

**Upper Midwest Convention & Visitors Bureaus**  
**2017 Fall Conference**  
**Session Descriptions**

**Sunday, September 10, 2017**

**1:00 pm – 5:00 pm**      **Pre-Conference Sessions**

**Tempest Session Title**

**Mark Lynch**, *Chief Business Officer, Tempest & President, iDSS Global*

Session Description

**Monday, September 11, 2017**

**8:00 am - 8:10 am**      **Welcome and Announcements**

**8:10 am - 8:30 am**      **Exhibitor Introductions/Recognitions**

**8:30 am - 9:30 am**      **Opening Keynote Speaker**

**The Future of Destination Marketing**

**Don Welsh**, *President & CEO, DMAI*

Don Welsh will be discussing the latest trends and opportunities that will shape the future of the destination marketing and management industry as reported in the July 2017 released DestinationNEXT Futures Study and the DestinationFIRST Business Models Study. He will also discuss in depth the ongoing issue and impact of the Weaponization of Travel and the rising threat of Dark Matter Politics to our industry. Finally, Don will provide updates on the association's new name and rebrand, as well as new developments in research, advocacy, education and destination products.

**9:45 am - 10:45 am**      **Concurrent Session 1**

**1A: Using Tactics from Large Budgets at a Small DMO**

**Don Welsh**, *President & CEO, DMAI*

Session Description

**1B: Session Title**

**Shelley Williams**, *Director of Sales – U.S. Portfolio and Atlantic City, Caesars Entertainment*

Session Description

**1C: Session Title**

**Leah Chandler**, *CDME, Chief Marketing Officer, Explore Branson*

Session Description

**1D: Session Title**

**Al Kidd**, *President & CEO, NASC*

Session Description

**11:00 am - 12:00 pm**      **Concurrent Session 2**

**2A: Session Title**

**Mike Gamble**, *President & CEO, SearchWide*

Session Description

## **2B: Every YES Begins with a Know**

### **Web Search Secrets to Know More, So You Can Win More**

**Sam Richter**, *Founder*, SBR Worldwide, LLC

You don't get a second chance to make a great first impression. What's the first thing out of your mouth? Is it about you and your company? Or is it about the other person and what he or she cares about? Do you make your prospect or client feel important? Are you relevant? It's no longer enough to be interesting. In today's world, you need to be interested. In this dynamic presentation, you will discover...

- Web search secrets that you never thought possible for finding qualified leads, creating lists, uncovering opportunities, identifying trigger event, and understanding decision makers.
- Tips and tricks for using social media media as sales and competitive "intelligence agents;" find the prospects who fits your desired profile, and learn more about the individual so that in every meeting, you're building a meaning connection (without seeming like a stalker).
- How to access and leverage the "Hidden Web," or the majority of the valuable online information that is invisible to search engines.
- How to use information to differentiate from the competition, generate warm referrals, tailor offerings, build deeper relationships with any client, and bottom line....win more business.

## **2C: Session Title**

**Bill Baker**, *Title*, Total Destination Marketing

Session Description

## **2D: Sports Panel**

**Greg Edwards**, *President & CEO*, Catch Des Moines

**John Groh**, *President & CEO*, Go Rockford CVB

**TBD**, *TBD*, TBD

Rockford, Illinois has been a leader in the amateur sports tourism market since the early 1980s. Recognizing the value of sports, Rockford recently invested more than \$60 million in facilities aimed at helping the region retain, regain and grow the impacts of sports tourism. John will talk about their Reclaiming First coalition – how it came together and stays working together to position Rockford as a top sports destination.

**12:45 pm - 1:45 pm**

**McDaniel Bureau Innovation Award Presentations**

**2:30 pm - 3:30 pm**

**Concurrent Session 3**

## **3A: Session Title**

**Ray Hoyt**, *CEO*, Visit Tulsa

Session Description

## **3B: Neuroscience on Influence and Decision Making**

**Janet Sperstad**, *CMP, Program Director, Meeting and Event Management*, Madison College

Our brain selects and inhibits information based on our motivations and needs. In this session, we will leverage results from recent neuroscience research on how the brain organizes information and impacts expectations and our relationships. We will explore a model that identifies 5 key motivational drivers for human behavior and decision making.

