

3rd ANNUAL SYMPOSIUM on LGBT TOURISM & HOSPITALITY

A program of LGBT WEEK® New York City

Presented by:



Presenting Sponsors:



Lunch Sponsor:



LGBT Tourism Symposium Sponsor:



Community Sponsors & Partners:



Agenda (Subject to change; please visit www.LGBTweek.com for updates.)

Tuesday, May 16, 2017

Visit LGBTWeek.com for more details about each talk and speakers.

Note: Registration opens at 9:00am. The location is Google's Autumn Tech Talk Room, 111 8th Ave., 11th Floor, New York City. **Important:** Please enter at the **8th Ave. door closest to 15th St.**, as there are multiple building entrances.

Security can take some time, so please arrive early. Have a cup of coffee, check email, and network. But please, be seated and settled in before 10:00am.

Plan to spend the day @ Google! Because of security clearance, note that lunch, breaks and the reception will all be on-site. If you have to leave during the day, we cannot assure re-entry.

Updates, registration and more at LGBTweek.com

Session 1: Focus on Latin America LGBT Tourism, Hospitality & Business

All new content from the hottest region! Take a fascinating tour across Latin America, learning from government and city tourism offices, LGBT tour operators, business organizations and marketing companies. Explore through case studies how various international destinations attract and serve North American LGBT visitors, how they create LGBT-relevant programs, and how they overcome local challenges.

10:00am to 10:05am Welcome and Opening Remarks

Thomas Roth, President, Community Marketing & Insights
Varune Harnarine, Senior Brand Consultant, Google

10:05am to 10:25am Leveraging Digital Platforms to Reach LGBT Travelers: Google's Best Practices

Yesenia Bello, US Multicultural Travel Sales Lead, Google
Paula Castro, US Multicultural Travel Account Manager, Google

10:25am to 10:50am Lessons learned from promoting LGBT Argentina destinations and hotels: 10 years of challenges and successes.

Marcelo Costa, Director, International Promotion, Improtur
Pablo De Luca, CCGLAR
Gustavo Noguera, CCGLAR

10:50am to 11:05am How Buenos Aires is leveraging its "Many Passions" Campaign for the LGBT Market

Fernando Amer, Gerente Operativo de Mercados Internacionales, Turismo Buenos Aires

11:05am to 11:20am Working Together with the Chilean Government on LGBT Promotions

Freddy Yacobucci, Director, ONYNETWORK

11:20am to 11:35am The Challenges of Marketing an LGBT Travel Agency in a Conservative Country

Marco Arellano, General Manager, Llama Trip

11:35am to 11:50am What inspires an LGBTI "Tico" to travel to other destinations? Learn how to attract LGBTI travelers from Costa Rica.

Julio César Calvo, Director General, Agencia de Viajes Gay Costa Rica

11:50am to 12:05pm Working with media to position a destination or hotel in the LGBT market

Nathalie Pilovezky, CEO, Latitude International

12:05pm to 12:20pm How Brazil Markets the Destination to LGBT Travelers

Miguel Jerónimo, Brazil Account Manager – Embratur New York

Networking Lunch in the Foyer and Patio!

Sponsored by Greater Fort Lauderdale Convention & Visitors Bureau

Session 2: Successful Outreach and Best Practices in LGBT Tourism & Hospitality

1:30pm to 1:45pm Welcome Remarks

Richard Gray, Managing Director, LGBTQ, Greater Fort Lauderdale Convention & Visitors Bureau

1:45pm to 2:00pm IGLTA's Global Successes and Vision for the Future

John Tanzella, CEO, International Gay & Lesbian Travel Association

2:00pm to 2:20pm LGBT Social Media Marketing: Tips & Techniques for Hotels and Destinations

Matt Skallerud, President, Pink Banana Media

2:20pm to 2:45pm LGBT Tourism & Hospitality in 2017: A Look at the Latest LGBT Trends and Research

Thomas Roth, President, Community Marketing & Insights
David Paisley, Senior Research Director, Community Marketing & Insights

2:45pm to 3:00pm Case Study: How the Atlanta CVB Helped Derail the Georgia "Bathroom Bill"

William Pate, CEO, Atlanta CVB

3:00pm to 3:15pm LGBT Heads in Beds...What's Hot & What's Not

Joe Keenan, President, New Avenue Marketing

Updates, registration and more at LGBTweek.com

Coffee Break in the Foyer and Patio!

LGBT Tourism Symposium Sponsored by the Israel Ministry of Tourism

David Sarfati, Western Region USA, Israel Ministry of Tourism

- | | |
|-------------------------|---|
| 3:35pm to 3:55pm | Toronto's Brand Positioning Journey: Including LGBTs in General Marketing Strategies
Heidi Wallace, Director, Global Marketing, Tourism Toronto |
| 3:55pm to 4:20pm | How Influencers Helped New Orleans Showcase Beyond the Expected
Scott Fuhrman, Director of Sales, Q.Digital
Dustin Woehrmann, Communify |
| 4:20pm to 4:40pm | Black/People of Color Travel Markets and Their Potential
Kaz Mitchell, Director, Circle of Voices Inc. |
| 4:40pm to 5:00pm | Beyond Pride: Discovering Your LGBT Appeal
Billy Kolber, Publisher, Man About World |
| 5:00pm to 6:30pm | Closing Remarks and Hosted Networking Reception sponsored by Argentina Tourism Office and CCGLAR
Marcelo Costa, Director, International Promotion, Improtur
Pablo De Luca, CCGLAR
Gustavo Noguera, CCGLAR |

Networking Reception in the Foyer and Patio!

Featuring Argentine Wines