



2017 TMP ALUMNI CLASS A

Dates: Monday, May 15 – Tuesday, May 16

Location: University of North Georgia

Presented By: Chris Cavanaugh, Magellan Strategy Group

Title: Case Studies from the World of Travel and Tourism

Course Description

Using the approach pioneered by Harvard Business School and replicated around the world, this Marketing College alumni class will encourage a hands-on approach to understanding key issues in the industry. Students will be provided several real-life (and nearly real-life) tourism industry cases to analyze and present ideas for recommended solutions to challenges faced by destinations, attractions, and other entities. The work will be done both individually and collaboratively in teams. In solving these cases (for which there may not be simple solutions), students will draw upon their past coursework in Marketing College and their own career experiences, and courses will emphasize integrated solutions to real-world dilemmas. Additionally, some students may be asked to provide a challenge of their own that they are facing, leveraging the wisdom of the class to help provide solutions.

Learning Objectives

- Be able to dissect a tourism business situation and analyze it in several dimensions through the lens of an experienced tourism marketing professional.
- Develop and apply a variety of tactical and strategic solutions to resolve real-world tourism industry challenges.
- Work collaboratively with other team members to construct cogent recommendations to be considered by the class.

Register Online: www.southeasttourism.org

Questions Contact: Suzanne Moon • Suzanne@southeasttourism.org • 770-542-1523 (office)



2017 TMP ALUMNI CLASS B

Dates: Thursday, May 18 - Friday, May 19

Location: University of North Georgia

Presented By: Sandee Jordan, Director of Content Marketing at Simpleview

Title: Google Analytics

Course Description

Google Analytics offers a ton of information about who's visiting your site. This data can be used to determine the success of your marketing program as well as help to shape future marketing efforts.

In this class we will start with a refresher in key metrics that are vital to analyzing DMO site performance. Learn how to identify your most popular pages and leverage this data to improve weaker ones.

There are many tools within Google Analytics that you may not be utilizing to full potential. Our class will also cover how to measure KPIs and conversions in the often overlooked Goals & eCommerce Tracking feature.

And finally, gain greater insight into your visitors' behavior with custom event tracking via Google Tag Manager. By the end of this course you will have all the skills needed to install your own tracking pixels! This data will help you to frame the relationship between your site and the traveler.

Learning Objectives

Key learning points to be covered in this course:

- Volume Metrics Interpretation
- Engagement Metrics Interpretation
- Industry Averages for DMOs
- Setting Goals in GA to match organization goals
- Dashboard Creation
- Advanced GA Reports
- Google Tag Manager – Setup and Use
- Event Tracking – Installation and Reporting

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