



Governor's Tourism Conference
GET CENTERED
SEPTEMBER 11-14, 2011 | MACON, GEORGIA

August 10, 2011

Dear Hospitality Industry Leader,

You are cordially invited to attend the 2011 Governor's Tourism Conference. Each year at this conference, tourism professionals gather to share ideas, hear from industry experts, learn about trends and issues facing the tourism industry, and educate themselves on the latest tools and techniques to promote tourism.

This year's conference offers more educational content than ever before. Highlights include:

- Opening General Session with Dennis Snow, Monday, September 12th at 2pm
Drawing on his 20 years with the Walt Disney World Company, Dennis will provide a 'how-to' program for creating a service-driven culture that drives customer loyalty, including the critical elements of service excellence.
- Leaders That Invite Success Luncheon, Tuesday, September 13th at noon
Featuring keynote speaker Dr. Betty Siegel, President Emeritus and Distinguished Chair of Leadership, Ethics & Character at Kennesaw State University.
- Afternoon General Session with Geoff Freeman, Tuesday, September 13th at 4pm
Geoff Freeman, Executive Vice President of the U.S. Travel Association, will discuss some of the major issues confronting the travel industry today and trends that may affect the industry in the future.
- Joint Committee on Economic Development, September 14th at 10am
House and Senate members of the committee will be briefed on tourism issues for consideration in the upcoming 2012 session of the Georgia General Assembly.
- Governor Nathan Deal's Luncheon and Awards Ceremony, September 14th at noon

Get Centered in your sales, marketing and public relations efforts in our breakout sessions:

- Learn new ways to regain recession-lost revenues in our reality-based Tourism Sales Mastery Sessions packed with immediately usable tools and tips
- Learn how to write a finely tuned Marketing Plan that will become the roadmap for your organization and integrate traditional marketing vehicles with the new social media
- Build a new Public Relations Program that increases awareness not just with the traveling public but also with your community of partners and elected officials
- Plus, get up to date on the programs, services and partnership opportunities offered by the state's Tourism Division to help you promote your destination, hotel or attraction.



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Full conference registration of \$375 includes all general and breakout sessions, breaks, Tuesday's Leadership Luncheon, Wednesday's Governor's Luncheon, and both evening events.

The Governor's Tourism Conference offers outstanding educational and networking value. In fact, 98% of 2010 attendees surveyed plan to return to this year's conference. To register and view the full agenda, please visit www.georgiagtc.com.

All conference sessions will be held at the Macon Centreplex Convention Center, which is directly connected to the Marriott Macon City Center. Overnight accommodations can be made by calling 478-621-5300. Rooms are available for our conference attendees at \$124 per night. Their address is 240 Coliseum Drive, Macon, GA 31217.

Also the Hilton Garden Inn Macon/Mercer University has rooms available for our conference attendees at \$104 per night. Reservations can be made by calling 478-741-5527. Their address is 1220 Stadium Drive, Macon, GA 31204.

Transportation shuttles will be available from the Hilton Garden Inn to the Convention Center for the conference, and shuttles will also be available from both hotels to the evening events.

Don't miss the biggest event of the year for Georgia tourism professionals. If it is not possible for you to attend the entire conference, please consider a one-day registration or consider sending another member of your team. Thank you and we look forward to helping your organization Get Centered in Macon!

Sincerely,

Kevin Langston
Deputy Commissioner, Tourism