

**2010 NGCOA ANNUAL CONFERENCE**  
**PREPARE FOR SUCCESS**



# Technology Tips You Can Use

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# Our Time Together

*it is not about technology but rather what technology allows us to do, or screw up, in marketing*

- Online Distribution-A hotel history lesson
- Your Web site and SEO vs. SEM
- 5 things you need to do when you get home
- If we have time-Generation X & Y