



Community Marketing & Insights' 18th Conference on

LGBT TOURISM & HOSPITALITY

NOVEMBER 1-3, 2017 • PARK CENTRAL HOTEL SAN FRANCISCO

SALES & MARKETING • LEISURE & BUSINESS • RESEARCH & RESULTS

PRELIMINARY CONFERENCE AGENDA

SUBJECT TO CHANGE

Presented
by:



Presenting Sponsor: **Argentina**
WORLD FRIENDLY

Sponsors:



Partners:



Wednesday, November 1, 2017 • Park Central Hotel Conference Center

Noon to 4:00 pm **Conference Registration • Park Central Hotel Conference Center**

2:00 pm to 4:30 pm **Orientation & Update: LGBT Travel Sales and Marketing 2017**
Tom Roth, President, Community Marketing & Insights
David Paisley, Senior Research Director, Community Marketing & Insights



This interactive workshop will provide an overview of the LGBT tourism market, including statistics, effective marketing techniques and case studies of successful companies already active in the market. The workshop is a must for anyone new to the conference. It is also a great update for experienced travel professionals wanting to be updated on all that has happened in LGBT travel marketing in the past year. Past attendees rate this workshop as one of the most informative and important sessions at the conference, and a great way to “set the stage” for the rest of the presentations and workshops. We hope everyone can attend, but very important to any destination or company new to the LGBT market.

Coffee Break

6:00 pm to 7:30 pm **Welcome Reception**

Sponsored by the Argentina Tourist Board and CCGLAR

Located at Park Central Hotel




Thursday, November 2, 2017 • Park Central Hotel Conference Center

- 8:00 am to 3:00 pm** **Conference Registration**
- 8:00 am to 9:00 am** **Continental Breakfast • Sponsored by San Francisco Travel**
Arrive by 9:00 am to be eligible to win fabulous prizes 
- 9:00 am to 9:20 am** **Conference Welcome**
Tom Roth, President, Community Marketing & Insights
Joe D'Alessandro, President & CEO, San Francisco Travel
- 9:20 am to 9:40 am** **Welcome to the Gayest City Ever**
Joe D'Alessandro, President & CEO, San Francisco Travel
- 9:40 am to 10:00 am** **Community Marketing & Insights' 22nd Annual LGBT Tourism Survey Results**
Tom Roth, President, Community Marketing & Insights
David Paisley, Senior Research Director, Community Marketing & Insights
- 10:00 am to 10:45 am** **Panel Discussion: Reaching Lesbian and Bisexual Women Travelers**
Dawn K. Christensen, Executive Director of National Diversity Programs, MGM Resorts International
Ruth McFarlane, JD MSW, Director of Community Engagement, National Center for Lesbian Rights
Lu Xun, Director of Quantitative Research, Community Marketing & Insights
- 10:45 am to 11:05 am** **Coffee Break**
- 11:05 am to 11:25 am** **Toronto's Brand Positioning Journey and LGBT Marketing Evolution**
Heidi Wallace, Director, Global Marketing, Tourism Toronto
- 11:25 am to 11:45 am** **Celebrity Cruises - Case Study in Embracing the LGBT Community**
Ron Gulaskey, AVP, National & Strategic Accounts, Celebrity Cruises
- 11:45 am to 12:25 am** **Working with LGBTQ Travel Writers and Editors**
Moderator: Kenny Porpora, Associate Editor, ManAboutWorld Magazine
Panelists: Heather Cassell, Travel Writer/Publisher, Bay Area Reporter/Girls That Roam
De'Von Christopher Johnson, Founder + CEO, BleuLife Media Group
Dan Trace, Chris Bull, Co-Founder & Editorial Director, Q.Digital
Matthew Wexler, National Travel & Style Editor, EDGE Media Network
- 12:25 pm to 12:45 pm** **Tourism Organizations and Hotels: Working Together to Attract LGBT Groups and Meetings:**
Jim McMichael, Specialty Markets Manager, Las Vegas Las Vegas Convention & Visitors Authority
Gary Murakami, Director, Global Sales, MGM Resorts International
- 12:45 pm to 2:00 pm** **Luncheon**
Sponsored by Las Vegas Convention & Visitors Authority



