

CMI's 20th LGBTQ TOURISM FORUM

SALES & MARKETING • BEST PRACTICES • LEISURE & BUSINESS • MEETINGS & EVENTS

NOVEMBER 3-5, 2019 • VDARA LAS VEGAS



Sunday, November 3, 2019

2:00pm to 4:45pm **Orientation & Update: LGBTQ Travel Sales & Marketing for 2020**

- David Paisley, Senior Research Director, CMI
- Thomas Roth, Founder, Community Marketing & Insights
- Cathy Renna, Owner, TargetCue LLC

This interactive workshop will provide an overview of the LGBTQ tourism market today, including relevant statistics and what they mean to you, as well as effective marketing and communications approaches to help you better connect with the LGBTQ community.

The workshop is a must-do for anyone new to the Forum, or beginning to understand LGBTQ tourism. It is also a great opportunity for experienced travel professionals who want to be updated on all that has happened in LGBTQ travel marketing in the past year, and planning for the next. Attendees rate this workshop as one of the most informative and important sessions at the conference, and a great way to “set the stage” for the rest of the presentations and workshops.

6:00pm to 7:30pm **Welcome Reception**
Sponsored by Las Vegas Convention & Visitors Authority
And MGM Resorts International
Located at Vdara Las Vegas • Lobby Level

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Monday, November 4, 2019

8:00am to 8:55am Continental Breakfast

Please be seated by 9:00 am to be eligible to win fabulous prizes

9:00am to 9:15am Conference Welcome

- David Paisley, Senior Research Director, CMI
- Thomas Roth, Founder, Community Marketing & Insights
- Steve Hill, CEO / President Las Vegas Convention & Visitors Authority
- Joe Palmer, VP Sales, Rivendell Media

9:15am to 9:35am Community Marketing & Insights

24th Annual LGBTQ Tourism Survey: Key Findings

- David Paisley, Senior Research Director, CMI
- Thomas Roth, Founder, Community Marketing & Insights

9:35am to 9:55am From Marketing to Authentic Engagement

- Andréa Richardson, Head of Multicultural Engagement, Hilton

9:55am to 10:20am Salt Lake's Journey to Become an LGBTQ Destination

- Eric Thompson, Vice President of Marketing, Visit Salt Lake
- Dustin Woehrmann, CEO/Creative Director, Communitfy

10:20am to 10:40am ClexaCon: How We Attract 4,000+ Queer Women, Trans and Non-Binary People from Around the World

- Danielle Jablonski, Owner/CEO, ClexaCon

10:40am to 11:00am Coffee Break

Sponsored by Visit Philadelphia

11:00am to 11:50am Travel Challenges and Welcoming Transgender Individuals and Groups

- Amy Elizabeth Wiltshire, Special Projects Manager/Cruise Director, WildSide, Inc.
- Alexander Grindle-Boettcher AlexGrindleDesign, Author of "Traveling while Trans" Zine
- Jim Mahon, Vice President of Marketing & Brand Management, Akron/Summit CVB

11:50am to 12:10pm Reaching and Serving LGBTQ Asian American Travelers

- Ryan Choi, President, RC Pride Travel / RC Tour Network
- Lu Xun, Research Director, Community Marketing & Insights

**12:10pm to 12:30pm Fort Lauderdale, Pride of the Americas, April 21-26, 2020
2 Continents and 35 Countries**

- Richard Gray, SVP, Diversity & Inclusion, Greater Fort Lauderdale Convention & Visitors Bureau

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- 12:30pm to 1:45pm **Plated Lunch in the Conference Hall**
Sponsored by Greater Fort Lauderdale CVB
- 2:00pm to 2:30pm **Driving Engagement: The Key to Success on Creative, Large-scale, Influencer Video Programs**
- Suzanne Reeves, President, Sure Media
 - Scott Gatz, CEO & Founder, Q.Digital
 - John Halbach, Influencer/Director of Video Content, Eastsiders/Q.Digital
- 2:30pm to 2:50pm **The Importance of Research: Insights & Learnings from CMI/VisitBritain Tourism Study**
- Paul Gauger, Senior Vice President, The Americas, VisitBritain
 - David Paisley, Senior Research Director, CMI
- 3:00pm to 3:45pm **Discussion Breakout Groups**
- (A) Promoting LGBTQ Travel When You Represent a More Conservative Location**
- Group Leader: Michelle Pirre, Specialty Markets, Naples, Marco Island, Everglades CVB
- (B) Keeping the Momentum Going: How Popular LGBTQ Destinations Reinvent Themselves**
- Group Leader: Karen Lau, Sr. Manager, Global Digital Marketing, San Francisco Travel
- 4:00pm to 5:15pm **Elevating Pride: Destinations and Non-profits Working Together**
An Interactive Panel Discussion, Mixer, and Bar!
- Building a Regional Pride Festival**
- Dave Wait, Chairperson, Motor City Pride
- Philadelphia Pioneers on The Road to Stonewall: An Authentic Pride Celebration**
- Rachel Ferguson, Chief Innovation & Global Diversity Officer, Visit Philadelphia
- Doing Pride Proud: New York City and the LGBT+ Community Working Together**
- Donna Keren, Ph.D, Executive Vice President, Research & Insights, NYC & Company
- 6:30pm to 9:00pm **Reception: Q.Digital Presents The Best Of GayCities**
Hard Rock Cafe Las Vegas Strip | Live Bar
3771 S Las Vegas Blvd, Suite #120, Las Vegas, NV 89109 (10 minute walk)

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Tuesday, November 5, 2019

- 8:00am to 8:55am **Continental Breakfast**
Sponsored by Pink Banana Media
- 9:00am to 9:10am **Welcome**
- Matt Skallerud, President, PinkMedia.LGBT
 - Matthew Ozuna, Advocacy & Data Manager, Destinations International
 - Josh Zorn, Global Partnerships & Sponsorship, IGLTA
- 9:10am to 9:30am **Meeting Industry Outlook for 2020 and Beyond:
How Will it Influence LGBTQ Groups?**
- David Kliman, CMM, President, The Kliman Group
- 9:30am to 10:00am **LGBTQ Meetings and Groups Panel Discussion**
Moderator: David Kliman, CMM, President, The Kliman Group
- Serena Villamor, Partner, Indigo
 - Anthony Fuccillo, Director of Tourism, Town of Provincetown
 - Stephen Jackson, CMP, Associate Director of Sales, Greater Raleigh Convention & Visitors Bureau
 - Jim McMichael, CMP, Specialty Markets Manager, Las Vegas Convention & Visitors Authority
- 10:00am to 10:20am **Keeping it Real: Authentic Outreach to LGBTQ Communities**
- Cathy Renna, Owner, TargetCue LLC
- 10:20am to 10:40am **Coffee Break**
- 10:40am to 11:00am **A Comprehensive Look at LGBTQ Research:
Interpreting Non-Travel Research for the Travel Industry**
- David Paisley, Senior Research Director, CMI
 - Thomas Roth, Founder, Community Marketing & Insights
- 11:00am to 11:50am ***Synthesize what we've learned, contribute, and ask questions!*
What Works... A Panel Discussion with LGBTQ Marketers**
Moderator: David Paisley, Senior Research Director, CMI
- John Finco, Sales | Partner Marketing, Towleroad
 - Justin Garrett, Chief Revenue Officer, Q.Digital
 - Matt Skallerud, PinkMedia.LGBT
- 11:50am to 12:00pm **Closing Remarks**
- 12:00pm to 1:30pm **Farewell Networking Lunch**
Sponsored by Argentina Tourism Office
Informal Buffet Lunch Located at the Vdara Club Lounge