

SMG tourism conference

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.

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.

For more information, including speakers, agenda, registration and more, [click here](#).

When: March 17, 2010

Where: Embassy Suites, South Lake Tahoe

Time: 8:30am-2:30pm