

Cape May County Department of Tourism & Greater Wildwood Chamber of Commerce

SPRING SMALL BUSINESS SUMMIT....

FOCUS ON TOURISM

When: Tuesday, May 8, 2018

Time: 8:30 am – 9:00 am ~ Registration Open & Networking

Where: Wildwoods Convention Center

Cost: FREE – Must pre-register

Conference Agenda

MORNING SESSIONS

9:00 am – 10:15 am
Panel Discussion featuring

- **Diane Wieland, Cape May County Tourism**
Annual Cape May County Tourism Update
- **Suzette Parmley – Philadelphia Media Network**
Getting Your Business Press Release Noticed
 - **Melissa Melhorn – Trip Advisor**
Influencers Of Your Message

10:20 am – 11:05 am
Professor Karl A. Giulian
Atlantic Cape Community College
Marketing Plan To Seize The Revenues

11:10 am – 11:55 am
Mark Ganter
Stockton Small Business Development Center & Business Owner & Operator Little Water Distillery
Identifying And Targeting Your Customer In Today's World

AFTERNOON SESSIONS

11:55 am – 12:40 pm
Lunch Break

12:40 pm – 1:25 pm
Dr. Rich Perniciaro
Atlantic Cape Community College
Using Data For Decision Making

1:30 pm – 2:15 pm
Jan Christensen
Stockton Small Business Development Center
Marketing Without Money

2:30 pm – 5:00 pm
Mr. Roger Brooks
CEO of Destination Development Inc.,
Keynote Address

Roger Brooks and the Destination Development International (DDI) Team have worked with over 1,000 communities around the world for 36 years. Roger's passion and mission are all about making places better, and his enthusiasm is contagious. He is an expert at empowering champions and igniting communities to work together to make a difference.

*Sessions subject to change – Please confirm session times at www.gwcoc.com

Pre-Registration Required at www.gwcoc.com.

Questions contact Greater Wildwood Chamber of Commerce at 609-729-4000 or info@gwcoc.org

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