

Annual Dr. N.H. Paul Chung Memorial Lecture and Luncheon

Presented by the Pacific Asian Management Institute

UNIVERSITY OF HAWAII AT MĀNOA
SHIDLER
COLLEGE OF BUSINESS
• International Excellence •

Tuesday, August 11, 2015

Hilton Hawaiian Village
South Pacific Ballroom

Registration: 11:15 AM – 11:45 AM
Lunch and Lecture: 11:45 AM – 1:30 PM

There's a Sea Change Underway in How We Understand Travel



Prominent New York Advertising Executive Mr. Marty Mitchell speaks on Global Tourism Marketing

Marty Mitchell, Partner & Chief Marketing Officer,
Bodden Partners, Madison Avenue, NYC, NY

Mr. Marty Mitchell has decades of experience as a marketer, mentor and teacher and has held C-level positions in four advertising agencies, where he worked on numerous Fortune 100 accounts. In the tourism area, he has represented clients including New York State, Israel Ministry of Tourism, Travel (NY Times insert), Turning Stone Resort Casino, Howard Johnson and Waldorf Astoria. Marty was part of the team that created "I Love New York." He subsequently built and managed the infrastructure and business development for the New York State Tourism Agency. His New York State experience resulted in his representing such renowned New York tourism/entertainment venues as the NY Yankees, Rangers, Knicks, Madison Square Garden, and Radio City Music Hall.

Mr. Mitchell will share his experiences on building successful tourism campaigns and the impact of seismic demographic and psychographic shifts in travel as we know it today.

38th Annual Dr. N.H. Paul Chung Memorial Lecture & Luncheon – August 11, 2015 – Hilton Hawaiian Village

Name: _____ Title/Position: _____
Organization: _____
Address: _____
City _____ State _____ Zip Code _____
Phone _____ Fax _____ Email _____

- General Public: \$35
- UH Faculty/Staff: \$25
- Students with Valid College ID: \$25
- PAMI Students: No Charge
- Vegetarian Meal Requested

Validated parking: \$8 ; Valet Parking: \$13; Public parking is available at the nearby harbor.

Please make checks payable to **RCUH** and send your completed form to: PAMI, 2404 Maile Way, B-201, Honolulu, HI 96822

RSVP at <http://pami.shidler.hawaii.edu/paul-chung> or EMAIL pami@hawaii.edu or CALL 808-956-8041.

RSVP Required by 9am, August 4, 2015