

INN-SIDE MARKETING

23rd Annual ML2L Educational Conference

SCHEDULE OF EVENTS

SUNDAY, OCTOBER 24 — CHELSEA COMFORT INN

4–9 p.m.

Facebook and Twitter and Blogs... Oh My!

Presented by InsideOut Solutions

MONDAY, OCTOBER 25 — VILLAGE CONFERENCE CENTER

2–3:30 p.m.

Association Business Meeting (all members are welcome)

New ML2L Website Performance Update

Presented by Jeff Logan, InsideOut Solutions

4–5 p.m.

Exhibitor Showcase Presentations

5:30–7 p.m.

Exhibitor Reception – Cash Bar

Recipe Contest Judging and Awards

7–9 p.m.

Dinner and Keynote, sponsored by Fremont Insurance Co.

Capturing the Minds of Your Customers in a Challenged Economy

Presented by Tony Rubleski, President, Mind Capture Group and author of *Mind Capture: How You Can Stand Out In The Age of Advertising Deficit Disorder*



Fremont Insurance
Michigan Exclusive Since 1876

11 a.m.–6 p.m.

Registration Center open in Village Conference Center Foyer

11 a.m.–4 p.m.

Exhibitor Set Up — Village Conference Center

TUESDAY, OCTOBER 26 — VILLAGE CONFERENCE CENTER

7–8 a.m.

Breakfast is served in the hotel Hospitality Room, compliments of Chelsea Comfort Inn

8:15–9:15 a.m.

A Rising Tide Floats All Boats from Lake to Lake

Presented by Marti Mayne, President, Maynely Marketing

9:30–10:15 a.m.

The Night-Time Enemy!

Presented by Gary Offenbacher, Waterloo Gardens B&B

10:30–11 a.m.

Morning Break Among the Exhibits

11 a.m.–12 p.m.

Social Networking: No Trivial Pursuit

Presented by InsideOut Solutions

12–1 p.m.

Lunch

Pure Michigan: Pure Success

Presented by George Zimmermann, Vice President, Travel Michigan

1:15–2:15 p.m.

Lemon Innkeepers in a Lemonade Economy

Presented by Marti Mayne, President, Maynely Marketing

2:15–2:45 p.m.

Afternoon Break Among the Exhibits

2:45–4 p.m.

Topical Round Tables (TBA)

4:00–4:30 p.m.

Door Prize Give-Aways and Good Byes

8 a.m.–4:30 p.m.

Registration Center Open in Village Conference Center Foyer

Questions?

Contact the ML2L office: 616-575-1610 or innfo@laketolake.com