

A Productive Day of Education and Networking, Research, Insights, Strategies and Case Studies

# 3rd European Symposium on Gay & Lesbian Tourism

Toulouse, France • Hotel Mercure • 14 September 2012



**PRESENTING A COMPREHENSIVE RESEARCH, ADVERTISING, MARKETING, AND COMMUNICATIONS FORUM THAT WILL HELP YOU BETTER UNDERSTAND AND SERVE GAY AND LESBIAN TRAVELERS.**

**Audience:** Perfect for marketing, advertising and PR executives of the tourism and hospitality industries who want to successfully reach North American and European gay/lesbian visitors, and initiate or update effective strategies.

**Dedicated:** Symposium attendance is limited in order to facilitate the best learning and networking environment.

## LEARN, REVIEW, UPDATE AND STRATEGIZE:

- 1 Review research on North American and European LGBT travelers
- 2 Internet and email marketing, social networking, and other emerging communications technologies
- 3 Exploring regional markets across Europe, and how to reach them
- 4 Focus group insights and trends
- 5 Maximising print advertising and PR results
- 6 Direct response marketing outreach
- 7 Proven techniques for measuring, monitoring and maximizing ROI
- 8 Sponsorship marketing and events, and more.

Symposium runs 09:00 to 18:30, including refreshments, lunch and reception.

Plenary presentations will be available in French and English.

### REGISTRATION OPTIONS:

Early registration:	€130
Standard registration:	€165
Two registrations from the same organization:	€235
On-Site registration:	€200



INFORMATION AND REGISTRATION: [WWW.LGBTEUROPA.COM](http://WWW.LGBTEUROPA.COM)



# 3eme European Symposium on Gay & Lesbian Tourism

Toulouse, France • Hotel Mercure • 14 Septembre 2012

**UN FORUM AUTOUR DE LA RECHERCHE, DU MARKETING ET DE LA COMMUNICATION POUR VOUS AIDER À MIEUX COMPRENDRE ET TRAVAILLER LE MARCHÉ TOURISTIQUE DES GAY ET LESBIENNES.**

**Audience:** Ce forum est dédié à l'industrie du tourisme et à tous les acteurs du marketing, des relations publiques et dirigeants d'entreprises qui veulent toucher les touristes gay/lesbiens européens et américains et initier ou renforcer des stratégies efficaces.

Le nombre de places de ce symposium est limité afin de faciliter les échanges et de créer un environnement propice au networking.

## APPRENDRE, REVOIR, ACTUALISER ET FORMULER UN STRATEGIE

- 1 Etudes et analyses sur les touristes LGBT en Amérique du Nord et Europe
- 2 Nouvelles technologies : web marketing, réseaux sociaux et autres techniques de communication émergentes
- 3 Approche des différents marchés européens par région et comment les atteindre
- 4 Groupe de discussion sur les grandes tendances
- 5 Optimisation de la communication en print et des opérations de relations publiques
- 6 Solutions de marketing direct
- 7 Indicateurs de suivi et de contrôle pour l'optimisation du ROI
- 8 Sponsorship/partenariat pour marketing et événementiel, et plus...

Le Symposium se déroulera de 9h à 18h30 avec le déjeuner et les rafraichissements.

Les présentations se feront en Français et en Anglais.

### OPTION D'ENREGISTREMENT :

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POUR INFORMATION ET ENREGISTREMENT : [WWW.LGBTEUROPA.COM](http://WWW.LGBTEUROPA.COM)

## 3. Europäische Schwul-/Lesbische Tourismus Tagung

Toulouse, Frankreich • Hotel Mercure • 14. September 2012

**EIN UMFANGREICHES KOMMUNIKATIONSFORUM DAS STUDIEN, WERBUNG UND MARKETING UMFASST UND IHNEN HELFEN WIRD SCHWUL-/LESBISCHE REISENDE BESSER ZU VERSTEHEN UND ZU BEDIENEN.**

**Teilnehmer:** Perfekt für Marketing-, Werbe- und PR-Berater der Tourismus- und Hotelindustrie die erfolgreich nordamerikanische und europäische schwul-/lesbische Besucher erreichen wollen und wirksame Strategien initiieren oder aktualisieren wollen.

