



**Mobile Marketing Technology & Its Potential for Attractions and Festival & Event Organizers**  
**Presented by: Monietta Slay, Media Consultant, CTM Media Group, Inc.**

Mobile Marketing is on the verge of becoming mainstream. With its unique features and fast growing acceptance, Mobile Marketing should be an integral part of all media plans for 2010. In the first half of this session, we will discuss the basics of what Mobile Marketing means; including SMS, Mobile Internet and Applications. The second part of the session will focus on the opportunities this new technology offers attractions to reach, interact and engage tourists and event attendees. This discussion will also touch on the relationships and differences between Mobile Marketing and various Social Media initiatives.

\*\*Complimentary tours of the Historic Hawkens House at the Webster Groves Historical Society will be available to attendees after the meeting.

Hosted by:



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**Date:** Wednesday, May 19, 2010  
**Pricing:** \$25.00 Members  
\$30.00 Non-Members & Walk-Ins

**Schedule:**  
11:00 a.m. Registration & Networking  
11:30 a.m. Luncheon & Program  
1:00 p.m. SLAA Announcements & Conclusion

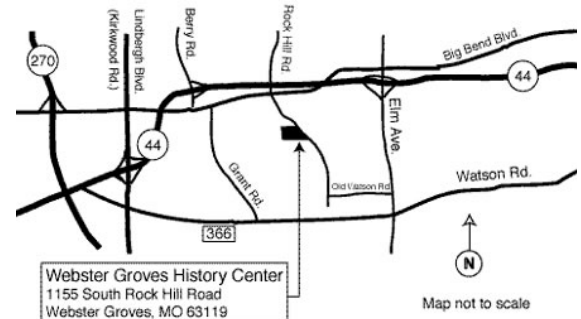
- Policies:**
- Please make reservations by Noon, Friday, May 14, 2010.
  - Payment for SLAA members is required in advance or at the door. **Non-members must pay in advance at the time of reservation.** Payment is accepted by cash, check, MasterCard, Visa, Discover, or American Express. No refunds will be issued.
  - **Non-paid no shows and non-paid attendees will be invoiced for the full registration fee.**

**Location:**  
The Hearth Room & History Center  
Webster Groves Historical Society  
1155 S. Rock Hill Rd.  
St. Louis, MO 63119

**Directions:**  
**From I-44 West:** Take I-44 West to Elm Ave. exit, and turn right. Turn right on S. Elm Ave. Turn left on Big Bend Blvd. Turn left on S. Rock Hill Rd. The Hearth Room & History Center will be on the right.

**From I-44 East:** Take I-44 East to the Big Bend Blvd. exit, and turn right. Turn right on S. Rock Hill Rd. The Hearth Room & History Center will be on the right.

Name: \_\_\_\_\_  
Company: \_\_\_\_\_  
Address: \_\_\_\_\_  
City, State, Zip Code: \_\_\_\_\_  
Phone: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_  
I will be paying:  At the door  By Credit Card  By Check  
Credit Card #: \_\_\_\_\_  
Expiration Date: \_\_\_\_\_ 3-Digit Security Code (on back of card): \_\_\_\_\_  
Name on Card: \_\_\_\_\_  
Signature: \_\_\_\_\_



Season Pass Holder  Vegetarian Lunch  
 Total Amount Included with Registration

**To register:**  
**Online:** www.stlattractions.org **e-mail:** SLAA@QABS.COM  
**Fax:** (314) 845-1891 **Phone:** (314) 416-2233  
**Mail:** SLAA, 1693 S. Hanley Rd., St. Louis, MO 63144