



INN-TOUCH WITH INNKEEPING

22nd Annual ML2L Educational Conference

OCTOBER 26-27, 2009

Holiday Inn Hotel and Conference Center • Big Rapids MI

GOOGLE AND BLOGS ROUND OUT THE 2009 CONFERENCE SCHEDULE

The ML2L Conference Committee is pleased to announce seminars by two industry experts who are well-known PAII presenters and vendors. Jeff Logan of InsideOut Solutions will present on “All Things Google.” Steven Dunston, also of InsideOut Solutions, will discuss “Bed, Blog, Breakfast: Blogging as an Integral Part of Innkeeping.” Both will speak on Tuesday at the 22nd Annual ML2L Education Conference, October 26–27 at Holiday Inn Hotel & Conference Center on Ferris State University’s campus in Big Rapids.

Jeff’s discussion will feature the correct way to get top organic placement on Google, how to run a successful Google Adwords Campaign, how to set up a Google Account, how to set up and read Google Analytics, Google Maps, Google Business Listings, Google Alerts -- and, he promises, “a few surprises.”

Jeff is a web developer who has created successful websites for the travel industry since 1994. He specializes in sites for individual innkeepers, lodging associations and tourist destinations. He has traveled the country speaking to more than 10,000 innkeepers to help them better understand the opportunities of the Internet. He and his team recently won PAII’s Designer’s Challenge, the highest award offered in the B&B design industry. His awards also include the Washington Festival & Events Association’s 2002 Gold Summit Award for Best Idea to Promote Tourism in Washington State.



*Jeff Logan, Web Developer
InsideOut Solutions*



*Steven Dunston, Web Developer
InsideOut Solutions*

Steven will provide real-world tips on creating and maintaining a blog as a successful marketing and communications tool. His discussion will answer questions like, “What is a blog?” and “Why should I blog?” as well as dispel myths that make the average non-techie apprehensive about blogging. Steven promises to also tell you “The #1 Blogging Secret -- never before revealed.”

Steven is a web developer and published writer with extensive experience in marketing and multimedia. As his company’s SEO manager, his role includes Search Engine marketing, development of dynamic CMS (content management) websites and blog training. His background includes 15 years as a video editor, composer and sound designer. He has created a body of work for clients like MTV, ClearChannel and Sony Records. Steven advises InsideOut Solution’s clients on audio, video and interactive media.

Questions?

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