



Tentative Agenda
Updated June 24, 2014

WEDNESDAY, OCTOBER 22

9 a.m. – 5 p.m.: REGISTRATION

Wednesday Dress Code: Destination Shirt Day

10 - 11:15 a.m.: WELCOME AND KEYNOTE ADDRESS

Coloring Outside the Lines – Jeff Tobe (Boston, MA)

Sponsored by: Metro Iowa Plus

To be competitive in today's marketplace you need to be creative and innovative. This session will give you the tools to succeed in creative thinking and teach you how to effectively use creativity to stay ahead.

11:30 a.m. – 1 p.m.: LUNCH AND IOWA TOURISM OFFICE UPDATE

Sponsored by: Midwest Living and Meredith Travel Marketing

Shawna Lode, Manager of the Iowa Tourism Office, will share information on the tourism office's marketing efforts over the last year and look at the year ahead.

1:15 – 2:15 p.m.: BREAKOUT SESSIONS

1. Let's Get Engaged! – Jeff Tobe (Boston, MA)
This session will teach you what to look for internally to make your external work easier and how to get employees more engaged at what they do to ultimately enhance the customer experience.
2. Special Events – Keli O'Neil Wenzel (O'Neil Marketing & Event Management, Kansas City, MO)
Learn from the creator and orchestrator of many of Kansas City's most successful civic, corporate and entertainment events like the award-winning Irish Fest and new craft beer festival, Boulevardia.
3. Get Online with the Iowa Tourism Office – Brooke Miller and Amy Zeigler
Hear how you can maximize your digital work with Travel Iowa. Learn ways to reach the nearly one millions people using traveliowa.com and how to get featured on Travel Iowa's social media profiles including Facebook, Twitter, Pinterest, Instagram, Google+, Flickr, Wordpress and YouTube.

2:15 – 2:45 p.m.: NETWORKING BREAK

2:45 – 3:45 p.m.: REPEAT BREAKOUTS



4 – 5 p.m.: WELCOME CENTER SOUNDBITES

Conference attendees will have an opportunity to present what's new or noteworthy at their attractions to Iowa's welcome center travel counselors. Presenters may sign up beginning, September 4 2014, first come – first serve. Stay tuned to traveliowa.com/conference for more information.

4:30 – 5 p.m.: FIRST TIMERS ONLY EVENT

Are you new to the Iowa Tourism Conference? Come for an exclusive networking opportunity only for first timers and hosted by the Iowa Tourism Conference Committee.

5 – 6 p.m.: EDUCATIONAL HAPPY HOUR

Sponsored by: Our Iowa

Artisan food industries in Iowa are booming as travelers seek tastes of locally produced items. Learn more while sampling the flavors of Iowa's craft beer and cheese industries.

6 – 9 p.m.: DINE AROUND

Sponsored by: Iowa Gaming Association

Transportation Sponsored by: Iowa Group Travel Association

Pair up with old friend or travel with new colleagues to experience the 100 Block of Broadway in Council Bluffs. The 100 Block boasts unique eateries and entertainment with many of the brilliantly restored buildings dating to the period between 1850 and 1928. Dine Around Dollars (value \$12) will be distributed at the end of the Educational Happy Hour. Restaurants that will accept your Dine Around Dollar are described on a special flyer included in the registration materials. Additional information can be found at the Council Bluffs CVB booth.

Motorcoach transportation pick up will be at the Mid-America Center. The coaches will travel a continuous loop from the Mid-America Center to the 100 Block from 6 to 10 pm. Coaches returning from the 100 Block with attendees will make stops at the Mid-America Center and the three host hotel properties.

THURSDAY, OCTOBER 23

7:30 a.m. – 5 p.m.: REGISTRATION

8 – 8:45 am: BREAKFAST AND TRAVEL FEDERATION OF IOWA UPDATE

Sponsored by: Pottawattamie County Tourism Promotion Committee

Enjoy a continental breakfast, networking and a legislative update from the Travel Federation of Iowa.

9 – 10 a.m.: MORNING KEYNOTE

Iowa Economic Development Authority (IEDA) Update – Debi Durham, IEDA Director

The Iowa Tourism Office is one of several teams that make up the IEDA. This session will give an overview of the Authority's work to grow Iowa's communities and economy.

