

MEDIA: HOW TO EVALUATE IT, HOW TO TRACK IT, HOW MICE BUYERS USE IT

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Today's MICE industry marketers are faced with an overload of media types and choices. Shrinking ad budgets do not make selection any easier. This session will give you key tips on how to sift through what publications and web marketers tell you to make informed decisions, how to track results of ad spend and a unique look at how MICE buyers use various types of media.