Learner Outcomes

- Explore how our brain filters information and how this impacts our thinking and behavior.
- Uncover why we decide what we do and how to influence decision making and creativity.
- Discover 5 key factors that drive our social brain and behavior.

### **3C: Stop Lighting Your Money on Fire**

**Steve Maly**, *Activist*, Maly Marketing

During this session, we will hone in on defining your best buyers, discovering their lifetime value to your organization and how to best market to them. We will discuss how to gain the most bang for your marketing buck, how to track your marketing ROI and how to leverage today's digital world. We will also conquer the world and bring internal peace to our society. It will be a blast and you will walk away with tangible action items that you can implement the moment you leave the room.

### **3D: The Best (& Worst!) of Sports Tourism**

**Jon Schmeider**, *Founder & CEO*, Huddle Up Group, LLC

In this interactive session, sports tourism industry consultant Jon Schmeider will discuss the best and worst practices of sports tourism marketing. The session will also include the Huddle Up Group's annual findings (2017) of the 10 critical trends every DMO should consider when marketing their destination.

**3:45 pm - 4:45 pm**      **Dubuque Revitalization Tours**

**5:00 pm – 6:30 pm**      **River Boat Cruise**

## **Tuesday, September 12, 2017**

**8:30 am – 9:00 am**      **Exhibitor Recognitions, 2018 Fall Conference Host Presentation**

**Preview of 2018 UMCVB Conference**

**Susan Smolarek**, *Group Sales Manager*, Lake Geneva

Wisconsin welcomes UMCVB for 2018.

**9:00 am - 9:20 am**      **TedX Style Technology Presentation**

**Title**

**Adam Curl**, *TBD*, Conference Technologies

Session Description

**9:20 am - 9:40 am**      **TedX Style Design Presentation**

**Power of Visuals**

**John T. Meyer**, *CEO/Co-Founder*, Lemonly

Stories are the most powerful way to communicate, and human beings are wired to be visual thinkers. Today, people and companies communicate through charts, infographics, pictures, gifs, and emojis. Lemonly specializes in helping companies tell their story through visuals and in this talk Lemonly Co-Founder, John T. Meyer, will explain why you should start telling your story with visuals.

**9:40 am - 10:00 am**      **TedX Style Education Presentation**

**Group Tours and Travel: A Thriving Opportunity**

**Peter Pantuso**, *President & CEO*, American Bus Association

This presentation will focus on the motorcoach and group travel market, looking at how it has grown and how it is changing. Understanding what the today's and tomorrow's travelers want and need is critical to attracting their business and keeping it.

**10:00 am - 10:30 am      Midwest Meetings' Break - Official Sponsor Recognition**

**10:30 am - 11:30 am      Closing Keynote Speaker**

**Don't Steal the Cheesecake**

**Personal Branding and Online Reputation Management in a Digital World**

**Sam Richter, *Founder*, SBR Worldwide, LLC**

In today's instant communication and social networking world, it's easy to share opinions and others can share the same about you. Unfortunately, what you and others post online, text, leave as a voicemail, say or do in front of a hidden camera, and even email is not limited to private networks and friend groups. Rather, there's a good chance that what happens in a digital format and what is said about you and your company is public, searchable, and archived, FOREVER! In "Don't Steal the Cheesecake" you will learn...

- What is a "personal brand," why you already have one, how to enhance it, and how personal brands dramatically impact your company brand and reputation.
- The dangers of sharing too much information, what can happen if you're not careful, and how to respond in a digital format when you're angry, so you don't become a "YouTube Sensation."
- What a company can, and cannot, do as it relates to what an employee posts on his/her personal social networks, and how to monitor, work with, and train staff to communicate in a digital world.
- Inside secrets on how to manage your online presence and Google rankings (for non-technical people) so when people search for information on you, that you control what they find.

**11:30 am - 11:45 am      Prize Drawing/Exhibitor Appreciations**

**11:45 am                      Adjourn**