

WEDNESDAY, OCTOBER 22

9 a.m. – 5 p.m.: REGISTRATION, PRE-FUNCTION AREA

Registration Sponsored by: Historic General Dodge House
Wednesday Dress Code: Destination Shirt Day

10 - 11:15 a.m.: WELCOME AND KEYNOTE ADDRESS, EXHIBIT HALL A&B

Coloring Outside the Lines – Jeff Tobe (Pittsburgh, PA)

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 to effectively use creativity to stay ahead.

11:30 a.m. – 1 p.m.: GOV. TERRY BRANSTAD AND LT. GOV. KIM REYNOLDS, EXHIBIT HALL A&B

Lunch Sponsored by: Midwest Living and Meredith Travel Marketing

After lunch, Iowa's top promoters take the stage. Join the Governor and Lt. Governor as they tell us how they're selling Iowa as a travel and business destination. Then Shawna Lode will highlight how the Iowa Tourism Office's work featured your destination in FY14 and plans for moving forward.

1:15 – 2:15 p.m.: BREAKOUT SESSIONS

1. Let's Get Engaged! – Jeff Tobe (Pittsburgh, PA), ROOMS D&E

This session will teach you to look 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 Wenzel (O'Neill Marketing & Event Management, Kansas City, MO), ROOMS H-J
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, ROOM F

Hear how you can maximize your digital work with Travel Iowa. Learn ways to reach the nearly one million people using traveliowa.com and how to get featured on Travel Iowa's social media profiles including Facebook, Twitter, Pinterest, Instagram, Google+, Flickr and YouTube.

2:15 – 2:45 p.m.: NETWORKING BREAK, EXHIBIT HALL A&B

Sponsored by: Iowa Outdoors

2:45 – 3:45 p.m.: REPEAT BREAKOUTS

4 – 5 p.m.: WELCOME CENTER SOUNDBITES, ROOMS H-J

Sponsored by: The Union Pacific Railroad Museum

Conference attendees will have an opportunity to present what's new or noteworthy at their destination to Iowa's welcome center travel counselors. Special advanced registration was required.

4:30 – 5 p.m.: FIRST TIMERS ONLY EVENT, EXHIBIT HALL A&B

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, EXHIBIT HALL A&B

Sponsored by: Our Iowa

Artisan food industries in Iowa are booming as travelers seek tastes of locally produced items. Sample the flavor's of Iowa's craft beer and cheese industries as you connect with conference attendees.

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 or the MAC Entertainment District. The 100 Block boasts brilliantly restored buildings dating to the period between 1850 and 1928, while the MAC Entertainment District has popular restaurants with flair. Dine Around Dollars (value \$12) will be distributed at the end of the Educational Happy Hour. Restaurants that will accept your Dine Around Dollars are described on a special flyer included in the registration materials. Additional information can be found at the Council Bluffs CVB booth.

Trolleys offering transportation will be located at the Mid-America Center main entrance. Look for the Iowa Group Travel Association signs. The trolleys will travel continuous loops from the Mid-America Center from 6 to 10 p.m. Returning coaches 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, PRE-FUNCTION AREA

Registration Sponsored by: Historic General Dodge House

8 – 8:45 a.m.: BREAKFAST AND TRAVEL FEDERATION OF IOWA UPDATE, EXHIBIT HALL A&B

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, EXHIBIT HALL A&B

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, EXHIBIT HALL A&B

Sponsored by: Madden Media

10:30 – 11:30 a.m.: BREAKOUT SESSIONS

1. Retail Realities and Trends – Margie Johnson (Shop Talk, Virginia Beach, VA), ROOMS D&E

Sponsored by: M. Catton & Co.

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), ROOMS H-J

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 provide writers with the essentials they need to write a great story about your community.

3. The Great Debate, ROOM F

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, EXHIBIT HALL A&B

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

Sponsored by: AAA Living and H&A Media

If the only constant is change, then the Oregon Tourism Office has mastered the art of evolution. A team of 35 tourism professionals, Travel Oregon has earned national recognition for its work in interactive marketing, print advertising and co-op marketing. Travel Oregon reinvented itself in 2003 after establishing a dedicated and stable source to fund its work. What's the secret to their success? Travel Oregon has established itself and the tourism industry it serves as a vital, necessary economic engine for the growth of its state. We can do the same in Iowa. Join Travel Oregon CEO – and Iowa native – Todd Davidson to learn how.

1:45 – 2:45 p.m.: REPEAT BREAKOUTS

2:45 – 3 p.m.: NETWORKING BREAK, EXHIBIT HALL A&B

Sponsored by: Madden Media

3 – 4 p.m.: AFTERNOON KEYNOTE, EXHIBIT HALL A&B

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 – 4:45 p.m.: Iowa Group Travel Association (IGTA) Annual Meeting, ROOM H-J

Sponsored by: The Group Travel Leader Inc

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, EXHIBIT HALL A&B

Sponsored by: Ottumwa Area Convention & Visitors Bureau

Connect with colleagues and friends while you start to prepare for the 2015 Iowa Tourism Conference.

6 – 8 p.m.: IOWA TOURISM AWARDS, HORSESHOE CASINO'S WHISKEY ROADHOUSE

Awards Dress Attire: Denim, Plaid and Boots Welcome

Dinner Sponsored by: Travel Council Bluffs Convention & Visitors Bureau

Awards Sponsored by: Register Media

Transportation Sponsored by: Iowa Group Travel Association

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.

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 a short walk.

FRIDAY, OCTOBER 24

7:30 - 11 a.m.: REGISTRATION, PRE-FUNCTION AREA

Registration Sponsored by: Historic General Dodge House

8 – 8:45 a.m.: TRAVEL IOWA UPDATE BREAKFAST, EXHIBIT HALL A&B

Sponsored by: ZLRIgnition

You've seen the FY15 Iowa Tourism Office Plan. Now see how new creative execution will bring it to life!

9 – 10 a.m.: BREAKOUT SESSIONS

Sponsored by: Spindustry Digital

1. **Bicycle Tourism Boom** – Laura Crawford & Russ Roca (Path Less Pedaled, Portland, OR), ROOMS D&E
More people bicycle than golf, ski or play tennis combined. As bicycling surges in popularity, are you poised to succeed with this growing trend? Learn 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), ROOMS H-J
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. **The New Traveler** – Luc Durand (Ipsos Marketing, Montreal, Quebec, Canada), ROOM F
How have the attitudes and behaviors of leisure and business travelers changed over the past years? Get ready to explore different aspects of travelers' behavior from their shopping habits to the way they stay connected during their trip. We will also unveil the secrets of winning destination brands from a very recent Ipsos study.

10 – 10:15 a.m.: NETWORKING BREAK, EXHIBIT HALL A&B

10:15 – 11:15 a.m.: REPEAT BREAKOUTS

11:30 a.m. – 12:30 p.m.: LUNCH, KEYNOTE AND CLOSING REMARKS, EXHIBIT HALL A&B

United Breaks Guitars – Dave Carroll (Halifax, Nova Scotia, Canada)

Customer service and social media go hand in hand in today's world. Hear Dave Carroll's story about his broken guitar and his You Tube success. Dave will share his first-hand insights on the power of one person and how businesses must compete through exceptional customer experiences. His stories and music will inspire you to consider what it means to live in today's social media-driven world and how to make the right connection to your visitors needs.