



# 13<sup>th</sup> International Conference on Gay & Lesbian Tourism

October 31 to November 2, 2012  
San Francisco

Presented  
by:



Sponsored  
by:



Wednesday, October 31, 2012

Noon to 5:00 pm      **Conference Registration Opens**  
**Parc 55 Wyndham Union Square Hotel**

2:00 pm to 4:45 pm      **Orientation & Update:**  
**LGBT Travel Sales and Marketing**



Tom Roth, President, Community Marketing, Inc.  
David Paisley, Senior Research Director, Community Marketing, Inc.  
Shannon Wentworth, CEO, Sweet

This interactive workshop will provide an overview of the LGBT tourism market, including statistics, effective marketing techniques and case studies of successful companies already active in the market. We will also discuss return on investment on your LGBT sales and marketing outreach effort.

The workshop is a must for anyone new to the conference. It is also a great refresher course for experienced LGBT travel professionals and a chance to share experiences of what works in reaching gay and lesbian consumers.

Past attendees rate this workshop as one of the most informative and important sessions at the conference. We hope everyone can attend!

6:00 pm to 7:30 pm      **Welcome Reception**  
**Parc 55 Wyndham Union Square Hotel**



**Sponsored by La Crema Winery**  
**Jason J. Hunke, Vice President, Communications, La Crema Winery**

For more than 30 years, La Crema has created highly-acclaimed wines that bring the beauty and diversity of California's cool-climate appellations to life - from the foggy vineyards of the Russian River Valley to the wind-swept hills of Monterey. Centered always on the dual lens of Chardonnay and Pinot Noir, we look for one unifying factor at these exceptional sites: coastal wind and fog that allow the grapes to ripen slowly on the vine, developing intensely complex aromas and flavors. To preserve the essence of these unique terroirs, grapes are gently handled from our sustainable vineyards all the way to the bottle using artisan techniques. Winemaker Elizabeth Grant-Douglas infuses a highly personal touch that combines the best of Burgundian winemaking techniques with contemporary California style, resulting in distinctively balanced and elegant wines. La Crema is proud to support our LGBT and allied community through partnerships with CMI's 13th Annual Conference on Gay & Lesbian Tourism, Gay Wine Weekend and Out in the Vineyard, HYPE/the Horizons Foundation, and DIFFA (Design Industries Foundation Fighting AIDS) and its Dining by Design initiative, among others. Visit us online at [lacrema.com](http://lacrema.com).



**Sponsored by La Crema Winery and GayCities / Queerty**  
**Scott Gatz, CEO, GayCities, Inc.**

GayCities is a fast growing media company targeting the LGBT community. We operate Queerty, the news and entertainment site that's "free of an agenda, except that gay one." and GayCities, the travel and location based social network that helps people uncover the best of what's happening everywhere. At [gaycities.com](http://gaycities.com), members contribute their own experiences and discover what people like them really think about their town and cities around the world. GayCities brings together mobile checkins, reviews and up-to-date listings of bars, clubs, restaurants, shops, hotels and other venues in 220 cities via the web site and popular iPhone app. Together GayCities & Queerty reach over 1.8 million LGBT consumers, making it a first stop for advertisers looking to reach valuable, highly targeted audience.

Thursday, November 1, 2012

8:00 am to 5:00 pm **Conference Registration • Parc 55 Wyndham Union Square Hotel**

8:00 am to 9:00 am **Continental Breakfast**  
**Sponsored by Las Vegas Convention & Visitors Authority**



9:00 am to 9:15 am **Conference Welcome**  
Tom Roth, President, Community Marketing, Inc.  
Veronica Fendt, Sales Executive, Las Vegas Convention & Visitors Authority

**Plenary Session**

9:15 am to 10:30 am **Community Marketing's 17th Annual Gay & Lesbian Tourism Survey Results**  
Tom Roth and David Paisley, Community Marketing & Insights

**Stay True to You – Creating a Truly LGBT Friendly Organization and a Culture of Individuality**  
Niki Leondakis, President and Chief Operating Officer, Kimpton Hotels & Restaurants

**What Do Women Want?: How to Reach Lesbians and Keep Them Coming Back**  
Kate Kendell, Esq., Executive Director, National Center for Lesbian Rights

10:30 am to 10:45 am **Coffee Break Sponsored by the Greater Phoenix Convention & Visitors Bureau**

10:45 am to 11:50 am **Engage and Extend... Maximizing the Power of LGBT Events**  
Joe Keenan, President, New Avenue Marketing

**Getting in the Rainbow Spotlight: Public Relations and the LGBT Media**

Moderator: David Kliman, CMP, CMM, President, The Kliman Group

Panel: Heather Cassell, Contributing Travel Writer and Publisher / Editor, Bay Area Reporter  
Gina Gatta, President, Damron Company  
Billy Kolber, Creative Director + Publisher, ManAboutWorld Magazine  
Randall Shirley, Travel Writer & Editor, Outlooks (Canada) and MeetMeOnBoard.com

Noon to 12:25 pm **Power Workshops**

**Workshop A** **Reaching LGBTs through an Innovative Mobile Promotion**  
Lynn Bruni, Director, Consumer Marketing, San Francisco Travel Association  
and Scott Furman, National Sales Director, GayCities and Queerty

**Workshop B** **Crossing Borders: Surprising and Useful Facts about Canadians and Their Travel Habits**  
David Walberg, CEO, Digital Media, Pink Triangle Press

**Workshop C** **Leveraging LGBT Influencers to Build Your Brand in the Market**  
Stephan A. Roth, President and Founder, OutThink Partners

12:30 pm to 1:45 pm **Welcome Luncheon Sponsored by the San Francisco Travel Association**

**Born This Way: Why San Francisco was Born to Lead the Change in LGBT Life in America**  
Thomas Kiely, Executive Vice President, Tourism, San Francisco Travel Association



San Francisco Travel Association: San Francisco Travel partners with more than 1,550 local businesses to promote San Francisco as the destination of choice for conventions and leisure travel, providing services to some 16 million visitors annually including visitor information, convention bookings, event promotion and group tour services.