Die Anzahl der Teilnehmer ist begrenzt um die besten Bedingungen zum Lernen und Networking zu bieten.

## LERNE, BESPRECHE, AKTUALISIERE UND ENTWERFE STRATEGIEN:

- 1 Diskussion über das Reiseverhalten nordamerikanischer und europäischer LGBT Reisende
- 2 Internet und Email Marketing, Soziale Netzwerke und andere aufkommende Kommunikationstechnologien
- 3 Erkundung regionaler Märkte in ganz Europa und wie man sie erreicht
- 4 Fokusgruppen: Erkenntnisse und Trends
- 5 Maximierung von Print-Werbung und PR Resultaten
- 6 Direktmarketing Hilfe
- 7 Bewährte Techniken zum messen, überwachen und maximieren von ROI
- 8 Sponsoring Marketing und Veranstaltungen und mehr...

Tagungszeit 09:00 -18:30 Uhr, inklusive Erfrischungen, Mittagessen und Empfang.

Vorträge sind auf Französisch und Englisch erhältlich.

### TAGUNGSGEBÜHR:

Frühbucher:	€130
Normalpreis:	€165
Zwei Teilnehmer einer Organisation:	€235
Vor Ort:	€200

INFORMATIONEN UND REGISTRIERUNG : [WWW.LGBTEUROPA.COM](http://WWW.LGBTEUROPA.COM)

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# 3<sup>rd</sup> European Symposium on Gay & Lesbian Tourism

Toulouse, France • Hotel Mercure • 14 September 2012

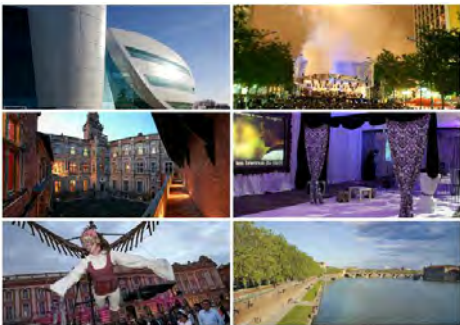
**Presenting a comprehensive research, advertising, marketing, and communications forum that will help you better understand and serve gay and lesbian travellers.**

**Audience:** Perfect for marketing, advertising and PR executives of the tourism and hospitality industries who want to successfully reach North American and European gay/lesbian visitors, and initiate or update effective strategies.

**Dedicated:** Symposium attendance is limited in order to facilitate the best learning and networking environment.

*Community Marketing, Inc. has been successfully connecting our global clients with diverse gay and lesbian communities worldwide since 1992.*

*Through nearly two decades of dedicated consumer surveys, focus groups, field studies, advisory boards and customer service surveys, we have attained an unparalleled level of insight into the many diverse communities that comprise "LGBT." Gain practical take-aways and new approaches from our own team, and from key European strategic partners.*



### Learn, review, update and strategize!

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- Proven techniques for measuring, monitoring and improving ROI
- Sponsorship marketing and events, *and more*

**Symposium runs 09:00 to 18:30, including refreshments, lunch and reception.**

**Plenary presentations will be available in French and English. Registration options:**

- \_\_\_ Early registration by 31 July: € 130
- \_\_\_ Standard registration by 7 September: € 165
- \_\_\_ Two Registrations from the same organization: € 235
- \_\_\_ Registration 8-13 September and on-site: € 200

**Please register online today at [www.gaytraveleurope.eventbrite.com](http://www.gaytraveleurope.eventbrite.com) (or complete/fax this form).**

Company/Organization \_\_\_\_\_

Attendee #1 \_\_\_\_\_ #2 \_\_\_\_\_

Title #1 \_\_\_\_\_ #2 \_\_\_\_\_

Address \_\_\_\_\_

City/Postal Code/Country \_\_\_\_\_

Tel \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Total from above € \_\_\_\_\_ (credit card payments will be charged in USD equivalent)

Visa/MasterCard/Amex # \_\_\_\_\_ exp \_\_\_\_\_

Full payment required. Cancellation policy: Refund less € 50 fee on cancellations received by 31/08/2012. No refund for later cancellations or no-shows.

Signature \_\_\_\_\_ Date \_\_\_\_\_