



CONFERENCE AGENDA
CMEx XX - "Communicating for Clarity and Prosperity"

St. Thomas, USVI - December 1 to December 5, 2011 - Frenchman's Reef & Morning Star Marriott Beach Resort

THURSDAY December 1	FRIDAY December 2	SATURDAY December 3	SUNDAY December 4	MONDAY December 5
	6:00 AM - 7:00 AM Morning Workout with Personal Trainer - Lionel Eli	6:00 AM - 7:00 AM Morning Workout with Personal Trainer - Lionel Eli	6:00 AM - 7:00 AM Morning Workout with Personal Trainer - Lionel Eli	6:00 AM - 7:00 AM Morning Workout
All Day	7:00 AM - 8:00 AM Full Breakfast @ Marriott Island Rooms	7:00 AM - 8:30 AM Continental Breakfast @ Marriott Island Rooms	7:00 AM - 8:30 AM Full Breakfast @ Marriott Island Rooms	6:30 AM - 8:30 PM
Delegate Arrivals & Registrations	9:00 AM National Anthem - Brenda Braxton Virgin Islands March - K-Victoria CMEx Convenor- Dr. Noel Brown, Friends of the UN	CMEx delegates are invited to contribute books, toys, clothing and food to Family Resource Center	8:30 AM - 9:30 AM CMEx Convenor- Dr. Noel Brown, Friends of the UN GREETINGS FROM TOURISM DEVELOPMENT COMPANY OF TRINIDAD & TOBAGO	Departures
	OPENING SESSION Bevan Springer, CMEx STATE OF THE INDUSTRY Hon. Beverly Nicholson-Doty - Commissioner of Tourism, USVI Department of Tourism	9:00 AM - 3:30 PM ISLAND TOUR	TECHNIQUES FOR TV TECHNOLOGY Clayton Sizemore, Operations Manager - CNN New York	ALL DAY
	10:15 AM - 10:30 AM Coffee Break		9:30 AM - 10:15 AM MULTICULTURAL TRAVEL AND TOURISM Moderator: Clive Bacchus, WIN FM Lisa Skriloff, Multicultural Marketing Resources Ivette Davila-Richards, National Association of Hispanic Journalists	
	10:30 AM - 11:30 AM HOTEL FRANCHISING: A NEW CHOICE Sal Icaza, Choice Hotels International CREATIVE INDUSTRY CONNECTIONS Patricia Meschino, Billboard Magazine		10:15 AM - 10:45 AM Coffee Break	
	11:30 AM - 12:15 PM MEDIA RELATIONS 101 Stephanie Dressler, NYU/Montieth and Company; Misty Pinson Spirit Airlines		10:45 AM - 11:30 AM CRISIS COMMUNICATIONS Moderator: Lelei LeLaulu, CMEx Johnson JohnRose, Caribbean Tourism Organization; Patrick Canavan, New York University	
	12:15 PM - 1:15 PM ROUND TABLE DISCUSSIONS (Moderator- Dr. Basil Springer, CBET) The Caribbean Diaspora, Engaging the Youth, Environment, Media Relations	Lunch at Leisure	11:30 AM - 12:30 PM Introduction: Richard Yumang NYU/MTV	
	1:30 PM - 3:30 PM LUNCH AFRICAN-AMERICAN AND CARIBBEAN-AMERICAN OPPORTUNITIES Introduction: Michael deFlorimonte, michaelD.communications Keynote: Kevin Hughes, Past President/Marketing Director, Virgin Islanders United, Inc.		SOCIAL MEDIA WORKSHOP Workshop with Leon Thomas, Choice Hotels International	
	Catamaran Sail - 4:00 PM - 6:00 PM (max 70 people) Sign-Up Required		12:30 PM - 1:30 PM ROUND TABLE DISCUSSIONS (Moderator - Dr. Basil Springer, CBET) Multicultural Markets, Crisis Communications, Tourism Linkages, Future of CMEx	
		6:00 PM (CMEx Board Meeting)	1:30 PM - 3:00 PM LUNCH MAINTAINING BALANCE IN A BUSY WORLD Jestacia Jones, J'Lore Foundation, Inc. TOURISM IS KEY: CHTA AND THE MEDIA Introduction: Lisa Hamilton, President - USVI Hotel and Tourism Association Richard Doumeng, President-elect Catibbean Hotel and Tourism Association	
7:30 PM GOVERNOR'S RECEPTION AT GOVERNMENT HOUSE Welcome: Hon. Beverly Nicholson-Doty - Commissioner of Tourism Remarks: Bevan Springer, CMEx Remarks: Governor John P. de Jongh Jr. Entertainment	7:30 PM CMEx RECEPTION AT MARRIOTT featuring artiste K-Victoria and Rum Linkages with author Ian Williams	7:15 PM ST. THOMAS "DINE AROUND" (4-5 Restaurants selected with shuttle service to staging areas) Sign up forms will be provided	3:15 PM - 7:30 PM Networking and Copy Filing 4:00 PM - 5:00 PM Planeteer Meet-up/Tea and CMEx Photo Profiles with Margot Jordan Barbara Pyle	
			7:30 PM AWARDS DINNER MC: Lelei LeLaulu 2011 Journalism Excellence Awards 2011 World Leadership Awards "The Mentalist" Haim Goldenberg: Live on Stage	