

DESTINATION ACCELERATOR

EFFECTIVE DIGITAL MEDIA STRATEGIES FOR DESTINATION MARKETERS

SPEAKERS

Rich Beattie

Executive Digital Editor, Travel + Leisure

Twitter: @richbeattie and @TravelandLeisure

Web: www.travelandleisure.com

Rich Beattie has been the Executive Digital Editor of *Travel + Leisure* since 2007. He helped launch ForbesTraveler.com as deputy editor in 2006, and before that spent five years freelancing for publications like *The New York Times*, *Travel + Leisure*, *New York*, *Ski*, *Boating* and *Popular Science*. He has also served as content director of the adventure travel site GORP.com and as a staff writer and editor at *Travel Holiday Magazine*.

Rich participated in the panel about Content Production, Curation and Distribution Strategies.

Ross Borden

Cofounder and CEO, Matador Network

Twitter: @rossborden and @MatadorNetwork

Web: www.matadornetwork.com

Ross Borden is the CEO of Matador Network. Since starting Matador in 2006 he has worked with dozens of brands and destinations on custom content and viral marketing campaigns. He is an expert at destination/tourism marketing and speaks frequently at travel/tourism conferences. He has lived in Spain, Kenya and Argentina and currently splits time between New York and his native San Francisco.

Ross participated in the panel about Content Production, Curation and Distribution Strategies.

Cees Bosselaar

Director Business Development and Destination Marketing Specialist, PhoCusWright

Twitter: @CeesBosselaar and @PhoCusWright

Web: www.phocuswright.com

Cees (pronounced 'Case') Bosselaar is a 20-year veteran in the travel industry. He has wide-ranging, global experience in the air, hotel, car, cruise and DMO segments. Today, as director of business development at PhoCusWright, one of the leading research and consultancy firms in the global travel industry, Cees guides the expansion of the company's industry-standard, syndicated and custom research business. He also specializes in destination marketing and helping DMOs worldwide formulate and hone successful strategies. Prior to joining PhoCusWright, Cees served as Marketing Manager and then Director North America of The Netherlands Board of Tourism in New York.

Cees was the afternoon keynote speaker.

Jim Brody

Vice President, Destination Marketing, Oyster.com

Twitter: @jbsenseofplace and @oysterhotels

Web: www.oyster.com

Jim Brody is the Vice President, Destination Marketing, for Oyster.com. He joined the team in June this year, bringing with him over 18 years of experience working with DMOs in the broadcast and internet arenas, and over 25 years of experience in media as a whole. Previously, he developed one of the first travel content websites ever created (VisitNewEngland.com), founded the family travel effort at Kaboose.com and established and developed the DMO program for TripAdvisor.

Jim was the moderator of the panel about Engaging with External Digital Initiatives.

Genevieve Brown

Executive Director, International Volunteer Programs Association (IVPA)

Twitter: @IVPA

Web: www.volunteerinternational.org

Genevieve Brown is passionate about the power of people to create change. She has worked and volunteered in the international non-profit sector for over 10 years and holds a Masters of Public Administration from Brigham Young University. As the Executive Director of International Volunteer Programs Association (IVPA) she supports organizations, volunteers and host communities by promoting best practices in international volunteering.

Genevieve participated in the panel about Positioning and Branding in Niche Markets.

Jason Clampet

Cofounder and Head of Content, Skift

Twitter: @jasonclampet and @skiftnews

Web: www.skift.com

Jason Clampet is Head of Content and a cofounder at Skift, a travel intelligence media company that offers news, insight, data, tools and services to the travel industry and active, engaged travelers. He was previously Senior Online Editor at Frommers.com, where he developed new products, managed news and deals stories, features and slideshows, and edited Arthur Frommer's blog. Jason has written guidebooks for Rough Guides, photographed for Rough Guides and Thomas Cook, teaches travel-writing classes for outfits such as Mediabistro.com and consults for select online travel startups.

Jason was the moderator of the panel about Content Production, Curation and Distribution Strategies.

Robin Dorian

Cofounder, Find Eat Drink

Twitter: @RobinDorian and @FindEatDrink

Web: www.findeatdrink.com

Robin Dorian cofounded Find Eat Drink, which provides insider recommendations from professional chefs, bartenders, sommeliers and food purveyors. Prior to that, she formed 4th Wall Productions, where she created and produced 'After Midnight,' an award-winning series for Food Network. Robin has also covered the globe as a producer and on-air talent of network and syndicated television shows, including as a VJ on the music network VH1 and correspondent on the national reality television newsmagazine 'A Current Affair.'

Robin participated in the panel about Engaging with External Digital Initiatives.

