



**AGENDA:**

**SUNDAY, SEPTEMBER 10, 2017**

1:00-5:00 p.m.	Pre-Conference Session – Mark Lynch, <i>Tempest/iDSS</i>	Meeting Room 1
2:00-5:00 p.m.	Registration	2 <sup>nd</sup> Floor Grand River Center
4:30-5:00 p.m.	1 <sup>st</sup> Timers Mixer	River Room
5:00-5:15 p.m.	Gather for Opening Reception Travel	1 <sup>st</sup> Floor Grand River Center
5:45-9:15 p.m.	Opening Reception	Field of Dreams Movie Site
10:00 p.m.	All Busses back in Dubuque	Grand River Center

**MONDAY, SEPTEMBER 11, 2017**

7:00-8:00 a.m.	Registration and Breakfast, Visit exhibitors	Ballroom Pre-Function and Salon ABC
8:00-8:10 a.m.	Welcome and Announcements	Salon ABC
8:10-8:30 a.m.	Exhibitor Introductions / Recognitions	Salon ABC
8:30-9:30 a.m.	Opening Keynote – Don Welsh, <i>DMAI</i>	Salon ABC
9:30-9:45 a.m.	Break - Visit exhibitors and enjoy refreshments	Ballroom Pre-Function
9:45-10:45 a.m.	<b>Concurrent Session 1</b>	

1A: TITLE	1B: TITLE	1C: TITLE	1D: TITLE
Don Welsh, <i>DMAI</i>	Shelley Williams, <i>Caesars Entertainment</i>	Leah Chandler, <i>Explore Branson</i>	Al Kidd, <i>NASC</i>
CEO Track Room: Meeting Room 6	Sales Track Room: Meeting Room 1	Marketing Track Room: Meeting Room 2	Sports/Events Track Room: Meeting Room 3

10:45-11:00 a.m.	Break - Move to concurrent sessions	Ballroom Pre-Function
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**11:00 a.m-12:00 p.m. Concurrent Session 2**

2A: TITLE	2B: TITLE	2C: TITLE	2D: Sports Panel
Mike Gamble, <i>SearchWide</i>	Sam Richter, <i>SBR Worldwide, LLC</i>	Bill Baker, <i>Total Destination Marketing</i>	Greg Edwards, <i>Catch Des Moines</i> , John Groh, <i>Go Rockford CVB</i> , Jeff Maul, <i>Lincoln NE CVB</i>
CEO Track Room: Meeting Room 6	Sales Track Room: Meeting Room 1	Marketing Track Room: Meeting Room 2	Sports/Events Track Room: Meeting Room 3



**MONDAY, SEPTEMBER 11, 2017 (CONTINUED)**

12:00-12:45 p.m.	Luncheon, Cole Carley Scholarship Announcement, McDaniel Lifetime Achievement Award Ceremony	Salon ABC
12:45-1:45 p.m.	McDaniel Innovation Award Presentations and Award Ceremony	Salon ABC
1:45-2:30 p.m.	Dessert Break- Visit exhibitors, innovation award applicants, and move to concurrent sessions	Ballroom Pre-Function
2:30-3:30 p.m.	Concurrent Session 3	

<b>3A: TITLE</b> Ray Hoyt, <i>Visit Tulsa</i> CEO Track <b>Room: Meeting Room 6</b>	<b>3B: Neuroscience of Influence and Decision Making</b> Janet Sperstad, <i>Madison College</i> Sales Track <b>Room: Meeting Room 1</b>	<b>3C: Stop Setting Your Money on Fire</b> Steve Maly, <i>Maly Marketing</i> Marketing Track <b>Room: Meeting Room 2</b>	<b>3D: TITLE</b> Jon Schmeider, <i>Huddle Up Group, LLC</i> Sports/Events Track <b>Room: Meeting Room 3</b>
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3:45-4:45 p.m.	Dubuque Revitalization Tours	meet on 1 <sup>st</sup> Floor Grand River Center
5:00-6:30 p.m.	River Boat Cruise	TBD
6:30 p.m.	Dine Around – Sign up at registration table <u>by 12:30pm on Monday!</u>	Downtown Dubuque
9:00-11:00 p.m.	UMCVB Private Party – Dance the night away and have some fun with live music	Mississippi Moon Bar, Diamond Jo Casino

**TUESDAY, SEPTEMBER 12, 2017**

8:00-8:30 a.m.	Registration and Breakfast - Visit exhibitors	Ballroom Pre-Function and Salon ABC
8:30-9:00 a.m.	Announcements, Exhibitor Recognitions, 2018 Fall Conference - Host Presentation	Salon ABC
9:00-9:20 a.m.	Technology – Adam Curl, <i>Conference Technologies</i>	Salon ABC
9:20-9:40 a.m.	Power of Visuals – John Meyers, <i>Lemonly</i>	Salon ABC
9:40-10:00 a.m.	Group Tours and Travel: A Thriving Opportunity – Peter Pantuso, <i>American Bus Association</i>	Salon ABC
10:00-10:30 a.m.	Midwest Meetings’ Break – Official sponsor recognition & Refreshments	Ballroom Pre-Function
10:30-11:30 a.m.	Closing Keynote – Sam Richter, <i>SBR Worldwide, LLC</i>	Salon ABC
11:30-11:45 a.m.	Prize Drawings / Exhibitor Appreciations	Salon ABC
11:45 a.m.	Adjourn	Grand River Center