

# Alabama Governor's Conference on Tourism

## August 29-September 2, 2009

### Point Clear, Alabama

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#### **“The Brave New World of Traveler2.0”**

**Speaker: David Griner**

**Monday, August 31    12:45-2:30 PM    Grand Ballroom**



**David Griner**  
**Social Media Strategist**

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As Social Media Strategist for Birmingham-based Luckie & Co., David Griner helps government agencies, businesses and nonprofits of all sizes embrace today's rapidly evolving communication tools. He writes about social media issues on Luckie's blog, [TheSocialPath.com](http://TheSocialPath.com), and is a regular contributor to Adweek's daily blog, [AdFreak.com](http://AdFreak.com).

Griner is focused on making it easy for clients such as the Alabama Tourism Department and the Asheville CVB to understand and harness the potential of social media tools such as blogging, Twitter, social networking and video sharing. He helps organizations develop clear strategies that can enhance their brand through open and honest communication.

Griner is often asked to speak to conferences and professional societies across the country, and he has been featured regularly in news outlets such as [ABCNews.com](http://ABCNews.com) and [The New York Daily News](http://TheNewYorkDailyNews.com).