10 – 10:30 a.m.: NETWORKING BREAK

Sponsored by: Madden Media



10:30 – 11:30 a.m.: BREAKOUT SESSIONS

1. Retail Realities and Trends – Margie Johnson (Shop Talk, Virginia Beach, VA)
Retailers must rethink all the rules if they are to successfully compete in the quickly-changing retail environment. This session will cover key trends and factors affecting businesses and consumer buying habits, the impact of the Internet and social media on retail sales and why experience retailing has become critical to success.
2. Media Training – Ryan Horn (Redstone Public Affairs, Omaha, NE) and Diana Lambdin Meyer (Professional Travel Writer, Kansas City, MO)
Two experts will navigate you through the world of public relations. Learn tips on how to write a press release that will get picked up, how to survive a television or radio interview and how to work with writers to get them what they need to write a great story about your community.
3. The Great Debate
Love a friendly disagreement? Watch your colleagues hash out some of the hottest topics in the industry in this lively debate. Each of our debaters will be assigned a position and will be responsible for making the best case for their position. Following rebuttals, attendees will get in on the action by sharing their own viewpoints. Let's get ready to rumble!

11:45 a.m. – 1:30 p.m.: LUNCH AND KEYNOTE

Travel Oregon – Todd Davidson (Oregon Tourism Commission, Salem, OR)

Sponsored by: AAA Living and H&A Media

Todd Davidson is the Executive Director of the Oregon Tourism Commission (dba Travel Oregon) and an Iowa native. Under Todd's leadership, the tourism industry in Oregon has flourished into a \$9.2 billion industry that employs more than 91,000 Oregonians.

1:45 – 2:45 p.m.: REPEAT MORNING BREAKOUTS

2:45 – 3 p.m.: NETWORKING BREAK

Sponsored by: Madden Media

3 – 4 p.m.: AFTERNOON KEYNOTE

The User Experience – Kim Flaherty (User Experience Architect, West Des Moines, IA)

Sponsored by: Ottumwa Area Convention & Visitors Bureau

You have a website, but are people using it? Kim will share tips on enhancing your website's customer satisfaction and loyalty, plus improving the usability, ease of use and pleasure it provides between your customer and your product.

4:15 – 5 p.m.: Iowa Group Travel Association (IGTA) Annual Meeting

Sponsored by: The Group Travel Leader

The Iowa Group Travel Association is a membership organization that promotes group travel in Iowa. Members, or those interested in becoming a member, should attend this meeting for an update on IGTA's work over the past year and a look ahead.

5 – 6 p.m.: EDUCATIONAL 'APPY' HOUR

Sponsored by: Ottumwa Area Convention & Visitors Bureau

Connect with colleagues and friends while you visit with experts on the latest trends in digital technology.



6 – 8 p.m.: IOWA TOURISM AWARDS DINNER AND CEREMONY

Dinner Sponsored by: Council Bluffs Convention & Visitors Bureau

Transportation Sponsored by: Iowa Group Travel Association

The Iowa Tourism Awards honors exceptional communities, attractions, events, hotels, restaurants, retailers, organizations and individuals for their outstanding achievements. The award recipients have positively contributed to the experience of our visitors and the quality of life of our residents. These awards represent the highest honor given for tourism in Iowa.

The Awards Dinner and Presentation will be at Horseshoe Casino's Whiskey Roadhouse, which is attached to the Hilton Garden Inn. Shuttle transportation will be available or attendees can enjoy the short walk.

FRIDAY, OCTOBER 24

7:30 - 11 a.m.: REGISTRATION

8 – 8:45 a.m.: NETWORKING BREAKFAST

Sponsored by: ZLR Ignition

9 – 10 a.m.: BREAKOUT SESSIONS

1. Bicycle Tourism Boom – Laura Crawford and Russ Roca (Path Less Pedaled, Portland, OR)
More people bicycle than golf, ski or play tennis combined. As bicycling surges in popularity, are you poised to succeed with this growing trend? Laura and Russ will explain what bicycle tourism is, why you should care and how to make it work in your town or region.
2. Content Marketing – Howard Tietjen (Madden Media, Jacksonville, FL)
Content Marketing is one of the fastest-growing channels in the world of marketing. This year more marketing dollars will be spent in an effort to engage audiences through stories, rather than traditional advertising, than any year in history. This session will provide an overview of the two most important aspects of this growing trend – the stories themselves and audience development.
3. Research Studies – Luc Durand (Ipsos Marketing, Montreal, Quebec, Canada)
Get the breakdown on the 2013 Google Travel report and other studies that will give you a better view of today's traveler.

10 – 10:15 a.m.: NETWORKING BREAK

10:15 – 11:15 a.m.: REPEAT BREAKOUT SESSIONS

11:30 a.m. – 12:30 p.m.: LUNCH, KEYNOTE AND CLOSING REMARKS

Speaker to be announced....stay tuned!

