



Annual Marketing Conference Agenda
October 5, 2017
9am to 3pm
The "M" Event Center at the Metropole Marketplace

9:00am - 9:30am

Catalina Island Chamber & Visitors Bureau: Cathy Miller

Welcome, introductions, acknowledgements, strategic planning recap and conference goals

9:30am - noon

SMG Consulting: Carl Ribuado

Since 1992, SMG Consulting has assisted clients in the development of strategic marketing plans, tourism marketing programs and other targeted marketing, strategy and research solutions designed to increase their success.

The CICCVB retained SMG to conduct a "Capacity and Needs" assessment for Catalina Island. Carl will walk us through the results thus far as well as get member's feedback and experience relating to tourism capacity and needs on Catalina Island.

Noon - Lunch catered at "M" by **Zest**

1:00pm - 1:30pm

EXL Marketing: Lisa Baggio and Susanna Bunker. Paid media planning, buying, trafficking, result reporting: Consumers and Groups

1:30pm - 2:00pm

Searle Creative Group: Kellie Mehan and Nicole Bosman

Catalina Island Chamber/Visitors Bureau's website (CRM, CMS, site analytics):
CatalinaChamber.com

2:00pm - 2:30pm

Mix Marketing: Bob Nenninger and Mollie McDonough

Visitor Guide and Map production