Thomas Farkas

Director of Programming and Special Events, NY1

Twitter: @NY1headlines

Web: www.ny1.com

Thomas Farkas is a 25-year veteran of television news in New York City, working at WCBS, CBS and, from its inception, NY1. In his current position, Tom is the director of programming and special events at the station, and on a daily basis oversees over a dozen feature reporters. He handles long-term projects, theme weeks and acts as executive producer for recurring popular live events, like New Years Eve, The Village Halloween Parade and NY1's Red Carpet to the Tonys.

Tom participated in the panel about Content Production, Curation and Distribution Strategies.

David Friedman

Cofounder, Makom

Twitter: @davidfriedman

Web: www.makom.me

David Friedman is a founder of Makom, a technology startup developing solutions for the travel and tourism markets and has been involved in the local NYC technology community for over 20 years. In the past, he led development initiatives with organizations as AIG, Ernst and Young and SAIC.

David was a co-organizer of Destination Accelerator.

Ethan Gelber

Chief Communications Officer, WHL Group / Staff Writer, Travelllll.com

Twitter: @thetravelword and @travelllll

Web: www.whl-group.com / www.thetravelword.com / www.travelllll.com

In addition to his extensive freelance travel writing (including as a Lonely Planet author and Travelllll.com staff writer), Ethan Gelber is the Chief Communications Officer of the WHL Group, the largest local-travel company in the world, through which he advises scores of local operators on content creation and marketing. He also founded and edits The Travel Word, a blog that showcases responsible, sustainable and local travel; and previously worked as Publications Manager of the French Government Tourist Office in NYC.

Ethan was a co-organizer of Destination Accelerator and participated in the panel about Content Production, Curation and Distribution Strategies.

Elizabeth Gordon

Cofounder, Extraordinary Journeys

Twitter: @extrajourneys

Web: www.ejafrica.com

Elizabeth Gordon is the cofounder of Extraordinary Journeys, innovative bespoke safaris for sophisticated, engaged travelers willing to pay a premium for quality, personalized service and social responsibility. After managing high-end luxury safari camps in Namibia, where she learned the business of travel first-hand, she founded the company with her mother, owner of Park East Tours, one of the leading US-based tour operators to Africa. She also writes for the Huffington Post.

Elizabeth participated in the panel about Positioning and Branding in Niche Markets.

Bob Knorpp

President/Host, The Cool Beans Group/The BeanCast

Twitter: @bobknorpp and @TheBeancast

Web: www.thebeancast.com

Bob Knorpp is President of The Cool Beans Group, a marketing insight company based in New York, where he hosts the award-winning Internet audio program, The BeanCast Marketing Podcast. He also created and hosted Ad Age Outlook, the official podcast of *Ad Age* magazine. In his 20 years of marketing, he has created award-winning campaigns and developed social media strategies for major clients. His blogging background includes his own BeanCast blog, as well as regular contributions as a featured writer on We Blog The World.

Bob participated in the panel about Social Media Strategies.

Mark Preston

Northeast Sales Manager, DMO, TripAdvisor

Twitter: @TripAdvisor

Web: www.tripadvisor.com

As a five-year veteran of TripAdvisor Media Group, Mark spent much of his TripAdvisor career working at Smarter Travel, a TripAdvisor Media Group subsidiary company. While there, Mark managed key accounts totaling an annual contribution of \$5 million in revenue. As a strategic partner he helped customize online campaigns for clients ranging from airlines to OTAs. In his current role, Mark leverages his prior experience driving bookings to DMOs within the northeast region.

Mark participated in the panel about Engaging with External Digital Initiatives.

Jennifer Raezer

Cofounder, Approach Guides

Twitter: @JenniferRaezer and @ApproachGuides

Web: www.approachguides.com

Jennifer Raezer is the cofounder of Approach Guides, a digital publisher of travel and wine guidebooks and mobile apps. Approach Guides has been featured by *Travel + Leisure*, *The Los Angeles Times* and MSN as a company that is leading the industry in the shift to digital media. Jennifer is also the co-author of over 30 top selling guidebooks to destinations in Europe, the Americas, Asia and the Middle East.

Jennifer participated in the panel about Engaging with External Digital Initiatives.

Robert Reid

US Travel Editor, Lonely Planet

Twitter: @reidontravel and @lonelyplanet

Web: www.lonelyplanet.com

Robert Reid is the US Travel Editor for Lonely Planet. He regularly discusses travel trends on national media outlets including NBC's Today Show, ABC's 20/20 and NPR. He's host of Lonely Planet's '76-Second Travel Show' and his writings include articles for CNN.com and *The New York Times* as well as a couple dozen Lonely Planet guidebooks.

Robert participated in the panel about Content Production, Curation and Distribution Strategies.

