



## **GEO-GREEN VISITOR TOURISM Tele-Seminars**

### **4 Session Series**

### **Oct. 15, 2008 - December 3, 2008**

### **Learn HOW to generate NEW BUSINESS**

You will **hear insights and receive practical information** to help you generate more 'green' visitors to your resort or area, learn how to connect with "green" meeting planners, understand how to generate more outdoor travel club group business and position yourself in the "Green Tourism Markets".

The seminars are hosted by **René Welti**, Publisher of ECHO Encounters and **Geo-Green** Tourism Marketing Specialists. ([www.americaliveads.com](http://www.americaliveads.com))

<b>Dates:</b>	<b>Seminar Topics</b>
<b>Oct. 15</b>	<b>How to position your destination/resort as an "authentic &amp; sustainable" one</b> <ul style="list-style-type: none"><li>• What is the definition of green? What makes a place green.</li><li>• Green Visitor Market: Size - domestically, internationally.</li><li>• Latest consumer research on the geo/green visitor.</li><li>• Green visitor profile.</li><li>• What Green Meeting Planners look for.</li><li>• Florida Green Lodging Certification, practical steps towards green.</li></ul>
<b>Nov. 5</b>	<b>How to effectively connect with green meeting planners</b> <ul style="list-style-type: none"><li>• What they look for in destinations/resorts/hotels/conference centers?</li><li>• Current corporate client green meeting expectations.</li><li>• How to get on the RFP (request for proposal) list?</li><li>• Successful green meeting practices.</li><li>• Next steps to generate more green meetings.</li></ul>
<b>Nov. 19</b>	<b>How to generate incremental outdoor travel club groups</b> <ul style="list-style-type: none"><li>• Overview of Atlanta and Florida Outdoor Travel Clubs.</li><li>• How to target Trip Leaders and get them select your area.</li><li>• How to convert familiarization tours to actual group business.</li><li>• Practical steps to generate more outdoor travel club revenue.</li></ul>
<b>Dec. 3</b>	<b>How to design your destination green web-page and how to generate actual green visitors</b> <ul style="list-style-type: none"><li>• The key environmental services people want to know about.</li><li>• Recycling information.</li><li>• Green facilities: LEED buildings, conference centers, lodges, restaurants.</li><li>• Ecological offerings, Cultural offerings, Heritage offerings.</li><li>• Outdoor offerings: Hiking, biking, paddling, birding, etc.</li></ul>
<b>Timing:</b>	Wednesdays at 3:00 p.m. EST: Oct. 15, Nov. 5, Nov. 19, Dec. 3
<b>Format:</b>	45 minute live interview with experts, 15-minute Q & A You will receive a transcript and a CD of each session for future review.

# Geo-Green Tourism Markets Tele-Seminars Registration Form

**Rate:** The 4-session series is \$360 per person.

**Special 50% Savings rate:** \$180 per person for the first 10 participants.

**Payment:** By credit card or check latest **by Oct. 10, 2008**

**Registration:** Fax this form to: 770/448-4619. If paying by check, mail to:  
America Live, Inc., 5070 Johns Creek Ct., Suite 100, Alpharetta, GA 30022

**FREE Preview Call:** On October 08, at 3:00 p.m. René Welti will hold a free preview call about the upcoming Green Tourism Market tele-seminars.

\_\_\_ Yes, I would like to participate in the "Geo-Green Tourism Market" tele-seminar series.

Please let me know if I am one of the first 10 participants that will receive the special rate of \$180. Either way, I will remit my payment on or before the October 10, 2008 deadline.

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Organization: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Tel: \_\_\_\_\_ Cell phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

Payment by: Check \_\_\_\_\_ Credit Card (PayPal) \_\_\_\_\_



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