

2nd ANNUAL LGBT TOURISM & HOSPITALITY SYMPOSIUM

A program of LGBT WEEK® New York City

Produced by:



LGBT BRAND VOICE BY PINK BANANA MEDIA

In Partnership with:



Presenting Sponsors:



Tuesday, May 17, 2016

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| 1:30 pm to 1:45 pm | Welcome and Update from IGLTA and Google
John Tanzella, President & CEO, IGLTA
Francesca Pujals, U.S. Multicultural Insights Lead, Google |
| 1:45 pm to 2:05 pm | LGBT Tourism & Hospitality Research Update: Key Findings and Insights
Thomas Roth and David Paisley, Community Marketing & Insights |
| 2:05 pm to 2:25 pm | Successful Outreach to the LGBT Traveler
Jim McMichael, Specialty Markets Manager
Las Vegas Convention & Visitors Authority |
| 2:25 pm to 2:45 pm | Reaching the LGBT Traveler
Tom Alderink, Director of LGBT Sales, BELMOND |
| 2:45 pm to 3:05 pm | Case Study: Spain Tourism's Online LGBT Marketing Program
Matt Skallerud, President, Pink Banana Media |
| 3:05 pm to 3:20 pm | COFFEE BREAK |
| 3:20 pm to 3:40 pm | LGBT Argentina Destination Case Study
Pablo De Luca and Gustavo Noguera, CCGLAR/Gnetwork 360, Argentina |
| 3:40 pm to 4:00 pm | LGBT Tourism Marketing: Beyond Brand in New York City
Donna Keren, Senior Vice President, Research & Analysis, NYC & Company |
| 4:00 pm to 5:00 pm | Panel: The Importance of Diversity & Inclusion in a Global Tourism Corporation
Moderator Tanya Churchmuch, Founder, MuchPR <ul style="list-style-type: none">• Tony Gladney, Vice President, National Diversity Relations
MGM Resorts International• Greg Jones, Managing Director of Diversity & Inclusion
United Airlines• Jon Muñoz, Senior Director, Global Diversity & Inclusion
Hilton Worldwide• Tyrone Stoudemire, Vice President, Global Diversity & Inclusion
Hyatt Corporation |
| 5:00 pm to 6:00 pm | Networking Reception hosted by Argentina Tourism Office |
| 6:00pm to 8:00 pm | IGLTA Foundation Reception. \$35 tax-deductible donation. Fabulous prizes!
Bernard B. Jacobs Rooftop, 234 W. 44th Street, 11th Floor. Info and registration:
https://www.iglta.org/rsvp/IGLTA-Foundation-Fundraiser-NYC/ |