

Getaway Travel & Tourism Conference targets successful marketing

A one-day workshop, presented by social media guru and founder of the Ogilvy Digital Marketing Academy, Dave Duarte, will help SMMEs meet the challenge of marketing their travel and tourism businesses.



This is part of the Getaway Travel & Tourism Conference that focuses on targeting a key audience on social media, optimising marketing communications, growing customer relationships, loyalty and ecommerce.

"The hands-on master class format was introduced last year to positive response," said Getaway marketing manager, Sally Dowling. "Those delegates were quick to register for this year's event, while NPOs, such as the Tourism Partnership Enterprise, have already registered a large contingent, so we are obviously meeting a need."

While it is aimed at those in the travel, tourism and hospitality industries, business people from any sector would benefit from the skills and insights covered in the workshop.

The conference, co-hosted by Getaway magazine and the Ogilvy Digital Marketing Academy and sponsored by Mercedes-Benz Vans, will take place at the Coca-Cola Dome on 27 August 2014. It will run from 9:30am to 5pm and costs R1,400 a person, inclusive of the day's presentations on flash-drive, meals and refreshments. For more information, go to www.getaway.co.za/travel-marketing-workshop.

For more, visit: <https://www.bizcommunity.com>