



# Bermuda Tourism Summit

FAIRMONT SOUTHAMPTON • January 21, 2015

## Schedule

Time	Presentation	Presenters
8am - 9am	Welcome, Opening General Session & Breakfast	Welcome – <b>David Dodwell</b> , Chairman of the Board, BTA Opening Comments - <b>The Hon. Shawn Crockwell</b> , JP, MP Minister of Tourism & Transport Brief Overview of 2014, Outline Today's Purpose – <b>Bill Hanbury</b> , Chief Executive Officer, BTA
	What's Next in Destination Marketing	<b>Charles Jeffers</b> , Chief Operating Officer, Destination Marketing Association International 
9:15am - 10am	Second General Session – The Year Ahead	2015 Outlook (Research & Forecast) – <b>Erin Smith</b> , Director of Research & Business Intelligence, BTA Sales & Marketing Topline Strategy – <b>Victoria Isley</b> , Chief Sales & Marketing Officer, BTA Product, Event & Experience Outlook – <b>Pat Phillip-Fairn</b> , Chief Product & Experience Development Officer, BTA
10:15am - 11:45am	<b>Breakout Sessions:</b>  <b>Managing your Online Reputation Part I</b>  Reputation Management is no longer a luxury, it is a critical sales and marketing strategy essential in maintaining and enhancing your brand and driving revenues for all types of tourism businesses. In this session, you will learn how to better access the 315 million monthly travelers using TripAdvisor and take advantage of the resources available to drive your business objectives including: <ul style="list-style-type: none"><li>Enhancing your TripAdvisor presence and increasing direct booking traffic</li><li>Accessing free tools and data through the Management Center</li><li>Maintaining a positive online reputation</li></ul>	Presented by: <b>Steven Paganelli</b> , CDME, Head of Destination Marketing Sales, Americas, TripAdvisor  Discussion Facilitator: <b>Victoria Isley</b> , Chief Sales & Marketing Officer, BTA 

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### Breakout Sessions (continued):

#### Bermuda & the Growing Vacation Rental Market

The growing popularity of, and demand for, private vacation rentals in Bermuda provides an opportunity for locals to impact the Island's tourism product in ways big and small. This session will look at best practices in other jurisdictions and share the vision for this market segment in Bermuda.

#### Trends & Storylines in Media Relations

The ever-changing landscape of tourism marketing in tandem with the evolution of media today creates lots of questions when working to generate positive publicity. How do editors and reporters decide which stories to tell? What are the current trends in storytelling? How are they adapting in this offline to online world?

#### Going after Groups & Golf Working Session

For those interested in the meetings and group market, roll up your sleeves and join this working session to get an understanding of BTA's new sales deployment for attracting groups and building a solid base of group business for the future of the island and the industry. Contribute your ideas to specific markets and initiatives you are interested in pursuing with BTA.

Presented by: **BTA Research & Business Intelligence Team**

Discussion Facilitator: **Karla Lacey**, Chief Operating Officer, BTA

Panelists: **Charisse Jones**, Travel Reporter, USA TODAY

**Ed Cassavoy**, Senior Editor, Special Sections, Toronto Star

**Drusilla Bryan**, Managing Director, Gosh PR, UK

Moderator: **Angela Berardino**, Chief Strategy & Integration Officer, Turner Public Relations



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#### BTA Business Development Team

Discussion Facilitator: **Karin Darrell**, Director of Partnership, BTA

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**Noon – 1:30pm**

Lunch, Keynote & Panel Discussion

#### What to Expect from America's Cup

Hear first-hand from Peter Rusch, America's Cup Event Authority Director of Communications, what is in store leading up to and during Bermuda's great opportunity to host the 35th America's Cup in 2017. Then, we'll dig into a great discussion with some of the key players on the Bermuda bid committee responsible for securing this high profile event.

**Dr. the Hon Grant Gibbons JP MP**, Minister of Education and Economic Development

**Peter Durharger**, Co-Chair, Bermuda Bid Committee

**Mike Winfield**, Co-Chair, Bermuda Bid Committee

**Peter Rusch**, Director of Communications, America's Cup Event Authority

Moderator: **Victoria Isley**, CSMO, and Bermuda Bid Committee Member



**1:45pm – 2:45pm**

#### General Session

##### Collaborating for Greater Success

Get an inside view from a team of leaders whose organization each has a unique role to play in the economic success of Bermuda and learn more about how they rely on partnerships and collaboration for the good of all sectors.

**Bill Hanbury**, Chief Executive Officer, BTA

**Erica Smith**, Executive Director, Bermuda Economic Development Corporation

**Aaron Adderley**, General Manager, Airport Operations

**Stephen Todd**, CEO, Bermuda Hotel Association

**Ross Webber**, CEO, Bermuda Business Development Agency

Moderator: **Glenn Jones**, Stakeholder Relations Advisor, BTA





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3pm - 4pm

### Breakout Sessions:

#### Managing your Online Reputation Part II – ReviewPro Training

Get an overview of ReviewPro, the online reputation management tool BTA uses to monitor the hotel online reputations in Bermuda. ReviewPro is a tool used by hotels and restaurants worldwide. Attendees will gain a basic understanding of the tool's features such as: managing and responding to online reviews from one place, creating guest satisfaction surveys, analyzing competitors and monitoring social media mentions.

#### Bermuda National Service Standards Programme

Commencing in Spring 2015, the BTA's National Service Standard Programme (NSSP) includes a customized certification program leading to the obtainment of a Bermuda Tourism Ambassador designation for individuals who complete the requirements. This session details how and why industry businesses who meet all standards will be recognized by the local community and actively sought-out by our visitors.

#### Views & News – Trends in Travel from Europe & Canada

Gain a greater understanding of the UK, Canada and Italy markets and the current opportunities and challenges within each one. Hear the changing landscape including the growing strengths in consumer direct marketing and the evolving opportunities in working with the travel trade.

Erin Smith, Director of Research & Business Intelligence, BTA

Presented by: **Karla Lacey**, Chief Operating Officer, BTA

**Venessa Alexander**, Global Travel Marketing, UK

**Robin C. Danes**, RC Danes & Associates, Canada

**Ferdinando Parelo**, Destinations SRL, Italy

Facilitated by: **Victoria Isley**, Chief Sales & Marketing Officer, BTA

4pm - 4:30pm

Closing Remarks & Networking Reception