

FOR IMMEDIATE RELEASE

## **CHRIS CONWELL JOINS THE CONNECT TEAM**

ATLANTA, April 19, 2017— Connect announces the addition of Chris Conwell as director of digital sales for the Connect Travel division. Conwell joins the Connect team with years of experience in the meetings and leisure industry. In his new role, Conwell will be responsible for providing digital solutions on both the meetings and leisure side of Connect, with a strong emphasis on content activation. “At Connect, we view content activation as the future of web-based marketing and essential to every client’s core needs,” said Vice President of Digital Solutions Andrew Dysart.

“I’m excited to be back in the tourism industry,” said Conwell. “It truly is like a family to me; both my father and grandfather lead tourism bureaus in Texas. I’m looking forward to reconnecting and working with past clients and meeting new ones.”

[Connect Travel](#) falls under the leisure tourism division of Connect, serving as a content marketing agency for destinations. Conwell’s insider knowledge and understanding of CVBs and their needs gives him firsthand knowledge on how to be the go-to resource for destinations. He will be headquartered in Connect’s Dallas office. For information on Connect Travel and custom content activation, contact Conwell at [cconwell@connecttravel.com](mailto:cconwell@connecttravel.com).

### **ABOUT CONNECT**

Connect is a leader in the meetings, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines, and destination information, which is distributed through broadcast and custom programs. More information about the company's brands and services is available at [connectmeetings.com](http://connectmeetings.com).

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