

# Community Marketing & Insight's 14th International Conference on **GAY & LESBIAN TOURISM**

**SALES & MARKETING • LEISURE & BUSINESS • TRACKING & RESULTS**

**FORT LAUDERDALE • DECEMBER 11-13, 2013**

SPONSORED AND SUPPORTED BY:



The tourism industry's premiere marketing, sales, public relations and research forum to help you reach LGBT travelers.

Every year, CMI brings together leading tourism professionals to learn about the gay and lesbian market from the experts – the people behind the success stories. Perfect for marketing and sales executives of tourism boards, CVBs, DMOs, accommodations, tour operators, events, agencies and meeting planners. Topics include: Internet, print and direct marketing, research trends, LGBT niche segments, sales techniques and ROI tracking, community involvement, press relations and more.



**Special rate exclusively for current members of the  
Greater Fort Lauderdale Gay & Lesbian Chamber of Commerce - GFLGLCC**



**Fort Lauderdale Partner Conference Registration Rate**

~~\_\_\_ \$495~~ US per person GFLGLCC \$295 Discount Rate by October 31, 2013

Registration includes educational presentations and workshops featuring market-leading speakers, two breakfasts, two lunches and two networking receptions.

**Hotel Registration at The Westin Beach Resort & Spa, Fort Lauderdale • \$129/night plus tax**

You can make hotel arrangements directly with The Westin Beach Resort & Spa, Fort Lauderdale by calling 888/627-7108. Ask for the "International Conference on Gay & Lesbian Tourism" rate.

**ALL NEW PROGRAM FOR 2013: Multiple workshops focusing on internet marketing to the LGBT community, plus featured presentations on the latest LGBT tourism market statistics, successful marketing techniques and much more!**

Company/Organization \_\_\_\_\_

Attendee #1 \_\_\_\_\_ #2 \_\_\_\_\_

Title #1 \_\_\_\_\_ #2 \_\_\_\_\_

Address \_\_\_\_\_ City/Postal Code \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ email \_\_\_\_\_

Total payment \$ \_\_\_\_\_ Check or Visa/MasterCard/Amex # \_\_\_\_\_ exp \_\_\_\_\_

Above charges in US dollars. Advance payment required to register and obtain special hotel package. Cancellation policy: Full refund less \$50 fee on cancellations received by 12/5/13. No refund for late cancellations or no-shows.

Signature \_\_\_\_\_ Date \_\_\_\_\_

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**Preliminary Agenda**  
**14th International Conference on Gay & Lesbian Tourism**

*for travel planning purposes.*

**Wednesday, December 11, 2013**

- 2:00 pm to 5:00 pm    Opening Workshop  
Join Community Marketing's Tom Roth and David Paisley for this lively, informative orientation to update travel professionals on the gay and lesbian tourism marketplace. A perfect introduction for anyone new to the LGBT market, and an excellent review for seasoned professionals. The workshop will feature some of the top success stories of 2013. *Don't miss it!*
- 6:00 pm to 8:00 pm    Welcome Reception Sponsored by The Westin Beach Resort & Spa Fort Lauderdale

**Thursday, December 12, 2013**

- 8:30 am                    Continental Breakfast
- 9:00 am to 10:30 pm    Featured Plenary Education Sessions
- 10:30 am to 12:30 pm    Workshops on LGBT Sales and Marketing
- 12:30 pm to 1:45 pm    Plated Lunch sponsored by the Greater Fort Lauderdale Convention & Visitors Bureau
- 2:00 pm to 5:00 pm    Workshops on LGBT Sales and Marketing
- 7:00 pm to 9:00 pm    The Travelocity Reception

**Friday, December 13, 2013**

- 8:30 am                    Continental Breakfast
- 9:00 am to 10:45 pm    Featured Plenary Education Sessions
- 11:00 to 12:30 pm    LGBT Internet and Electronic Marketing Panel
- 12:30 to 2:00 pm        Farewell Luncheon Reception

*Proud Member of IGLTA  
Since 1993*

