



**Alexandria Convention & Visitors Association  
Tourism Marketing Forum**

**“PROMOTING YOUR BUSINESS TO THE FRONTLINE”**

Friday, January 29, 2010  
8 a.m. – 9:30 a.m.  
Program at 8:30 a.m.

Geranio Ristorante  
722 King Street, Alexandria VA 22314

- I. Welcome  
Merrie Morris – ACVA Director of Public Affairs
- II. Panel discussion – “Promoting Your Business to the Frontline”  
*Hotel “packages” – What are they and how do they work?*  
Stephanie Snapkoski – Director of Sales, Hilton Alexandria Old Town  
*The hotel front desk – What is the most effective means of working with the staff?*  
Tobias Arff – Assistant General Manager, Hotel Monaco  
*Gaylord National concierges – How do they work with Alexandria businesses?*  
Susan Fox – Center Concierge Manager, Gaylord National Resort & Convention Center  
Michelle Costanzo – Training Manager of Operations, Gaylord National Resort & Convention Center  
*Alexandria Visitors Center – What information does the staff need to promote a business?*  
Renee Cardone – ACVA Manager of Visitor Services  
*A success story*  
Rosemary Feit Covey – President, Torpedo Factory Artists Association
- III. Introduction of hoteliers in attendance
- IV. Questions and announcements