

# **Jan Kostner**

**Marketing Consultant at**

Chicago, IL, US

Keeping Focus = Success

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## **Biography**

Kostner is a Senior Marketing executive with expertise in the tourism industry. She spent more than 9 years as the State of Illinois' Tourism Director. During her tenure, she traveled domestically and internationally to promote Illinois as a tourism destination by working with major media outlets such as BBC, The Guardian and tour operators that included Orbitz and Trip Advisor. This resulted in record visitor numbers.

In addition to her tourism experience, she served as the Deputy Director of Events at the University of Chicago Institute of Politics and honed in her marketing experience at one of Chicago's premier public affairs companies, Jasculca/Terman Strategic Communications. ??She is an award-winning, creative and visionary executive recognized for successful strategies in engaging stakeholders by identifying the pathway to success, building consensus, neutralizing opposition and maintaining focus on the shared objective. Extensive background in analyzing organizational requirements against market/competitive conditions and creating differentiating, industry-specific solutions. ??For more information about Jan, go to:  
[www.linkedin.com/pub/jan-kostner/5/64b/526/](http://www.linkedin.com/pub/jan-kostner/5/64b/526/)

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## **Availability**

Keynote, Moderator, Panelist, Workshop

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## **Industry Expertise**

Hospitality, Events Services, Advertising/Marketing, Public Relations and Communications, Government Relations

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## **Areas of Expertise**

Marketing, Networking for Success, Site Selection for Events, Using Story Telling for Successful Familiarization Tours

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## **Sample Talks**

### **Tourism as an economic driver**

Viewed as the fun industry, tourism is a huge economic driver for the economy. Almost every job is reliant on a healthy tourism economy. It is important that it is supported. Whether it be bricks and mortar, or financial. As we invest in other parts of the economy, tourism needs to be a part of the discussion. This speech would be good for economic groups, government associates and hospitality associations.

### **Site Selection Matters**

The ins and outs of selecting a site for an event can make or break it success. A two-hour long presentation that talked about the type of event drives the type of space you want to use. Using my experience in producing events with President's to Soap Opera Stars, I illustrated examples of spaces I used and why i selected particular spaces.

The presentation includes an exercise for the students to create an event with a discussion on how they made their decisions.

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### **Education**

**New England College**  
BA Public Relations

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