



Wednesday, October 16

8 a.m. – 6 p.m.	Registration	Pre-function area
9 – 10 a.m.	Iowa Tourism Sound Bites <i>Sponsored by Ottumwa Area CVB</i> Your opportunity to showcase your travel amenity to travel counselors from Iowa's network of welcome centers. This session is open to all attendees; presentations are limited to those who pre-registered for this session.	Meeting Room 21
9:30 – 10 a.m.	Iowa Tourism Back to Basics Orientation Hear how to maximize your conference experience while meeting others new to the conference. Meet representatives from key industry organizations to learn how you can get involved with each group to benefit your local tourism activities and grow the tourism industry statewide. This orientation is especially valuable for those new to the industry.	Meeting Room 22
10:30 – 11:30 a.m.	Opening Remarks Waterloo rolled out the red carpet! Now let's get the conference started with remarks from Waterloo Mayor Buck Clark, Travel Federation of Iowa (TFI) President Aaron Buzza and Iowa Tourism Office Manager Shawna Lode. Governor Branstad and Lt. Governor Reynolds will share a special message by video.	Exhibit Hall
Noon – 1:30 p.m.	Luncheon and General Session – Tod Maffin <i>Sponsored by Midwest Living and Meredith Travel Marketing</i> Tod is one of North America's leading digital marketing experts, specializing in viral and ROI-based campaigns. He is recognized as a thought-leader in business innovation, strategy, trend-spotting and technological advancements. Tod will share viral videos with great examples of how to make your brand work.	Exhibit Hall
1:30 – 2 p.m.	Networking Time with Exhibitors Remember to cast your vote for the People's Choice Award.	Exhibit Hall
2 – 3:30 p.m.	Professional Development <i>Sponsored by Spindustry Digital</i> Individual concurrent sessions facilitated by industry leaders include plenty of discussion, great ideas and information sharing. Move from session to session based upon your interest areas.	Advertising, Mike McDaniel CEO/Leadership, Dr. Bill Withers Digital/Social Media, Mary Neubauer Public Relations/Marketing, Brent Matthias Sales, Rachel Flint
3:30 – 4 p.m.	Travellowa.com: Tools, Tips and Tricks A live tour of the Iowa Tourism Office's website along with a step-by-step demonstration of how to update your attraction's information, add photos, add new restaurants and attractions, submit events, submit deals, update city listings and more. New features of Travel Iowa website profiles will also be covered.	Meeting Room 21 Meeting Room 25 Meeting Room 22 Meeting Room 24 Meeting Room 23
4 – 5 p.m.	Iowa Group Travel Association (IGTA) Meeting <i>Sponsored by The Group Travel Leader, Inc.</i> For existing IGTA members or those interested in becoming a part of the organization.	Meeting Rooms 12-13
		Meeting Room 21

5 – 6 p.m. **Exhibitor Reception** Exhibit Hall
Sponsored by ZLRIgnition
Network with conference attendees, visit with exhibitors displaying new products and services for the tourism industry and enjoy hors d'oeuvres.

6 p.m. **Dine Around** Downtown Waterloo
Dine Around sponsored by Iowa Gaming Association
Transportation sponsored by Iowa Group Travel Association
Pair up with colleagues, invite a new attendee along and experience the flavor of downtown Waterloo with an assortment of great restaurants.

Thursday, October 17

6:10 a.m. **Optional Fun Run** Meet in Ramada Lobby
Coordinated by Waterloo Convention & Visitors Bureau

7:30 a.m. – 6 p.m. **Registration** Pre-function area

7:30 – 9 a.m. **Breakfast and General Session** Exhibit Hall
Sponsored by Our Iowa Magazine
The Iowa Tourism Office is committed to continually identifying opportunities for improvement and greater success, enhancing both the Iowa tourism industry and the state's brand as a travel destination. Hear about the Office's plans for FY14 and how they benefit you.

9 – 10:15 a.m. **Break-out Sessions:**

1. **Economic Impacts of Tourism and How to Measure** Meeting Room 22
Learn about the results of community impact studies and the significance of tourism efforts as a vital part of overall economic development. Panelists: Dr. Oksana Grybovych, Jill Lankford, Dr. Sam Lankford and Chelsea Tolle.
2. **Grant Writing** Meeting Room 21
Learn great tips for writing winning grants from a UNI grant-writing professor, Vision Iowa board member and Iowa Council of Foundations on endowment funds and tax credits representative. There will be time for Q & A following this informative panel session. Panelists: Craig Johnson, Hillery Oberle and Laura Sauser.
3. **What's your Secret? – Case Study** Meeting Room 23
What is the best way to determine your secret / promotion / hook and deliver your message? These case studies show how communities and attractions have capitalized on their strengths and leveraged these areas for their tourism success. Panelists: Michelle Baumhover, Cory Ford and John Sutter.

10:15 – 10:45 a.m. **Networking Beverage Break** Exhibit Hall
Sponsored by Iowa Outdoors

10:45 – 11:45 a.m. **Break-Out Sessions:**
Sponsored by Metro Iowa Plus

1. **Growing Your Tourism Opportunities** Meeting Room 12-13
Learn what CVBs are doing across the state to grow tourism in Iowa to bring in state, regional and national competitions; form partnerships; and to develop and improve tourism attractions and venues. You'll also hear about exciting program implementation and event planning. Panelists: Aaron Buzza, Mary Lee Malmberg and Keith Rahe.
2. **Sixty on Social**
Participate in individual concurrent social media sessions on blogging, Pinterest, Facebook and Twitter. Come prepared to learn about the possibilities of these tools and discuss how to effectively implement and manage them for your destination, community, attraction or event.

