking, food, drink and a conference farewell**

