FOR IMMEDIATE RELEASE
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TOURISM INSTITUTE PRESENTS CRISIS MANAGEMENT PROGRAM

GAINESVILLE, FL – Elaine McLaughlin, Strategic Operations Director for the Tourism Crisis Management Institute at the University of Florida led a tourism crisis management workshop program for business community attendees at a Team Tourism day-long educational forum in Fort Myers, Florida. Attendees from many sectors of the business community were in attendance. Lee County is a destination where tourism represents an almost $3 billion annual industry.

McLaughlin presented the crisis management model adapted by TCMI and aimed at helping all sectors within the tourism industry to better prepare for a crisis event. She discussed key elements of a comprehensive tourism plan and joined Jackie McKay of BVK Advertising in presenting best practices in crisis communication. McLaughlin also presented the new online certificate in tourism crisis management being offered at the University of Florida. The Destination Management certification is already being offered every 30 days while certifications targeted at the Lodging and Attractions sectors will begin in August of 2009.

For more information about the Tourism Management Institute, please visit the website www.tourismcrisis.com. Or contact: Lori Pennington-Gray, pengray@hhp.ufl.edu, 352-392-4042, ext. 1318 or Elaine McLaughlin, emclaughlin@hhp.ufl.edu, 239-292-0218.

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