

Interactive Marketing Agency President Adrian Tennant to Speak At Sonoma 'Trends in Tourism' Forum

Adrian Tennant, President of the interactive marketing agency, CloudBurst Consulting, will be a guest speaker discussing e-marketing for success.

May 1, 2008 (FPRC) -- Celebration, FL - The second Annual Sonoma County Tourism Bureau 'Trends in Tourism' forum will be presenting the basics of e-marketing to their industry partners and how these strategies can be utilized to increase tourism opportunities.

Adrian Tennant will be covering key tactics the destination can do now to boost their online visibility. He will be discussing strategies and campaigns to increase exposure to their target audiences, how to participate in social networks, website usability testing, and monitoring search results for reputation management.

The forum will also focus on how to start an e-marketing plan, defining the target market for the destination, what are they interested in, and how can e-marketing strategies best reach these potential customers.

"An increasing number of destinations are being challenged to sift through the e-marketing technologies to find solutions that are affordable, practical and relevant to their particular needs. The "Trends in Tourism" forum is an effective way for Sonoma County Tourism Bureau and their partners to engage in e-marketing strategies for specific tourism-focused businesses," said Adrian Tennant, President of CloudBurst Consulting, an interactive marketing agency based in Celebration, Florida.

About Adrian Tennant: Adrian Tennant an Internet marketing speaker and the President of the interactive marketing agency CloudBurst Consulting. Adrian established and managed a new media agency in the United Kingdom for nine years where he led consulting and e-commerce engagements for major clients including Dell, Ericsson, GE, Philips, Sony and Wyeth. Holding a B.A. in Design for Communications Media from Manchester University, Tennant is a member of PROMAX and the Usability Professionals Association.

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