Blogging, Beth Kohler
Facebook, Liz Conklin
Pinterest, Jessie Brown
Twitter, Lindsey Newcomb

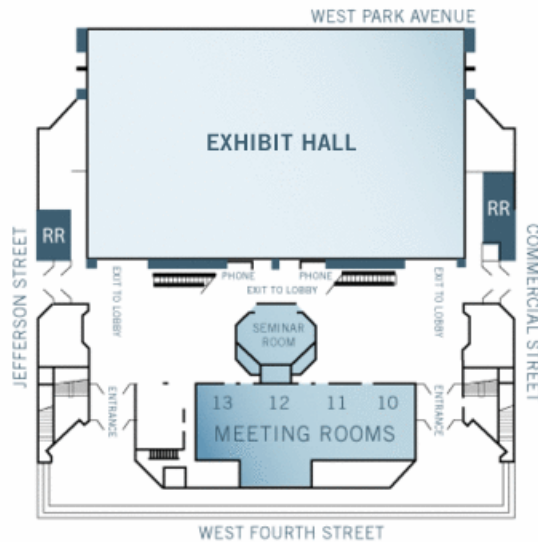
Meeting Room 21
Meeting Room 23
Meeting Room 22
Meeting Rooms 24-25

11:45 a.m. – 1:30 p.m.	Luncheon Session Keynote Presentation – IEDA Director Debi Durham	Exhibit Hall
	General Session – Jean McFaddin <i>Sponsored by AAA Living</i> For twenty-five years, Jean McFaddin was responsible for creating Macy's major events to maximize its sales and brand success. She has received over a dozen Emmy Awards for Macy's Thanksgiving Day Parades in partnership with NBC, with whom she has been responsible for network negotiations and telecast planning for 24 years. Jean's event planning tips are insightful, informative, as well as entertaining, as she shares her work from these events.	Exhibit Hall
1:45 – 4 p.m.	Welcome Center Travel Counselor Familiarization Tour <i>Sponsored by Iowa Wine & Beer Promotion Board</i> Limited to travel counselors at Iowa's official welcome centers.	Meet at Registration
1:45 – 2:45 p.m.	Break-out Sessions:	
	1. Travel Marketing Research – The New Journey Sheila Mahony will share great information including how consumers decide on their travel plans and destinations, what inspires consumers to travel and what messages will resonate well with travelers. Hear about the latest tourism trends and the results of a fascinating research study for travel marketing entities.	Meeting Rooms 12-13
	2. Repeat – Sixty on Social Individual concurrent social media sessions on blogging, Pinterest, Facebook and Twitter.	
	Blogging, Beth Lauwagie Facebook, Liz Conklin Pinterest, Jessie Brown Twitter, Lindsey Newcomb	Meeting Room 21 Meeting Room 23 Meeting Room 22 Meeting Rooms 24-25
2:45 – 3:15 p.m.	Networking Beverage Break	Exhibit Hall
3:15 – 4:15 p.m.	General Session – Culinary Tourism <i>Sponsored by Western Iowa Tourism Region</i> Culinary tourism has really taken off the past few years as a vital component of tourism. Hear from internationally-known culinary consultant Rebecca LeHeup and from Iowa culinary expert Chef Chris Grebner about their local success stories and how they make group dining experiences memorable.	Meeting Rooms 22-23
4:15 – 5 p.m.	Iowa Destination Marketing Alliance (IDMA) Meeting and Educational Session <i>Sponsored by Midwest Meetings</i> For existing IDMA Members only.	Seminar Room
5 – 5:45 p.m.	Exhibitor Reception <i>Sponsored by Ottumwa Area CVB</i> Enjoy time to visit with exhibitors and network with colleagues. This is also your last opportunity to bid on items at the silent auction and to cast your vote for the People's Choice Award.	Exhibit Hall
6 p.m.	Iowa Tourism Awards Program and Dinner <i>Awards program sponsored by Register Media</i> <i>Dinner sponsored by Waterloo Convention & Visitors Bureau</i> <i>Transportation sponsored by Iowa Group Travel Association</i> Always a highlight of the conference, the Iowa Tourism Awards Program honors communities, attractions, events and individuals for their outstanding achievements. The evening will be emceed by former Saturday Night Live cast member Gary Kroeger.	Waterloo Elks Lodge

Friday, October 18

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| 7 – 8:30 a.m. | Breakfast and Printing Facility Tour
<i>Sponsored by the Pioneer Group/The Iowan Magazine</i>
Beginning in the lobby of the Ramada Hotel, take a short walk and let the Iowa Tourism Team guide you to a pancake breakfast. | Pioneer Communications |
| 8:30 – 9:15 a.m. | Preview of 2014 Iowa Tourism Conference and Travel Federation of Iowa (TFI) Wrap-up
See what's in store for next year in Council Bluffs and hear closing comments from TFI. | Meeting Rooms 22-23 |
| 9:15 – 9:45 a.m. | Networking Break
Network with fellow attendees and pick-up silent auction items. | Exhibit Hall |
| 9:45 – 11 a.m. | General Session – Tourism Award Winners Best Practices
Why not build on award-winning best practices instead of trying to recreate the wheel? Tourism award recipients from last year share ideas and efforts that earned them statewide recognition. Panelists: Freda Dammann, Kathy Fiscus, Beth Keeney and Kim Manning. | Meeting Rooms 22-23 |
| 11 a.m. – 12:15 p.m. | Closing Luncheon Keynote speaker – Marcus Newsom
<i>Sponsored by Council Bluffs Convention & Visitors Bureau</i>
The conference concludes in style with a team building and leadership message you won't want to miss! | Exhibit Hall |

Lower Level



Upper Level

