

DESTINATION ACCELERATOR NYC

Attracting and Engaging Visitors with New Digital Media Strategies

September 24, 2012 * 9:00am to 6:00 pm
New York City * General Assembly, 904 Broadway, 4th Floor

9:00am Check-In and Coffee

9:30am to 10:00am **Keynote Address with Sree Sreenivasan**, Chief Digital Officer and Professor at Columbia University

10:00am to 11:30am Panel 1: Positioning and Branding in Niche Markets

Through a facilitated open discussion, panelists examine Gay and Lesbian Travel, Luxury Travel, Volunteerism/Voluntourism, and Wine and Food Travel, exchanging views about niche-market strategies, including those that have been the least and most effective and why.

- **Moderator: Keith Sherman, Founder of KSA**
- **Panelists: Genevieve Brown, Executive Director of International Volunteer Programs Association; Elizabeth Gordon, Cofounder of Extraordinary Journeys Africa; Ed Salvato, Editor-in-Chief of ManAboutWorld; Jackie Stone, Senior Vice President of Marketing, The Daily Meal**

11:30pm to 12:00pm Networking Break

12:00pm to 1:30pm Panel 2: Social Media Strategies

A moderated panel examines and responds to question about how to execute and measure effective social media strategies.

- **Moderator: Roni Weiss, Founder of RW Social**
- **Panelists: Bob Knorpp, President of The Cool Beans Group and Host of The BeanCast; Andrea Smith, Digital Lifestyle Editor at Mashable; Liz Borod Wright, Founder of Travelogged**

1:30pm to 2:00pm Lunch, Munch and Mingle

2:00pm to 2:30pm **Keynote Address with Cees Bosselaar**, Business Development and Destination Marketing Specialist at PhoCusWright

2:30pm to 4:00pm Panel 3: Content Production, Curation and Distribution Strategies

A moderated panel discusses critical content-strategy considerations, including the relationships necessary to realize established goals.

- **Moderator: Jason Clampet, Cofounder Skift, former Senior Online Editor at Frommers**
- **Panelists: Rich Beattie, Executive Digital Editor at Travel + Leisure; Ross Borden, CEO and Cofounder of Matador Network; Thomas Farkas, Director Programming and Special Events at New York 1; Ethan Gelber, Chief Communications Officer at WHL Group, Staff Writer at Travelllll.com; Robert Reid, US Travel Editor at Lonely Planet**

4:00pm to 4:30pm Networking Break

4:30pm to 6:00pm Panel 4: Engaging with External Digital Initiatives

A moderated panel will look at how to take advantage of destination coverage by non-contracted third parties like film and TV production houses, print and digital publishers, daily deal sites, rating/review sites, technology companies and more.

- **Moderator: Jim Brody, VP Destination Marketing at Oyster.com, formerly at TripAdvisor**
- **Panelists: Mark Preston, Northeast Sales Manager DMO at TripAdvisor; Amanda Rogers, Cofounder of The Local Way; Jennifer Raezer, Founder of Approach Guides; Robin Dorian, Cofounder at Find Eat Drink, and previously CEO at 4th Wall Productions**

7:00pm to 10:00pm Post-Destination Accelerator Networking