

Redpoint Marketing Boot Camp 2011

Three Smart Strategies to Make Your Tourism Marketing Dollars Count: Be Interesting, Leverage Partners, Inspire Storytellers

TWO LOCATIONS IN NEW ENGLAND!

Monday, March 14th ~ 10am to 3:30pm ~ Woodstock, VT ~ Woodstock Inn & Resort

Tuesday, March 15th ~ 10am to 3:30pm ~ Wells, ME ~ The Coastal House

Presented by Chris Miranda Diaz of Redpoint Marketing PR, Inc.

For more information about your Boot Camp leader, visit www.redpointspeaks.com.

This year's Redpoint Marketing Boot Camp features three different workshops all united by a meaningful theme: increase your base of listeners and cut through the clutter so they actually hear you. We'll review three popular tools in today's tourism marketing toolbox – **social media, partnerships, and public relations** – and you'll leave with practical strategies for harnessing them most effectively.

2011 Boot Camp Schedule (Note: You can choose to attend one, two, or all three workshops):

- 9:15am Registration Open - Continental Breakfast Available
- 10am – 11:30am: **Your Social Media Voice...Is Anyone Listening?** – Is social media simply an item on your marketing to-do list...or are you really putting it to work for you? We'll explore two powerful social marketing tools – Facebook and Blogging – to help you transform your voice, messaging, and strategies into a highly engaged audience of followers. “How to’s” covered include: crafting interesting things to say every day, expanding your follower base organically, handling negative comments, creating successful contests, being subtly promotional, and more.
- 12pm – 1:30pm: **Wooing a High Profile Brand Partner** – Marketing partnerships with other brands can extend your audience reach in a snap. But why should they work with you? What can you offer them...and more importantly...what can YOU get out of the deal? **Ross Evans, marketing and PR manager for the renowned Simon Pearce brand, will join Chris as a “special guest star” for this session,** sharing secrets for how to approach a brand with a win-win partnership opportunity. **Note: lunch will be served during this session.**
- 2pm – 3:30pm: **Tourism PR Today...Is An Obscure Blog Better Than the New York Times?** – Public relations has certainly changed. Is every stay-at-home mom who starts a blog considered a legitimate journalist? And when pitching the Boston Globe, do you target the print, online, or editor blog sections...or all three? And can you still get on the Food Network without spending advertising dollars? We'll review the most powerful opportunities and challenges in PR today, from knowing what makes a good story, to dealing with “citizen journalism,” evaluating journalists for comp stays/services, and more.

REGISTRATION FORM: 2011 Redpoint Marketing Boot Camp

RESERVATIONS ARE ESSENTIAL

*Space is limited so please **RSVP by Monday, March 7th** to ensure your participation.*

Email or fax this form to Lauren Wilson ~ wilson@redpointpr.com, fax 212-229-0364

FEES

- NEIRA Members: \$50 per workshop or \$125 for the full day (all three sessions)
- Non-NEIRA Members: \$75 per workshop or \$175 for the full day (all three sessions)

Please note: payment is due by check in advance, or (with prior notice) upon arrival at the door.
Kindly adhere to this request as no one will be admitted with payment pending.

CHOOSE YOUR LOCATION AND WORKSHOPS:

Mon, Mar 14th (Woodstock Inn & Resort, Woodstock, VT – www.woodstockinn.com)

Note to Skiers and Spa-goers: The Woodstock Inn & Resort is offering a \$109 rate for Sunday night (March 13th) if you'd like to arrive the day before and ski Suicide Six or relax in their brand new spa. To book, call 802-457-6632 and ask for the Redpoint Marketing Boot Camp Rate.

- _____ 10am – 11:30am: Your Social Media Voice...Is Anyone Listening?
- _____ 12pm – 1:30pm: Wooing a High Profile Brand Partner (lunch included)
- _____ 2pm – 3:30pm: Tourism PR Today...Is An Obscure Blog Better Than the New York Times?

Tues, Mar 15th (The Coastal House, Wells, ME – www.thecoastalhouse.com)

- _____ 10am – 11:30am: Your Social Media Voice...Is Anyone Listening?
- _____ 12pm – 1:30pm: Wooing a High Profile Brand Partner (lunch included)
- _____ 2pm – 3:30pm: Tourism PR Today...Is An Obscure Blog Better Than the New York Times?

NAME: _____

PROPERTY/COMPANY: _____

EMAIL: _____ PHONE: _____

ARE YOU A NEIRA MEMBER? CHECK: ___ YES ___ NO

PLEASE INDICATE YOUR PREFERRED PAYMENT OPTION:

___ I WILL PAY AT THE DOOR UPON ARRIVAL ___ I WILL MAIL MY CHECK IN ADVANCE

PLEASE CALCULATE YOUR TOTAL FEES DUE: \$ _____

Kindly make checks payable to:

Redpoint Marketing PR ~ 161 Avenue of the Americas ~ Suite 1305 ~ New York, NY 10013

Questions? Contact Lauren Wilson at Redpoint: wilson@redpointpr.com; phone 212-229-0119