

# “MAY THE 4TH BE WITH YOU”

## A Public Relations & Sales Review

Please join us for a Full or 1/2 day  
When: Wednesday, May 4th, 2022  
Where: Hilton Inn & Suites Beaufort

### FREE - AM Session - 9:30 - 11:30 am

- Meet a panel of well-known Travel Writers and Social Media Influencers
- Learn how to work with your CVB to host Travel Writers and Social Influencers
- Break into round-tables to develop a “pitch” that promotes your business that may earn a mention or storyline in their publications

### Lunch with the Writers and Influencers - 11:30 - 1:00 \$25.00 per person

Join us for lunch with our guest writers. Have the opportunity to meet with each of them one-on-one for a Q & A.

### FREE - PM Session - 1:30 - 3:00

- Robb Wells will discuss current trends in the industry
- Learn about the CVB’s Sales and Marketing plan for the 2022-2023 Fiscal Year.
- How can you be more involved with the CVB: Trade Shows, FAM Tours, Advertising
- What Trade Associations would it benefit your business to join and participate in. (ie: SCSAE, MCASC, AATC, Select Travel, etc)
- What can we do for you?

**Please sign up for your preference:**

\_\_\_\_\_AM Session

\_\_\_\_\_Lunch with the Writers (\$25 - *We will invoice you later.*)

\_\_\_\_\_PM Session

NAME: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

COMPANY: \_\_\_\_\_

Email RSVP to: Megan Carew - [megan@beaufortsc.org](mailto:megan@beaufortsc.org)