

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

# 2<sup>nd</sup> European Symposium on Gay & Lesbian Tourism

## Zürich • Four Points Hotel • 17 September 2010

**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 strategise!

- Review research on North American and European LGBT travellers
- Internet and email marketing, social networking, and other emerging communications technologies
- Exploring regional markets across Europe, and how to reach them
- Focus group insights and trends
- Maximising print advert and PR results
- Direct response marketing outreach
- Proven techniques for measuring, monitoring and improving ROI
- Sponsorship marketing and events, and more

**Symposium runs 9:00am to 6:30pm, including breakfast, lunch and reception.**

#### Registration options:

- \_\_\_ Early registration by 31 July: CHF 195 / EUR 130
- \_\_\_ Standard registration by 15 September: CHF 245 / EUR 165
- \_\_\_ Two Registrations from the same organisation: CHF 345 / EUR 235
- \_\_\_ On-Site registration: CHF 295 / EUR 200

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

Company/Organisation \_\_\_\_\_

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

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

Address \_\_\_\_\_

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

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

Total from above CHF \_\_\_\_\_ or EUR \_\_\_\_\_

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

Full payment required. Cancellation policy: Refund less CHF50 fee on cancellations received by 15/09/10. No refund for later cancellations or no-shows.

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