

Alabama Governor's Conference on Tourism

August 29-September 2, 2009

Point Clear, Alabama

“Creativity and Innovation in Your Marketing Practice”

Speaker: Peter C. Yesawich, Ph.D.

Tuesday, September 1 10:15-11:45 AM Grand Ballroom



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Peter C. Yesawich is chairman and chief executive officer of Ypartnership, America's leading marketing, advertising and public relations agency serving travel, leisure and lifestyle clients. The agency represents clients in every category of the travel industry through seven offices across the United States and Europe.

Ypartnership is an integrated marketing communications company that is known for its strategic thinking, breakthrough creativity and innovation in marketing practice. The firm's Research & Brand Strategy Group is also regarded as one of the most respected sources of insights on the emerging travel habits, preferences and intentions of Americans and coauthors the widely acclaimed *National Travel MONITORSM* survey with Yankelovich Partners.

Yesawich is a frequent commentator on travel trends in such publications as *The New York Times*, *The Los Angeles Times*, *The Wall Street Journal*, *USA Today*, *Time*, *Newsweek* and *Business Week*, on the *CNN*, *CNBC* and *MSNBC* cable television networks and on *National Public Radio*. He serves as a featured columnist in several industry trade publications and has authored numerous articles on marketing and advertising strategy in professional journals. He is also a coauthor of *Marketing Leadership in Hospitality* published by Prentice Hall.

Listed in *Who's Who in America*, Yesawich is the recipient of the World Travel Award from the American Association of Travel Editors, The Albert E. Koehl Award from the Hospitality Sales and Marketing Association International (HSMIAI) and the Silver

