

**Abu Dhabi Tourism Authority &
Travel and Tourism Agencies Council (ATTAC)**
present
A Breakfast Briefing
on
Digital Marketing for the Tourism Industry

About The Programme

Participants will discover how digital marketing can help them grow their business. The session will assist companies decide on their own digital marketing strategy by helping them understand how to engage customers, build customer communities and maximise profits in a highly competitive industry.

Objectives

The briefing will cover the 5 most common objectives which can be achieved by implementing an integrated digital marketing strategy. They are

- Increasing Sales
- Improving Customer Services
- Public Relations
- Cost Savings
- Brand Building

A number of case studies will be used during the session to demonstrate how other companies in the tourism industry have benefited from their digital marketing activities.

Who Should Attend

Tourism industry professionals involved in sales and marketing, distribution, revenue management, customer service and branding.

Programme Details

Date		24 Feb 2010
Venue		Park Rotana Hotel
Timing		8.00am Breakfast & Networking 8.30am Briefing followed by Q&A 10.15am End of session

Registration

This workshop is offered on a complimentary basis to Abu Dhabi industry partners and stakeholders however registration is required. Participants without registration confirmation will not be allowed to attend the workshop.

Please complete the online registration by copying the below link into your web browser. Ensure you save and print the confirmation page as a verification of registration.

<http://lct.adta.ae/training/register.aspx?id=TPD002-2010>

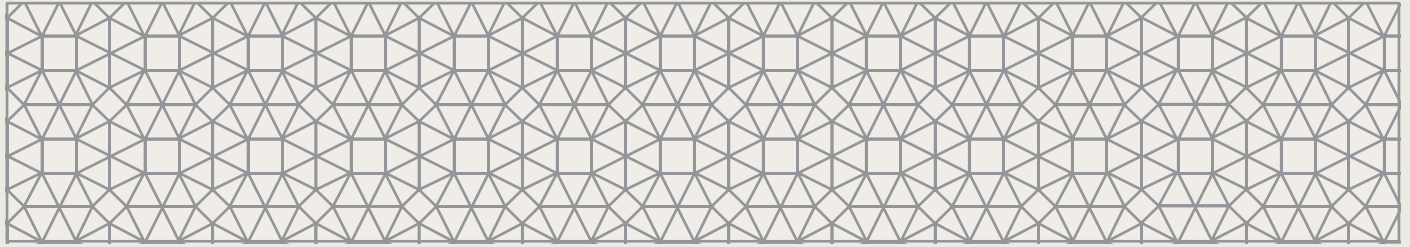
For further clarification and information, please contact Ms. Fatima Al Melhi at 02 4181361 or send an email to tpdtraining2@adta.ae.



مجلس رجال أعمال السفر والسياحة (اتال)
TRAVEL AND TOURISM AGENCIES COUNCIL (ATTAC)
رخصة البرود الحفظ والاقسام رقم: 11121011 رخصة ترفقة تجارة وصناعة الوطني رقم: 129111
Established Through Directive of Department of Planning & Economy No. 1152888 and Abu Dhabi Chamber of Commerce and Industry No. 42874



هيئة أبوظبي للسياحة
ABU DHABI TOURISM AUTHORITY



About the Speaker

Chris Johnstone is an Honours Graduate in Marketing from the University of Strathclyde in Scotland. He is a former National President and European Chair of the AIESEC international youth development organisation. In 2000 Chris founded Campus Group, an integrated youth marketing agency in London. He sold the business in 2006 to MAMA Group PLC where he stayed on as Managing Director of their marketing division. Chris relocated to Dubai in 2009 and became managing director of SevDotCom.

About SevDotCom

SevDotCom is a British owned and managed company based in Dubai Media City. First established in 2004 the company has a long history of delivering outstanding digital work to clients. Their international team have experience of working with some of the largest brands in the world including Google, Yahoo, Sony Ericsson, News International (The Times), Microsoft and The BBC.

SevDotCom is more than simply a web design agency. They position themselves web architects, utilising the very latest online and mobile technologies to deliver smart, efficient and successful solutions to clients.

In 2009 the company started offering clients a wider range of services with a greater emphasis on digital and offline marketing campaigns, mobile and social media marketing and viral campaigns.

While the companies work and reach is global with a presence in the UK and Russia their insights are very much local. Their client base is focussed on the GCC region and they offer best in class client support coupled with local knowledge based solutions in English and Arabic.

SevDotCom's sister companies include;



Quick Dubai and now Quick Abu Dhabi are the leading e-commerce sites in the UAE selling an ever expanding range of gift items for men, women and children.



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DistinctMEDIA was formed in October 2008 from the merger of web search specialists, Forsight Ltd, with price comparison specialists, Clickspace Ltd. The company owns and operates a network of price comparison and vertical content web sites in the UK, USA and Europe generating millions of \$s, £s and €s for global online leaders including Pricerunner, Pricegrabber, ASK.com, Shopping.com and Yahoo.



MakeMyDay Middle East is your online source of experiences and adventures in Dubai, Abu Dhabi and the rest of the UAE. The website offers over 300 different experiences from parachuting to hot air balloon rides to deep sea fishing and targets both the local population and the tourist market.



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