



YOUR SUPER BOWL GAME PLAN

Tuesday, September 27th, 2011

First Aviation Services, 101 Charles A. Lindbergh Drive, Teterboro, NJ, 07608

AGENDA:

12:30 – 1:40 – Keynote Luncheon

Alfred Kelly, CEO of the 2014 Super Bowl Host committee will share his views on how the Meadowlands Liberty region and the overall New York/New Jersey area can reap maximum benefit from the big game, not only on game day, but also well into the future.

1:45 – 2:30 – Public Policy Listening Session

Local and national tourism leaders will discuss the region's and the state's capacity to attract, retain and benefit from events like the Super Bowl and what is required of DMO's, local stakeholders and State government.

Victoria Isley, Executive Vice President & COO, Destination Marketing Association International (confirmed)

David DuBois, President and CEO, Fort Worth Convention and Visitors Bureau (confirmed)

Jim Kirkos, President and CEO, Meadowlands Liberty Convention and Visitors Bureau

2:35 – 3:30 – Transportation: Preparing for an Influx of Visitors

One of the biggest negative perceptions about our region is the difficulty of mobility. A panel of transportation experts will discuss overcoming that perception and share real world solutions for getting visitors to and around our region for the Super Bowl and beyond.

John Jacoby, General Manager, Newark Liberty International and Teterboro Airports, Port Authority of New York and New Jersey (confirmed)

Krishna Murthy, Executive Director, Meadowlink (confirmed)

Tim Stout, President, Stout's Transportation /NJ Motorcoach Association (confirmed)
Representative from NJ Transit (confirmed)

3:35 – 4:30 – The Power of Packaging

Collaboration between local stakeholders and amongst statewide DMOs will be explored in this fast-moving session. We will explore tourism packaging from concept to delivery and discuss best practices for creating and marketing packages that give visitors reason and incentive to stay with us.

Jill Renslow, Vice President of Marketing, Triple Five/American Dream Meadowlands (confirmed)

Caylin Sanders, President, EscapeMaker.com (confirmed)

4:30 – 5:30 – Cocktail Reception