

RIYADH TRAVEL SHOW: E-MARKETING AND ADVERTISING IN TOURISM WORKSHOP



A two-day workshop focusing on tourism e-marketing and advertising will be organized at this year's Riyadh Travel Show.

The organizers of the coming Riyadh Travel Show 2010 (1-4 June) this year decided to further widen the offer of academic lectures by arranging a two-day workshop focusing on the current e-marketing trends and advertising focused on the customer.

Around 1000 participants are expected at the workshop aimed mainly at tourism industry stakeholders, tour agencies, airlines and hotel chains. One of the main lectures will be presented by prof. Jamie Murphy, professor of e-marketing at the University of Western Australia who will focus on the theme of Online Customer Service - Gaining and Keeping Customers. Another major session will be offered by Lee Hunter, the head of YouTube marketing for Europe, Middle East and Africa, and Product Marketing Manager for Google. Mr. Lee will speak about the Travel Trends and Keyword Advertising - Making the Most of Google.

The Riyadh Travel Show represents a global forum for travel and tourism agencies in the capital city of Saudi Arabia, and a market place for identifying products, services and tourism investments offered by the largest tourism and travel agencies in the world.

A significant number of Arabian and international airlines will attend the exhibition, as well as renowned hotel companies, tourism and travel service providers from inside and outside the Kingdom of Saudi Arabia. Moreover, a considerable number of governmental bodies, foreign missions and tourism agencies from all over the world will also attend the show.

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