

## **WEDNESDAY, OCTOBER 19**

**8 a.m. – 5 p.m.: REGISTRATION**

**8 – 9 a.m.: BREAKFAST**

### **9 – 10 a.m.: MORNING KEYNOTE**

The Power of Storytelling - Ty Bennett (Lehi, UT)

People love stories. But, more importantly, stories engage emotion in people that causes them to respond, take action, adopt your ideas and buy your products. Ty has been described by audiences around the world as a master storyteller. In this program, Ty teaches the art of storytelling as a key communication and influence strategy while covering the mindset, skillset and toolset to be an effective storyteller.

### **10 – 10:30 a.m.: NETWORKING BREAK**

*Sponsored by: Madden Media*

### **10:30 – 11:30 a.m.: BREAKOUT SESSIONS**

1. Google Analytics 101 - Addy Coleman (Tucson, AZ)  
Need to get started in Google Analytics and don't know how? This is the session for you. Learn the basics of measuring your web traffic, what is important and why.
2. Events and Festivals - Panel  
Looking for some event inspiration? A special panel of top event planners will share tips and tricks on how they market and manage some the state's biggest festivals and events.
3. Session to be announced.

### **11:45 a.m. – 1:15 p.m.: KEYNOTE & LUNCHEON**

*Sponsored by: Midwest Living & Meredith Travel Marketing*

Iowa Economic Development Authority Update - Debi Durham, IEDA Director, and Shawna Lode, Iowa Tourism Office Manager

### **1:30 – 2:30 p.m.: REPEAT BREAKOUTS**

### **2:30 – 3 p.m.: NETWORKING BREAK**

*Sponsored by: Madden Media*

### **3 – 4 p.m.: AFTERNOON KEYNOTE**

Useful > Perfect - Troy Thompson (Boston, MA)

To make your customers happier, you need to stop worrying about perfection and start worrying about being useful. Troy Thompson presents a lively, example-filled and very imperfect call-to-arms on how to stop multi-tasking your way to perfection and start being helpful. Learn the value of useful, ways to keep improving and how to (actually) be nimble. Attendees will leave with several "why didn't I think of that" ideas, a hardy smile and a new respect for being useful.

### **5 p.m.: THIS IS IOWA RECEPTION**

Engage with exhibitors and your fellow attendees as you sample the flavors of Iowa.

**6 p.m.: DINE AROUND**

*Sponsored by: Iowa Gaming Association*

Pair up with old friend or travel with new colleagues to experience the communities of Bettendorf, Davenport or Le Claire. Dine Around Dollars (value \$12) will be distributed at the end of the This is Iowa Reception. Restaurants accepting your Dine Around Dollars are described on a special flyer included in the registration materials. Additional information can be found at the Quad Cities CVB booth. Transportation will be available.

**THURSDAY, OCTOBER 20**

**8 a.m. – 3 p.m.: REGISTRATION**

**8 – 9 a.m.: BREAKFAST**

*Sponsored by: ZLR Ignition*

**9 – 10 a.m.: MORNING KEYNOTE**

Building Strong Brands by Expressing Distinct Stories - Michele Reeves (Portland, OR)

Cities, districts, and neighborhoods are all telling a story 24 hours a day, 7 days a week, whether they want to be or not! What story is your city telling? Why would someone want to visit your community? What makes a visitor -- local or out-of-town -- want to connect with what your district has to offer? Come learn how to quantify and leverage a place's unique story by utilizing the same framework improvisers use to create compelling tales. Michele covers the do's and don'ts for marketing places, teaches you the story framework and how to apply it, and offers case studies in building brands from urban, suburban, and small town markets.

**10 – 10:30 a.m.: NETWORKING BREAK**

*Sponsored by: Madden Media*

**10:30 – 11:30 a.m.: BREAKOUT SESSIONS**

1. 10 Trends that will Shape the 2017 Digital Landscape - Paul Ten Haken (Sioux Falls, SD)  
A look at the trends both online and offline that will drive how consumers evolve in both their digital savviness and experience expectations.
2. Redefining the Female Traveler - Melissa Luebbe (Chicago, IL)  
Get a detailed look into travel trends and behaviors between generations (millennials, Gen X, boomers), moms and Hispanic women to help you focus in on travelers' intentions. You'll deepen your understanding of female readers' vacation preferences and involvement with vacation travel planning resources, magazine travel articles/advertisements, travel banner ads and culinary tourism activities.
3. Session to be announced.

**11:45 a.m. – 1:15 p.m.: KEYNOTE & LUNCHEON**

Travel Federation of Iowa Update

**1:30 – 2:30 p.m.: REPEAT BREAKOUTS**

**2:30 – 3 p.m.: NETWORKING BREAK**

*Sponsored by: Madden Media*

**3 p.m.: SILENT AUCTION CLOSURES / BEGIN DEPARTURE FOR OFFSITE SESSIONS**

Please select **one** of the following destinations to explore and attend a special educational session.

1. **Creating an Innovative Environment** - Terry Rich (Des Moines, IA) - Figge Art Museum  
With his journey from "Farm Boy to CEO," Terry connects with his audience as he discusses the formula for successful innovation. He seamlessly weaves his stories of business and fame and provides practical applications for dynamic leadership. The Figge Art Museum houses approximately 3,000 works and is located in a beautiful glass building on the banks of the Mississippi River.
2. **Volunteer Management** - Neil Ihde (Appleton, WI) - River Music Experience  
Neil Ihde, founder of Life IQ, motivates individuals to work, play and live intelligently. Learn tips on how to have effective relationships with volunteers. The River Music Experience provides visitors that opportunity to experience America's music, especially the music of the Mississippi River.
3. **Speaker to be announced.** - Bucktown Center for the Arts  
Located in a restored building, Bucktown Center for the Arts features artists' studios and galleries filled with beautiful works of art from jewelry and textiles to paintings, pottery, photography and more.

**5:30 p.m.: DEPART FOR AWARDS VENUE**

**6 p.m.: IOWA TOURISM AWARDS DINNER**

*Sponsored by: AAA Living*

Awards MC: Terry Rich

The Iowa Tourism Awards honor 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.

**FRIDAY, OCTOBER 21**

**7 – 8 a.m.: REGISTRATION**

**8 – 9:30 a.m.: BREAKFAST AND CLOSING KEYNOTE**

How Disneyland Trains Street Sweepers: Creating an Unbeatable Customer Experience - Dawn Fotopulos (New York, NY)

Too often we look at the big picture, forgetting that impressions and memories are made on the ground in the small interactions. The Disney Company understands this profoundly. Everyone from the lowest paid to the highest paid is trained, as part of their corporate culture, to engage, listen and respond to visitors. This includes answering questions, providing directions, making suggestions for the best photo

op, the best ice cream and planning ahead to watch to end of day parade.

Learn how to use Disney's ethos and apply it to the travel and tourism industry's "boots on the ground" for education, inspiration and application. These building blocks for creating an unforgettable visitor experience don't require large monetary investments.

#### **OPTIONAL OPPORTUNITIES**

10 – 11 a.m.: Welcome Center Soundbites

Conference attendees have an opportunity to share what's new or noteworthy at their destination to Iowa's welcome center travel counselors in two-minute presentations. Special advanced registration is required and will be available in September.