

Presenter:



Gwynne Spann is the Director of Consumer Content at Visit California, a role that has evolved from managing the production of printed visitor guides to overseeing the development and deployment of the organization's global content program. During her twelve years with the company, Gwynne has enjoyed the challenge of an ever-shifting marketing landscape while having the unique opportunity to tailor Visit California's content marketing program to one that reaches over 33

million people annually across its global suite of websites, blog, social media outposts, and digital and printed guides.

As a fifth-generation Californian, Gwynne is grateful every day she is able to bring a product as unique, beautiful and intrinsically diverse as the Golden State to the potential traveler. Prior to her work with Visit California, Gwynne got her start working for the Intel Corporation, the Governor of California, and honed her writing acumen working for a think tank. Gwynne earned her MBA from the University of California Davis Graduate School of Management.

10:30 a.m. - 10:45 a.m. Break

10:45 a.m. - 11:30 a.m. Make Your Voice Heard, Breaking Through the Clutter — A Guide to Integrated Storytelling

Stories are more than an asset, they are the anchor to effective marketing strategy. Discover how to plan, tell and extend your stories into more successful and connected marketing efforts. Learn what story styles resonate and how integrated storytelling can increase engagement and intent to travel.

Presenter: Sarah Hupp, VP of Account Strategy — Madden Media



Sarah Hupp is the VP of Account Strategy with Madden Media. Over the last seven years, Sarah has helped lead Madden to be a top digital marketing agency in the destination marketing space. Through customized omni-channel promotion strategies, she and her team help destinations become placemakers. Sarah has collaborated with destinations across the US to tell the story of how travel is more than a verb, it is an experience, a feeling, and creates a true transformation for people and communities. She has led national-level award winning campaigns featuring brands such as Visit Tampa Bay, Visit Oakland, Visit Amarillo, Experience Kissimmee, and

Table Rock Lake.

11:30 a.m. - 12:15 p.m. Making CatalinaChamber.com Work for Your Business
Explore ways your business can directly benefit from
CICVB's new CRM and CMS

All marketing programs, paid search, SEO and social lead to CatalinaChamber.com. Learn how to access CICVB's new member portal and keep your business content on CatalinaChamber.com fresh and updated. Michelle and Lynn will discuss best practices for member listing content along with how to get noticed on CatalinaChamber.com. They will guide us through adding photos to your listings, the proper way to submit coupons and offers, how to add your Thursday Update flyers to your member listing content as well as connecting them to the Thursday Update. You will also learn how to pay invoices and sign up for marketing opportunities directly on our member portal. We promised you direct access to our website, it's here and now is the time to learn how to take advantage.

Presenters: Michelle Warner, Destination Marketing Manager and
Lynn Stevenson, Independent Contractor — Catalina Island Chamber & Visitors Bureau



Michelle Warner began her 24 year tenure at the CICVB assisting guests at the Visitors Center on the Green Pleasure Pier. Since then, Michelle has organized CICVB's role and attended travel, trade and concierge shows throughout southern California. Michelle produces the annual Visitors Guide and Pocket Map along with managing the member content in the new Simpleview CRM. Michelle is married to an "islander" and has two sons, all who love sport fishing. Ironic, as Michelle does not eat anything from the ocean.



Lynn Stevenson is an independent contractor with the CICVB and manages the website/CMS, social media, SEO and email marketing. Lynn has worked in marketing and tourism for the last 24 years, in the areas of hotel and resort property management, digital technology account management and with and for many destination marketing and management organizations.

12:30 p.m. to 1:30 p.m. Lunch Catered by Toyon Grill

1:30 p.m. to 3:00 p.m. Bringing Catalina Island's New Brand Identity to Life

Watch as Catalina Island's Brand comes to life. Crown & Greyhound's team will present their vision of our island's Brand developed from the CICVB's Strategic Marketing Campaign, consumer research, digital focus groups, stakeholder input and MeringCarson's 2018 Brand Development Workshop.

Presenters: Crown & Greyhound — Greg Carson and Justin Woolard, Partners; Austin Bousley, Creative Director; Emma Farrell, Account Management



Greg started his career as a copywriter at Mering & Associates, and then Creative Director at J. Walter Thompson, Atlanta. Greg returned to Mering & Associates in 2000 as Partner & ECD, and in 2006, the agency was renamed MeringCarson in acknowledgment of his creative and strategic guidance. Over the years, Greg has developed an unwavering ability to each client's unique voice and communicate it effortlessly. It is this skill that has led him to oversee some memorable and acclaimed campaigns in the industry including his work for the NFL, Visit California, The Walt Disney Company, Tahiti Tourisme and Pebble Beach.



With more than 20 years working in the digital space, Justin has made a career out of understanding client objectives and finding the point of convergence between those objectives and consumer engagement. Logging time at digital-only agencies as well as with R&R Partners, Justin ultimately branched out to create 1010 Collective, servicing clients in verticals as diverse as performing arts and consumer packaged goods - clients like The Smith Center, Bon Appetit, Wynn Resorts, and Central Garden & Pet. In 2014, Justin spun off his interest in 1010 Collective to form a new, digitally-focused agency, Crown & Greyhound, with the goal of fortifying the collaborative thread between agency & client.



Despite a background (and a large stack of tuition bills) in a more traditional art training, Austin Bousley gets his kicks from strategic thinking. He is an art director who thrives not only on breakthrough creative, but on breakthrough results. Austin has partnered with brands such as Wild Turkey, Baileys, Drug Free America, Liberty Mutual, Keurig, Monster Jobs and Dunkin' Donuts. Austin has brought a combination of knowledge, experience and skill sets to create exceptional and effective work for his clients. He also loves coffee, motorcycles, his dogs and more coffee.



Emma has overseen marketing campaigns across categories like CPG, restaurant, hospitality, lifestyle, technology, and education. Prior to her role in account management at i.d.e.a., Emma worked with Chili's Grill & Bar on social media and experiential marketing campaigns, content creation, and in-house production. Her consumer packaged goods background ranges from March Madness campaigns for Reese's Peanut Butter Cups to video production and brand strategy for New Belgium Fat Tire. Her current role focuses on management of Harrah's Resort Southern California, one of the largest casino properties in its region.

3:00 p.m.

Conference Adjourned