



UPGRADE YOUR TRAVEL CONFERENCE CONTENT

TAKE A TRIP TO COMPELLING CONFERENCE CONTENT

Your next conference will be the talk of the industry if you present up-to-the-minute information on travel e-mail marketing and web promotions delivered by tourism technology pioneer, Dave Serino. His insight into how to integrate technology-marketing programs with tried-and-true tourism promotion has made Dave a popular presenter from local to international venues.

PRESENTATIONS AVAILABLE FOR YOUR CONFERENCE



- Evolving e-Mail Marketing: Trends and Travel Tactics
- The Key Elements of Search Engine Optimization
- e-Travel Marketing: Reaching the Consumer via the Web

Get compelling information on tourism technology with Dave as a presenter at your existing conference, or book him to deliver a half-day or full day educational session on internet marketing as an adjunct to your planned event. Drop us a note at moreinfo@gammet.com if you'd like to discuss our revenue sharing arrangement.

He combines a unique understanding of tourism and marketing technology with a simple, direct style that audiences find engaging. Dave cuts through the jargon and delivers material that conference attendees can actually implement.

Dave speaks knowledgeably on tourism and technology marketing topics ranging from the evolution of e-mail marketing and tourism technology trends to search engine optimization and utilizing technology to enhance customer relationship management programs. He has presented programs at more than 30 industry conferences including:

- *Travel Industry Association of America, ESTO Conference*
- *International Association of Convention and Visitors Bureau's Annual Meeting*
- *International Association of Conference Center's Annual Conference*
- *Indiana Association of Convention and Visitors Bureau's Annual Meeting*
- *Missouri Governor's Conference on Tourism*
- *Louisiana Travel and Tourism Summit*
- *South Carolina Governor's Conference on Tourism*
- *Michigan Grape and Wine Industry's Annual Meeting*
- *Upper Midwest Association of Convention and Visitors Bureau's Annual Meeting*
- *Finger Lakes Tourism Institute*

“ DAVE SERINO IS ONE OF THE BEST PRESENTERS OF E-MARKETING I'VE ENCOUNTERED! HIS PRACTICAL “NON-BUZZ WORD” APPROACH ALLOWS YOU TO LEARN HOW TO SUCCESSFULLY DEVELOP AN E-MAIL MARKETING PROGRAM...WHETHER YOU ARE THE ONE WHO ACTUALLY IMPLEMENTS IT OR WHETHER YOU SUPERVISE SOMEONE ELSE OR AN OUTSIDE SOURCE. ”

JUDY L. RANDALL,
PRESIDENT/CEO
RANDALL TRAVEL
MARKETING, INC.





MORE ABOUT DAVE SERINO AND GAMMET INTERACTIVE

Author, speaker and insightful guide to a wide range of travel, tourism and hospitality clients, Dave Serino lives in



Pinckney, Michigan with his wife, two daughters and their Chesapeake Bay Retriever. His career has taken him from group to leisure sales and from resorts to CVBs. At all of these stops along the way, his professional passion has been uniting marketing with technology to drive sales.

He served stints in the hospitality industry and at CVBs, as well as working directly with state tourism offices around the country. Dave started Gammet Interactive in the fall

of 2000 with four charter clients - the Ann Arbor, Michigan; Grand Rapids, Michigan and St. Joseph, Missouri Convention and Visitors Bureaus and Crystal Mountain Resort. Gammet's client list spans into six states and currently includes travel, tourism and hospitality industry members from seven different sectors.

In 2004, Dave launched the inaugural *e-Mail Marketing Insight Conference*, a unique program that gave top industry marketers a chance to network and learn more about email marketing trends and best practice case studies. The *2005 e-Mail Marketing Insight Conference* will be held on July 14 and 15 in Chicago, IL.

Call 866-878-8824, visit www.gammet.com, or e-mail moreinfo@gammet.com to book Dave Serino for your next conference.

“ DAVE SERINO'S SEMINAR ON WEBSITE AND EMAIL MARKETING WAS THE BEST I'VE ATTENDED. I LEARNED MORE ABOUT 'OPTING-IN', SPAMMING, BLACKLISTING, LANDING PAGES, CUSTOMIZED CONTENT AND CUSTOMER RELATIONSHIP MANAGEMENT IN HIS PRESENTATION THAN I'VE LEARNED IN ANY OTHER SEMINAR ON THE SUBJECT. ”

DUDLEY JACKSON ,
MARKETING RESEARCH
MANAGER
SOUTH CAROLINA
DEPARTMENT OF PARKS,
RECREATION AND TOURISM

“ I CAN'T TELL YOU HOW MUCH I APPRECIATE DAVE SERINO PRESENTING AT THE ANNUAL MISSOURI ASSOCIATION OF CONVENTION AND VISITORS BUREAUS' ANNUAL MEETING. THE BEAUTY OF HIS PRESENTATION IS THAT NOT ONLY DOES HE UNDERSTAND TECHNOLOGY MARKETING, BUT HE ALSO UNDERSTANDS OUR INDUSTRY. ”

MARGI BENNETT
EXECUTIVE DIRECTOR
MISSOURI ASSOCIATION
OF CONVENTION AND
VISITORS BUREAUS