Thursday, November 2, 2017 • Park Central Hotel Conference Center

2:10 pm to 2:55 pm Workshops

**Workshop A Meeting Professionals & Planners Track:
Ensuring Your Attendees Feel Welcome While Adhering to
State and Local Public Accommodation Laws** 
James Delmar, National Accounts Manager, Philadelphia CVB

**Workshop B Putting the Other B in LGBT:
How to Market to the Black Community without Gimmicks and Cliche's**
De'Von Christopher Johnson, Founder + CEO, BleuLife Media Group

3:10 pm to 3:55 pm Workshops

**Workshop A Meeting Professionals & Planners Track:
Including the Rainbow: Planning the LGBT Friendly Event** 
Jim Clapes, Drug Policy Alliance

Workshop B From Web to Print: Establishing an LGBTQ Travel Presence in Columbus
Michelle Ford, Marketing Manager, Experience Columbus
Roger Dudley, Sr. Tourism Sales Manager, Experience Columbus

4:10 pm to 4:55 pm Workshops

**Workshop A Meeting Professionals & Planners Track:
LGBT Online Marketing Tips & Techniques for 2017** 
Matt Skallerud, President, Pink Banana Media

Additional afternoon workshops pending

**5:00 pm to 6:00 pm LGBT Meeting Professionals Association Networking Reception
All Invited - at Park Central Hotel Conference Center Lobby**

**7:00 pm to 9:00 pm Sponsored Reception
Q.Digital Celebrates the Best of GayCities 2017**

Located at WeWork Transbay, 535 Mission Street, San Francisco
Location about a 5 minute walk from the Park Central Hotel



Friday, November 3, 2017 • Park Central Hotel Conference Center

- 8:00 am to 9:00 am** **Continental Breakfast**
Arrive by 9:00 am to be eligible to win fabulous prizes
- 9:00 am to 9:20 am** **Conference Welcome and Breakfast Sponsor Welcome**
Tom Roth, President, Community Marketing & Insights
- 9:20 am to 9:35 am** **CMI's Non-Travel Research: Insights for Tourism from Outside Tourism**
Tom Roth, President, Community Marketing & Insights
David Paisley, Senior Research Director, Community Marketing & Insights
- 9:35 am to 9:55 am** **How the Bears Migrate**
Richard Jones, CEO, Bear World Media
- 9:55 am to 10:30 am** **Finding Your LGBT "Cred" Panel**
Moderator: Billy Kolber, Founder, ManAboutWorld Magazine
Panelists: Douglas MacKenzie, Director of Media Relations, Visit Phoenix
Al Munguia, General Manager/ Owner, Jupiter Hotel & the Hood River Hotel
Christa Richie, Marketing Communications Manager, Louisville CVB
Additional Panel Members Pending
- 10:30 am to 10:50 am** **Coffee Break**
Close of silent auction benefitting the IGLTA Foundation
- 10:50 am to 11:10 pm** **¡Calling Latin America! Approaches to Attract Inbound LGBT Visitors from South America, Central America and Mexico**
Pablo De Luca, President, Argentina Gay & Lesbian Chamber of Commerce
Gustavo Noguera, Director, Gnetwork360
- 11:10 am to 11:50 pm** **Featured Conference Speakers Pending Confirmation**
- 11:50 am to 12:30 pm** **Destinations, Tourism & Hospitality**
Working with LGBTQ Influencers & Digital New Media in 2018
Moderator: Matt Skallerud, President, Pink Banana Media
Panelists: Jonathan Bailey, 2 Dads with Baggage
Shane Ortega
Damian Pelliccione, Revry TV
Ravi Roth, Ravi Round the World
Josh Rimer, The Sassy Scoop
- 12:30 pm to 2:00 pm** **Farewell Networking Luncheon**
Sponsored by the Greater Fort Lauderdale CVB

