

Moving Forward in a Changing Landscape

REFLECTIONS ON **THE NEW NORMAL**

OCTOBER 26-28, 2009 • LITTLE ROCK, AR
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Consumers are spending less, saving more and calling this frugality their “New Normal.”

Attend **Marketing Outlook Forum**, October 26-28 at the Statehouse Convention Center and Peabody Hotel in Little Rock, AR to learn about **The New Normal** of travel.

You'll get all that you need to succeed in the landscape of change

- The most up-to-date economic forecast
- Never-released-before research
- The latest online and offline marketing trends
- Outlooks for all sectors and much more

You'll hear from trendsetters, thought leaders and visionaries

- Jon Clifton, The Gallup World Poll
- Jerry Jones, The Dallas Cowboys
- Geoff Ramsey, eMarketer
- Adam Sacks, Tourism Economics and many more

Register by September 11 to save \$100 and be entered into a drawing to win complimentary Executive Suite accommodations during the Forum.



Be sure to attend Acxiom's Travel Marketers Continuing Education Workshop on October 29.

Partners in Travel



Register now at www.ustravel.org/MOF.