

WEDNESDAY NOVEMBER 28, 2018

marketing to millennials and generation z

- ▶ Keynote session with **Chris Snider** who will share insights on marketing to Millennials & Gen Z. Snider is owner of Chris Snider Design and an Associate Professor for Drake University's School of Journalism & Mass Communication and a frequent presenter to groups and organizations across the Midwest.
- ▶ **Panel session** of industry members sharing ideas & strategies for reaching this market.
- ▶ **Industry updates** at the CITR business meeting
- ▶ **Networking & relationship building** with your industry peers
- ▶ **Optional** industry discussion on sports shows. All are welcome to discuss what sports shows members currently attend, interest in other shows, potential cooperative partnerships, etc.

location

**Holiday Inn
& Suites
Des Moines
Northwest**
4800 Merle Hay Rd
Des Moines, IA
holidayinn.com/desmoinesia

schedule

10:00 to 10:30 | Registration & Refreshments
10:30 to 11:30 | Keynote Session
11:30 to 12:00 | CITR Business Meeting
12:00 to 1:00 | Lunch
1:00 to 2:00 | Panel Session
2:00 | OPTIONAL Industry Discussion on Sports Shows



Seminar and program hosted by the
Central Iowa Tourism Region in partnership
with the Iowa Tourism Office.

Registration Form

Registration required for the CITR meeting/seminar and due by November 21.
Please complete this form for each person registering.

Name: _____ Phone: _____

Organization: _____ Email: _____

- Please check appropriate boxes:
- ☐ \$20 per person if registered November 21
 - ☐ \$30 per person if registered after November 21
 - ☐ Check enclosed ☐ I'll pay at the meeting
 - ☐ This is my first CITR meeting

Special Dietary Needs: _____

Send Registration to:

Central Iowa Tourism Region • PO Box 454 • Webster City, IA 50595
FAX: 515-832-4809 • Email: ann@iowatourism.com • Phone: 800-285-5842

*Cancellations after **November 21** and no-shows will be subject to pay registration fee.*