

We welcome you to join us for...

"Am I Meeting My Goals?"

A Study in Accountability -

Conversion as a Process

Wednesday August 12th 10:00 - 11:00 AM.ET

If the goal of any marketer is to assist in the generation of a sales or a visit, we must consider all the activities that convert a potential customer to an actual customer. This can best be described as an ongoing, continuously flexible process and not just the measurement of one single step.

Conversion is a process, the movement from a particular set of attitudes, opinions, actions or inaction that transforms the neutral prospect into a guest, visitor or customer.

Consider these opportunities for conversion as we think about our own everyday travel and tourism marketer lives:

- * Converting an expectation from "unfulfilling" to "fulfilling" for what the guest will receive emotionally and physically
- * Converting a consideration for purchase or visit from "low" to "high"
- * Converting attention from "unaware" to "greatly aware"
- * Convert a priority for your specific area from "low" to "high"
- * Converting a length of stay from "short" to "long"
- * And more...

If conversion is a process, then we seek to measure our role and how well we perform that role. We have a variety of tools and techniques at our disposal that generally fall into the category of research and analysis but might better be described as "search and discovery."

Research works best when it is narrow and focused. Conversion studies can be "catch-alls" or can be specific to a time, place or interest. Consider objective-oriented discover for your next study; we start backwards and work forward to plan the study. In this class, we will also touch upon research everyone needs as well some pointers for advanced research methodology.

The Speaker...

Jack Yager, offers clients a unique and valuable resource for exploring and solving major research and branding issues. He directs SMITH Advertising's research services and provides independent consulting services to clients in a wide variety of industries and locations. His travel industry experience covers over 35 years of conducting quantitative and qualitative studies for destinations, attractions, theme parks, casinos, Worlds Fairs, accommodations, and transportation firms. He developed and advanced the testing process used today around the world to identify key branding positions for major international clients. He has trained over 50 advertising agencies on the use of research.

To Register For This Class...

...Simply click [reply](#) and/or send an e-mail to darryl@southeasttourism.org and give your name, organization, phone number, and preferred email address so we can send you the connection instructions. ***This class is complimentary.***