



City of La Quinta

CITY / SA / HA / FA MEETING DATE: July 15, 2014

AGENDA CATEGORY:

ITEM TITLE: APPROVE OVERNIGHT TRAVEL FOR STAFF TO ATTEND THE MARKETING AND BRAND MANAGECAMP CONFERENCE IN LAS VEGAS, NEVADA – SEPTEMBER 18-19, 2014

BUSINESS SESSION:

CONSENT CALENDAR: 2

STUDY SESSION:

PUBLIC HEARING:

RECOMMENDED ACTION:

Authorize overnight travel for the Recreation Supervisor in charge of Marketing and Events to attend the Marketing and Brand ManageCamp Conference held in Las Vegas, Nevada from September 18 through September 19, 2014.

EXECUTIVE SUMMARY:

- Brand ManageCamp provides attendees the opportunity to participate in education sessions and discussion forums on brand messaging, innovation, content marketing, new media and other brand experience topics.
- Networking opportunities are provided to attendees to share experiences and participate in discussion about new marketing methods.
- The conference will provide the City with updated information to continue its quest to enhance marketing efforts with cutting edge technology and “fresh thinking.”

FISCAL IMPACT:

The estimated travel expenditure is \$2,305. Funds have been budgeted for this conference and are available in the Fiscal Year 2014/15 Marketing Travel & Training budget.

BACKGROUND/ANALYSIS:

The Brand ManageCamp marketing conference, now in its 12th year, provides an opportunity to learn and experience innovative ways to use marketing and enhance branding with classes covering Brand Strategy, Innovation, Advertising, Brand Messaging, Content Marketing, Brand Experience, New Media, Insights, Creativity, Consumer/Customer Behavior, Leadership, Digital Marketing, Metrics, and more. The two-day conference will enhance the City's marketing strategies by providing new ideas and insights into recent innovations in technology that will maximize marketing reach in both print and digital formats. The educational components of this conference align with the City's commitment to training and strengthening skills.

ALTERNATIVES:

The City has determined that training staff is important to the effective management of the City, therefore staff does not recommend an alternative action.

Report prepared by: Tustin Larson, Recreation Supervisor

Report approved for submission by: Edie Hylton, Community Services Director