

SMG tourism conference

Technology has impacted tourism marketing in a multitude of ways, inherently changing the marketing landscape. Tourism executives need to stay informed and understand how these changes affect their marketing strategies, and how using technology can positively impact their bottom line.

The SMG Tourism, Technology + Marketing Workshop will provide hands-on sessions ranging from social media to SEO basics. With two different tracks, for beginners and more advanced technology users, the workshop will provide valuable basics for those unfamiliar with online

technologies, as well as more advanced strategies for those who are already implementing online marketing programs.

For more information, including speakers, agenda, registration and more, visit www.smgtourismtechnologymarketing.com.

When: March 17, 2010

Where: Embassy Suites, South Lake Tahoe

Time: 8:30am-2:30pm