Amanda Rogers

Producer and Cofounder, The Local Way

Twitter: @the_local_way

Web: www.travelthelocalway.com

Amanda Rogers is a New York City-based documentary filmmaker, video producer and director. She owns RPP Productions, a full-service video-production company and cofounded The Local Way, a video series that highlights local things to do in cities all over the world. Over the past 10 years, Amanda has written, produced and directed films for non-profit organizations and corporations including Alvin Ailey American Dance Theater, Carnegie Hall, the United Nations, the Foreign Policy Association and Citigroup.

Amanda participated in the panel about Engaging with External Digital Initiatives.

Ed Salvato

Editor in Chief, ManAboutWorld

Twitter: @edsalvato and @MAWtravel

Web: www.manaboutworld.com

Ed Salvato is editor in chief of ManAboutWorld, the first iPad-only gay travel magazine, which launched in summer 2012. Previously, Ed was editor-in-chief of the *Out Traveler* and before that editor-in-chief of *OUT&ABOUT*. Ed's also a consultant in LGBT tourism marketing, and is often called "the world's foremost gay travel expert." Ed graduated with honors from Harvard College and earned an MBA in marketing research from Northeastern University.

Ed participated in the panel about Positioning and Branding in Niche Markets.

Keith Sherman

Owner and Founder, KSA

Twitter: @keithsnyc

Web: www.ksa-pr.com

Keith Sherman runs a Times Square-based public relations/marketing communication company. He has substantial experience in travel, entertainment, lifestyles, global events and international brands. Keith is particularly proud of his 10-year record representing *The New York Times* for The New York Times Travel Show, TimesTalks and other projects, and his 18 years running public relations for the Tony Awards. He has publicized hundreds of films, television broadcast and Broadway shows and major event around the world.

Keith was the moderator of the panel about Positioning and Branding in Niche Markets.

Andrea Smith

Digital Lifestyle Editor, Mashable

Twitter: @AndreaSmith

Web: www.mashable.com

Andrea Smith is Mashable's Digital Lifestyle Editor. Prior to joining Mashable, her daily network broadcast, Cybershake, was heard on radio stations across the country for more than 15 years. Andrea spent more than a decade at ABC News as an on-air, on-radio reporter and expert covering all things digital. A proud born-and-raised Manhattan girl, Andrea brings with her a deep knowledge of and passion for digital lifestyle issues, and has been writing about families and technology since 1995.

Andrea participated in the panel about Social Media Strategies.

Sree Sreenivasan

Chief Digital Officer and Professor, Columbia University

Twitter: @sree and @columbia

Web: www.sree.net

Sree Sreenivasan is a technology expert and dean of student affairs at Columbia University's Journalism School, where he teaches in the digital journalism program. He specializes in explaining technology to consumers. For more than eight years, he served as technology reporter for WABC-TV and WNBC-TV in NYC and still occasionally talks tech on TV. He has written articles for *The New York Times*, *BusinessWeek*, *Rolling Stone*, *National Journal*, *Bloomberg*, *Forbes* and *Popular Science*. In March 2004, *Newsweek* magazine named him one of the nation's 20 most influential South Asians.

Sree was the morning keynote speaker.

Jackie Stone

Senior Vice President, Marketing, The Daily Meal

Twitter: @jackiestone1 and @thedailymeal

Web: www.thedailymeal.com

Jacqueline Stone joined Spanfeller Media Group (SMG) as senior vice president of marketing in February 2012, where she is responsible for developing brand extensions, strategic partnerships and overall awareness for SMG and its websites, TheDailyMeal.com and TheActiveTimes.com. Prior to this appointment, Stone served as Senior Vice President of Marketing at WebMD and was Vice President of Promotions, Sponsorships and Events at DIGITAS, overseeing multiple client accounts.

Jackie participated in the panel about Positioning and Branding in Niche Markets.

Roni Weiss

Founder and Owner, RW Social

Twitter: @roniweiss

Web: www.rwsocial.com

Roni Weiss is the founder of RW Social, a social media consulting and management company. He is one of the creators and current organizers of Travel Talk on Twitter (#ttot), the largest Twitter travel chat. In 2013, he is launching the inaugural New York Travel Festival, a new model for travel events. Roni is also a widely traveled blogger/videographer.

Roni was a co-organizer of Destination Accelerator and was the moderator of the panel about Social Media Strategies.

Liz Borod Wright

Founder, Travelogged

Twitter: @Travelogged

Web: www.travelogged.com

Liz Borod Wright became passionate about social media after launching her travel blog, Travelogged.com, in January 2008. These days, she's doing far more social media than traveling. An alumna of Columbia's Graduate School of Journalism, Liz is a faculty adjunct for Sree Sreenivasan's Advanced Social Media Workshop at Columbia and teaches social media at Mediabistro. She's also a social media consultant and has been working with the Austrian National Tourist Office. Liz has held editorial staff positions at major websites, including Zagat.com, ABCNews.com and Fortune.com.

Liz participated in the panel about Social Media Strategies.