

From: Christine Carrino <Christine.Carrino@cityofchicago.org>

Sent: Monday, November 25, 2019 2:26 PM

To: Steve Berlin <Steve.Berlin@cityofchicago.org>

Cc: Sue Vopicka <Sue.Vopicka@cityofchicago.org>; Lisa Lorick <Lisa.Lorick@cityofchicago.org>; Jamey Lundblad <Jamey.Lundblad@cityofchicago.org>

Subject: Re: Request for Travel Approval - Christine Carrino

Hi Steve,

Here is my report from my approved travel to Miami.

I was pleased to attend the 2019 National Arts Marketing Project Conference in Miami (November 15-18), hosted by the Americans for the Arts (AFTA). About 500 arts marketers from across the U.S. attended to learn about the latest trends in promoting cultural organizations and arts initiatives to the public. I attended sessions about digital advertising, website analytics, email marketing, marketing diversity, audience development and community development. Before, after and between sessions, I also staffed the Chicago booth with Jamey Lundblad to promote next year's conference in Chicago. I will be working with Jamey and AFTA to plan local elements of that event. I'm very grateful to have had the opportunity to attend the 2019 Conference, and grateful that AFTA and Choose Chicago made that possible (by covering our conference registrations, hotel and airfare).

Please let me know if you have any questions.

Thank you,
Chris

Christine Carrino
Communications Director
Chicago Department of Cultural Affairs & Special Events