**2:00 pm to 2:25 pm****Power Workshops****Workshop A****Engaging Consumers through Social Media**

Bruce Yelk, Director of Public Relations, Greater Philadelphia Tourism Marketing Corporation

**Workshop B****Digital Marketing What's Working**Justin Garrett, Vice President and Publisher Digital and Stuart Brockington, Integrated Sales Director  
HERE Media | Advocate.com | Out.com | OutTraveler.com | Gay.com | Gay.net**Workshop C****Reaching the Latino Market**

Alvaro Ballesteros, MBA, Publisher, Adelante Magazine

**2:30 pm to 2:55 pm****Power Workshops****Workshop A****In Social Media, Size Matters! Strategies for Growing Fans & Followers**

Jon Paul Buchmeyer, VP, Digital Engagement, Metaverse Mod Squad

**Workshop B****Reaching Your Market Through LGBT Film Festivals**

K.C. Price, Executive Director, Frameline

**Workshop C****A Straight Guy's Guide to Gay Marketing**

Tim Zahner, Director of Marketing, Sonoma County Tourism

**3:00 pm to 4:00 pm****Gay & Lesbian World Travel Expo: Exhibit Set-up (Prior registration required)**

Don't stress about set-up. We make it simple. An hour is more than enough time to set-up.

**4:00 pm to 6:30 pm****Gay & Lesbian World Travel Expo**

Open to conference participants, Bay Area travel trade and the general public

**7:00 pm to 9:00 pm****The Travelocity Reception**

At Hotel Adagio, 550 Geary St, San Francisco, CA 94102 (a short walk from the Parc 55)

Conference badge required for reception



Your Travelocity Hosts: Bruce Parnell, David Hopkins, Chris Starr and Nelson Ojeda

The Roaming Gnome is a very hip fellow and must lounge in style. So naturally he will be at the ever so chic Hotel Adagio. Fresh off a multi-million dollar renovation, this elegant historical hotel is located in the heart of Theatre District & footsteps from Union Square and will be home to a wonderful reception that will celebrate Travelocity's partnership with the LGBT community.

Travelocity is a leading provider of consumer-direct travel services for the leisure and business traveler. It markets and distributes travel-related products and services directly to individuals through Travelocity and its various brand websites and contact centers, and websites owned by its supplier and distribution partners. A robust selection of offerings at GayTravelocity.com means our visitors can peruse the latest in gay welcoming accommodations via our TAG Approved hotels and choose the perfect vacation. Our coop marketing and media efforts offer opportunity for destinations and suppliers to partner with us as we reach out to the LGBT niche market that we so highly value. Please make a point to say hello to your Travelocity colleagues as we'd love to meet with you to discuss your 2012 marketing plans to the LGBT audience.

**Friday, November 2, 2012**

**8:00 am to 9:00 am**      **Continental Breakfast**  
**Sponsored by ITB and IGLTA**



**9:00 am to 9:15 am**      **Breakfast Sponsor Welcome**

Tom Roth, President, Community Marketing & Insights  
Richard Gray representing IGLTA  
Edwin Brown representing ITB

**Plenary Session**

**9:15 am to 10:45 am**      **New Trends in LGBT Marketing**

Tom Roth and David Paisley, Community Marketing & Insights

**Positioning Your Company to Earn LGBT Group Business**

Mya Lake Reyes, President, Las Vegas Gay Visitors Bureau

**South Florida: Outreach and Marketing Strategies from Three Top LGBT Destinations**

Panel: George Neary, AVP/Cultural Tourism/Gay Marketing, Greater Miami CVB  
Steve Murray-Smith, Sales Manager, Florida Keys & Key West Tourism Office  
Richard Gray, President, Richard Gray Consulting, representing Greater Fort Lauderdale CVB

**10:45 am to 11:00 am**      **Coffee Break Sponsored by Travel Mole**



**11:00 am to 12:30 pm**      **eMarketing: 12 New Ideas to Improve Your LGBT Sales and Marketing**

Moderator      David Kliman, CMP, CMM, President, The Kliman Group

Panel:      David Foucher, Publisher and Chief Executive Officer, EDGE Media Network  
Scott Gatz, CEO, GayCities, Inc.  
Serge Gojkovich, VP of Marketing & Sales, Grindr LLC & Blendr LLC  
Matthew Skallerud, President of Pink Banana Media

**12:30 pm to 2:00 pm**      **Farewell Lunch**

**More of a networking reception****Join us for some, food, drink and a conference farewell****Sponsored by Grindr – the world's largest gay mobile social network**

We're more than 4 million members strong, and we've established ourselves with users in 192 countries. We offer unique, strategically targeted and highly effective in-app advertising that reaches users around the corner or around the world, and we love to collaborate with fellow gay businesses to promote events and campaigns.

Check us out at [Grindr.com](http://Grindr.com), like us on [Facebook.com/Grindr](https://www.facebook.com/Grindr) and follow us at [Twitter.com/Grindr](https://twitter.com/Grindr).