

WEDNESDAY, OCTOBER 25

8:00 a.m. – 5:00 p.m.: REGISTRATION – Sioux City Convention Center

8:00 – 9:00 a.m.: BREAKFAST – Gallery A/B, Sioux City Convention Center

8:00 – 9:00 a.m.: FIRST-TIMER ORIENTATION

9:00 – 10 a.m.: GENERAL SESSION – Gallery A/B, Sioux City Convention Center

Iowa Tourism Office Update - Shawna Lode, Iowa Tourism Office Manager

10:00 – 10:30 a.m.: NETWORKING BREAK – Gallery A/B, Sioux City Convention Center

10:00 a.m.: SILENT AUCTION OPENS – Gallery A/B, Sioux City Convention Center

10:30 – 11:30 a.m.: BREAKOUT SESSIONS

1. The Hero Effect – Creating a culture of heroes at every level – Kevin Brown – MEETING ROOMS 1 & 2

The role of leadership in an organization is to create an environment where people can be the best version of themselves. This is what serves a brand well and stands out in a crowded marketplace. This program will help participants develop a team of people that are committed, focused and on fire for the brand they are helping to build.

2. Social Media ROI: The Metrics that Matter for Tourism, Chambers & Communities - Beth Trejo (Sioux City, IA) – MEETING ROOMS 3, 4 & 5

3. Social Media Photography – Sheila Scarborough (Round Rock, TX) – MEETING ROOMS 6 & 7
The power of images not only on your blog or Facebook, but also with Instagram and Pinterest, all driven by the ease of publishing from a mobile device.

11:45 a.m. – 1:15 p.m.: KEYNOTE & LUNCHEON – Gallery A/B, Sioux City Convention Center

The Hero Effect – Being your best when it matters the most! – Kevin Brown

In his signature style, Kevin uses real life stories and examples combined with rich content and humor to drive home the key HERO Effect principles and ideas. This program delivers actionable ideas that every leader can implement immediately to being creating a culture of excellence at every level in your organization.

1:30 – 2:30 p.m.: REPEAT BREAKOUTS

2:30 – 3:00 p.m.: NETWORKING BREAK – Gallery A/B, Sioux City Convention Center

3:00 – 4:00 p.m.: GENERAL SESSION – Gallery A/B, Sioux City Convention Center

How Tourism Professionals Can Thrive in Today's Fast-Moving Marketplace – Jeff Beals

Today's tourism marketplace is full of opportunities but it is also loud, crowded and full of competing distractions jockeying for your clients' attention. In such an environment, great customer service, hard work and up-to-date amenities are no longer enough. To succeed, you need to be positively different! In this content-filled presentation, international award-winning author Jeff Beals will show you how to



build trust and discover exactly what your clients truly value. You'll learn the specific steps to building your brand, promoting your products/services and creating client relationships that can last your entire career.

5:00 p.m.: **THIS IS IOWA RECEPTION – Lobby, Sioux City Convention Center**
Engage with exhibitors and your fellow attendees as you sample the flavors of Iowa.

6:00 p.m.: **DINE AROUND – Sioux City**
Pair up with old friend or travel with new colleagues to experience Sioux City. 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 Sioux City booth.

THURSDAY, OCTOBER 26

8:00 a.m. – 3:00 p.m.: **REGISTRATION – Sioux City Convention Center**

8:00 – 9:00 a.m.: **BREAKFAST – Gallery A/B, Sioux City Convention Center**

8:30 – 9:00 a.m.: **Iowa Group Travel Association (IGTA) Annual Meeting**
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.
Sponsored by Iowa Group Travel Association

9:00 – 10 a.m.: **GENERAL SESSION – Gallery A/B, Sioux City Convention Center**
What Chicken Sandwiches Taught Me About Having Impact – Paul Ten Haken – Click Rain
Every day, we have hundreds of interactions with vendors, clients, friends, family, and colleagues. But too often, these interactions are impersonal and clinical as they follow the course of the day-to-day hustle. Paul will talk about how to make real, lasting impact in your workplace and provide a fresh perspective on how to look at an occupation as more than something that just "occupies" our time.

10:00 – 10:30 a.m.: **NETWORKING BREAK – Gallery A/B, Sioux City Convention Center**

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

1. 2017 Family Travel Trends - Bob Forholff, Meredith Travel Marketing – MEETING ROOMS 1 & 2
2. The Importance of local listings + search – Kate Kotzea, Click Rain – MEETING ROOMS 3, 4 & 5
3. Emergency Management – Kent Grisham – MEETING ROOMS 6 & 7

11:45 a.m. – 1:15 p.m.: **GENERAL SESSION & LUNCHEON – Gallery A/B, Sioux City Convention Center**
Travel Federation of Iowa Update

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

2:30 – 3:00 p.m.: **NETWORKING BREAK – Gallery A/B, Sioux City Convention Center**

3:00 – 4:00 p.m.: **GENERAL SESSION – Gallery A/B, Sioux City Convention Center**



Lead Simply – Holly Hoffman

Everyone can be a leader. Leadership fosters creativity. Leadership is about solving problems. Leadership creates contribution. Leadership acts on people’s feelings. Leadership empowers. Leadership is an ability, meaning a leader has the capacity to do something using talent and skill. How are you being a leader? As Holly shares her “Survivor” story, she will challenge you to explore how you can set an example of being a good leader, and how best to “Lead Simply.”

4:00 – 6:00 p.m.: **TRADE SHOW/SILENT AUCTION BREAK – Gallery A/B, Sioux City Convention Center**

6:00 p.m.: **IOWA TOURISM AWARDS DINNER – Gallery C, Sioux City Convention Center**

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 27

7:00 – 8:00 a.m.: **REGISTRATION – Sioux City Convention Center**

8:00 – 9:30 a.m.: **BREAKFAST & GENERAL SESSION - Gallery A/B, Sioux City Convention Center**

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.

OPTIONAL OPPORTUNITIES

10:00 – 11:00 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.