



**Catalina Island Chamber of Commerce/Visitors Bureau  
Annual Marketing Conference Agenda  
November 10-11, 2017  
Huntington Beach Hyatt Regency**

**Day 1 - November 10 - Where have we been?**

1pm to 5:30pm

Year-end results and business summary presentations by Chamber/Visitors Bureau's marketing and research agencies and contractors

1:15pm -1:45pm

**Mix Marketing:** Bob Nenninger and Mollie McDonough  
Visitor Guide and Map production  
Staff management: Michelle Warner

1:45pm - 2:30pm

**Searle Creative Group:** Kellie Meehan and Nicole Bosman  
Catalina Island Chamber/Visitors Bureau's website (CRM, CMS, site analytics):  
[CatalinaChamber.com](http://CatalinaChamber.com)  
Staff management: Amelia Lincoln

2:30 - 2:45pm

**BREAK**

2:45pm - 3:30pm

**EXL Marketing:** Lisa Baggio and Susanna. Paid media planning, buying, trafficking, result reporting: Consumers and Groups  
Staff management: Cathy Miller

3:30pm - 4:30pm

**LS Consulting** - Lauren Schlau - 2016 visitor profile study.  
Catalina Island Chamber/Visitors Bureau's 2016 Visitor Spending and Demographic Profile -  
Interim Consumer Research Results: Q2 and Q3  
Staff management: Jim Luttjohann

4:30pm - 5:00pm

**Catalina Express** - Angela Puchala, Marketing Director and Carol Elliott, Director of Sales  
Ridership profile and research results. Birthday promotion discussion.

## **DAY 1 – cont'd.**

5:30pm

**Karmel Shuttle departs** Hyatt Regency Huntington Beach

Evening Reception - light hors d'oeuvres and beverages hosted by Santa Catalina Island Company: Irvine headquarters

7:00pm - 7:30pm

**Karmel Shuttle departs** Irvine returning to Hyatt Regency Huntington Beach

Dinner and evening on own.

## **DAY 2 - November 11 - Where are we going, with whom are we going and how do we get there?**

**8am to 1pm**

**Planning Session:** Lead by facilitator, Peggy Lander, we will discuss what is working and where we fall short in marketing Catalina Island to current and prospective visitors. We will work to identify broad marketing goals and objectives for Catalina's destination marketing organization. We will analyze peak business periods as well as growth periods. As a group we will also discuss strategies to successfully meet the established marketing goals and objectives. Finally we will narrow the discussion to identify a variety of tactics for consideration in order to meet our objectives and implement in 2017 Annual Marketing Campaign.