



**For Immediate Release**

## **WIRED ISLAND HOSTS INTERNET MARKETING WORKSHOP FOR THE TURKS AND CAICOS TOURISM AND HOTEL INDUSTRY**

*Local Marketing Firm in conjunction with Leading Digital Agency  
To Host Internet Marketing Seminar on May 29 at The Regent Palms*

PROVIDENCIALES, Turks and Caicos Islands – May 7, 2008 – Wired Island, the leading full-service marketing agency in the Turks and Caicos Islands, and its partner POWERi Technologies, an interactive and digital public relations firm specializing in travel and tourism, are offering a comprehensive, one-day seminar on Internet-based marketing for the Turks and Caicos tourism and hotel industry. The seminar, which features helpful hints and proven techniques for increasing web exposure, traffic and revenue, will be held on Thursday, May 29 from 1PM-5PM at the Regent Palms in Grace Bay, Providenciales.

The seminar is titled: ***Marketing The Caribbean in The Digital Age: Interactive Marketing for The Tourism & Hotel Industry***, and will demonstrate and describe how you can leverage the power and reach of the Internet for your business. A detailed agenda is contained below. The seminar fee of \$50 includes a cocktail reception and refreshments following the event. To sign up, contact Wired Island at 649-941-4218 or [info@wiredislandtci.com](mailto:info@wiredislandtci.com) or register on-line at [www.wiredislandtci.com](http://www.wiredislandtci.com).

The seminar will be presented in three main modules:

- Increasing web site traffic
- Outbound Internet marketing programs
- Managing your business through the web

Attendees will gain in-depth insight and practical suggestions on topics such as Search Engine Optimization (SEO), key word selection, internet advertising, email marketing, targeting global markets, on-line reservation systems and inventory management, and customer retention techniques.

“The days of just putting up a web site and hoping customers will find you are long gone. This workshop is ideal for anyone who recognizes that the power and reach of the Internet as a critical way to build awareness and drive business. Whether you have a web site already or are just beginning to implement an on-line strategy, this event will provide helpful, real-world ideas and approaches for making the Internet a more valuable and measurable, high-ROI marketing tool for your tourism-based business,” said Mike Sottak, president of Wired Island.

(more)

Travel and tourism has been transformed by the Internet. Today, more than 80 percent of travel is researched and/or booked on-line. Research has shown that travelers, particularly high-end tourists, are influenced by, prefer, and use the Internet more than any other promotional or sales channel combined – this includes traditional travel agents, print advertising, trade shows, TV, radio, or video. In addition, on-line marketing provides a much more cost effective and measurable medium for advertisers. Most sophisticated properties and Destination Management Organizations (DMOs) invest the majority of their marketing budget in on-line marketing, where they can see tangible results and a much higher ROI (return on investment) than other methods.

“It is critical that we leverage the power of the Internet to remain competitive as a destination in a global market for tourism spending, and to enhance our individual businesses,” said Butch Clare, president of the Turks and Caicos Hotel and Tourism Association. “As an association, the TCHTA is happy to support such educational initiatives for our members and I encourage all of them to invest the time to better equip themselves in the digital age. I believe the teams from Wired Island and POWERi can offer great insights and ideas on best practices for Internet marketing.”

#### **About Wired Island**

Wired Island is the leading full-service marketing agency in the Turks & Caicos Islands, offering award-winning graphic design, advertising, public relations, Web/interactive and event marketing services. Wired Island’s background is steeped in innovation, creativity, and high technology - experience it uses to effectively target customers and drive sales on a worldwide basis. The firm takes a strategic, results-focused approach to the unique challenges and opportunities faced by Turks and Caicos-based businesses. It leverages its local knowledge and presence to deliver effective programs and world-class customer support to a broad range of clients in the tourism, travel, hospitality, real estate, retail, non-profit and government sectors. Wired Island’s clients include the Turks and Caicos Tourist Board, the Turks and Caicos Hotel and Tourism Association, as well as many other public and private sector businesses and organizations. More information can be found at [www.wiredislandtci.com](http://www.wiredislandtci.com).

