

# Jekyll Island

G E O R G I A ' S J E W E L

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## Jekyll Island Authority Marketing Committee Marketing Summit

**Monday, December 10, 2007**

**2:30pm-4:00pm**

**Marketing Summit Meeting**

**Convention Center, Hartley Hall**

### **Agenda:**

#### Marketing Presentations:

- Consumer Trends ... Jennifer Franks, JIA
- New Media... Scott Shamp, NMI
- Public Relations... Bill Crane, GCI
- Brand Positioning... Joel Babbit, Grey Worldwide
- Strategic Marketing ... Eric Garvey, JIA Senior Director
- Hotel/Business Partner Discussion ... Moderated by Sam Kellett,  
Marketing Committee Chairman