

Alabama Governor's Conference on Tourism

August 14-17

Montgomery, Alabama

“Text2Twitter: Affordable Ways to Connect with Your Clients”

Speaker: David Allred, Principal, LWT

Tuesday, August 17 3:00-4:00 PM



David Allred
Principal, LWT
8140 Old Federal Road
Montgomery, AL 36117
(334) 244-9933
dallred@lwtconnect.com

www.lwtcom.com

About David Allred:

Successful sailing is a lot like running a successful marketing agency; you have to be alert, constantly monitor the wind and sail with an experienced crew. In addition to sailing as much as he can since he was 8 years old, David serves as the managing partner of LWT, a 51-year old marketing, media and interactive firm specializing in real estate and destination marketing.

Innovation is constantly adding new layers to the marketing mix, from social media to tools for tracking and analysis. David makes time to experiment and understand them so he can suggest when it might be beneficial to layer them into client's marketing efforts. And while he would prefer to only immerse himself with all things strategic, David has also overseen all things managerial for LWT since 1994. He is a graduate of Huntington College with a BA in Finance and Computer Science and has received the Travel Marketing Professional (TMP) designation from the Southeast Tourism Society. You can connect with him at <http://www.lwtconnect.com/dallred/> or link to the blog from one of his more recent travel adventures: <http://allwimmleo08.blogspot.com>.