#### **About POWERi Technologies**

POWERi Technologies is an interactive marketing and digital public relations firm offering clients an integrated set of strategy, technology, and creative services. The agency combines interactive rich media technologies with captivating creative design to deliver dynamic solutions that help clients build and maintain high-value relationships with their customers. The firm also specializes in new media, servicing clients with innovative technologies in the field of social media, blogging, podcasting and online media relations. Learn more at [www.POWERi.com](http://www.POWERi.com).

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See Seminar Agenda Attached

# ***Marketing The Caribbean in The Digital Age: Interactive Marketing for The Tourism & Hotel Industry***

May 29, 2008, The Regent Palms, 1:00 – 5:00 PM

## **AGENDA**

### **SESSION I:**

**1:00 – 2:15 PM**

#### **IF YOU BUILD IT, WILL THEY COME?**

##### **Websites and Search Engine Optimization & Marketing**

Now that you've built your website, how will you ensure that your customers will find you?

##### **Build Effective Website Content**

- Search Engine Barriers
- Website Structure
- Content Layout Strategies
- International Search

##### **Develop Keyword Plans**

- How the Keyword Game Works
- What NOT to do
- What TO do

##### **Measure Where Your Website Visitors Are Coming From**

- Easy to Use Tools
- What To Look For
- What The Data Means
- Enjoy Your success!

### **SESSION II:**

**2:30 – 3:45 PM**

#### **ONLINE MARKETING: GETTING CLIENTS THROUGH YOUR DIGITAL DOOR**

##### **Email Marketing and E-Postcards**

- Learn how to create and implement an effective permission-based email marketing campaign.
- Develop high resolution online marketing collateral that drive your brand and visibility.
- Create memorable, interactive campaigns that generate buzz and enhance your reputation with the click of a mouse.

##### **Digital Public Relations**

- What is the difference between social media and an SEO Press Release? Greater visibility and improved reputation to a global customer base. Discover how a well placed media story online can elevate your company's profile to a world-wide base of unique visitors.
- Learn how to leverage online tools such as web 2.0, SEO press releases, E-pitch pages, E-press kits and online press rooms to your advantage.

##### **Paid Internet Advertising**

- The Internet offers a variety of paid advertising opportunities that are more cost effective and measurable than other media. Pay per Click (PPC) programs such as Google Ad Sense can be highly effective in increasing web site traffic.
- We'll explore the pros and cons of banners ads, sponsorships, travel sites and newsletters such as TravelZoo, Sherman's and other ways you can pay to increase your visibility on-line.

##### **Reaching Global Clients**

- Tap into foreign markets via online strategies. The emergence of the Chinese Outbound Tourism market is expected to top 280 billion dollars in the next decade. Where does your company and business stand in this new market reality? Learn how to attract this new target audience by catering to their tastes and cultural demands.
- Filled with real life case studies, our workshop explains step-by step how to succeed in the virtual marketplace and how to improve you're on-line bottom line. Our informative and interactive workshops cover everything you'll ever need to know to be highly competitive on the internet by utilizing search engines, travel sites, global marketing, email marketing and digital public relations campaigns.

**SESSION III**  
**INCREASING REVENUE WITH A "CLICK"**

**4:00 – 5:00 PM**

**Distribution Channel Revenue Management and Reservations Systems**

Revenue management is quickly becoming the determining factor between maximizing healthy business profits and anemic sales in the hotel & tourism industry. Find out how leveraging web-based applications can boost your sales beyond your dreams.

**Developing an Effective Revenue Management Strategy**

- Predicting demand
- Impact Calculator of new hotel product on your demand
- Incorporating user based content web sites into the revenue management strategy

**Aligning Sales and Revenue Management**

- Increasing your online visibility to small groups that book online
- Displacement analyses that consider revenue to all profit centers
- Maximizing presence on online RFP sites and instant RFPs

**Developing an Effective Distribution Strategy**

- Using RSS feeds and other Web 2.0 based tools
- Building communities of clients and potential clients into an effective CRM strategy
- Managing the online presence of the property

**CLOSING REMARKS/COCKTAIL RECEPTION**

**5:00 – 6:00 PM**