



Pacific Asia Travel Association - Hawai'i Chapter

BIG PICTURE ISSUES - LOCAL RELEVANCE

To foster industry relationships and educate members about trends and opportunities relating to Hawai'i tourism.

PATA-HAWAII'I PRESENTS

Social Media Marketing & The Visitor Industry

Wednesday, August 12, 2009 • Hawai'i Prince Hotel Waikiki

We've all heard of Facebook, Twitter, MySpace ... Social Media Networking is pervasive, but how can you make it work for your business? Visitors and potential visitors to our Islands are tapped into social networks, and it is vitally important to not only understand how our audience is utilizing this information but how we can actively participate in the conversation as well.

Our panelists will discuss social media marketing opportunities for Hawai'i's tourism industry and share industry examples of successful implementations and best practices for targeting various visitor market segments. Bring your questions with you!

Moderated by: **Krislyn Hashimoto**, Senior Account Executive for Stryker Weiner & Yokota Public Relations' corporate and public affairs and travel divisions.

Panelists:

- **Patrick Spargur**, Director, Firefly Interactive
- **Toby Tamaye**, President, AT Marketing
- **Dan Zelikman**, Senior Interactive Media Planner for StarrTech Interactive

Wednesday, August 12, 2009

Hawai'i Prince Hotel Waikiki, Mauna Kea Ballroom

Registration from 11:30 a.m. - 12:00 noon

Lunch w/Panelists: 12:00 p.m. - 1:30 p.m.

Self-parking \$4 or valet available for \$7

Contact information:

Phone: _____

Email: _____

Please RSVP to: procom@hawaii.rr.com by 12 noon, Friday, August 7, 2009.

Aug. 12 Lunch:	Chapter Member	Non-member	Table Sponsorship (table of 7)	
PATA-Hawai'i	\$40 x _____	\$45 x _____	\$280 _____	Total \$ _____
Member Name: _____			Company: _____	
Guest Name: _____			Company: _____	
Guest Name: _____			Company: _____	

Please reserve a vegetarian meal for: _____

Please RSVP by Friday, August 7 to: procom@hawaii.rr.com
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