

Mark Your Calendar.... April 14 – 16, 2010

Keynote Speaker: Roger Dow, President and CEO, U.S. Travel Association

A master storyteller, Dow's inspiring and often humorous tales are examples of new approaches to sales and service excellence that are being used by the best and the brightest companies out there.

Other planned sessions to include:

- The new buzz of social networking
- Customer service
- Tourism going green
- Do you know your DMO? You have one!
- PR & marketing
- Heritage tourism master plan

Reception at One Atlantic...Atlantic City's premier social event space and the region's only over-water venue. Located 100 yards out over the Atlantic Ocean, One Atlantic features unparalleled views.

For program updates, visit www.njtia.org

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