



AGENDA:

SUNDAY, SEPTEMBER 10, 2017

1:00-4:00 p.m.	Pre-Conference Session “DMO Bootcamp” – Mark Lynch, <i>Tempest/iDSS</i>	Meeting Room 1
2:00-5:00 p.m.	Registration	2 nd Floor Grand River Center
4:30-5:00 p.m.	1 st Timers Mixer	River Room
5:00-5:15 p.m.	Gather for Opening Reception Travel	1 st 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
8:00-8:30 a.m.	Welcome – Dubuque Mayor Roy D. Buol, Announcements, Exhibitor Introductions/Recognitions	Salon ABC
8:30-9:30 a.m.	Opening Keynote “The Very Real Threat of Today’s Politics” – Jack Johnson, <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. Concurrent Session 1

1A: Destination Next – New Trends and Opportunities Jack Johnson, <i>DMAI</i> CEO Track Room: Meeting Room 6	1B: Ignite Your Income Heather Hansen O’Neill, <i>Find Your Fire</i> Sales Track Room: Meeting Room 1	1C: Not Your Grandma’s Branson Liz Mabe, <i>Explore Branson</i> Marketing Track Room: Meeting Room 2	1D: The Future of Sports Events & Tourism – NASC 2.0 Al Kidd, <i>National Association of Sports Commissions</i> Sports/Events Track Room: Meeting Room 3
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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: Destination CEO’s of Tomorrow Mike Gamble, <i>SearchWide</i> CEO Track Room: Meeting Room 6	2B: Every YES Begins with a Know Sam Richter, <i>SBR Worldwide, LLC</i> Sales Track Room: Meeting Room 1	2C: The Essentials for a Successful Small City Brand Bill Baker, <i>Total Destination Marketing</i> Marketing Track Room: Meeting Room 2	2D: Sports Panel Greg Edwards, <i>Catch Des Moines</i> , John Groh, <i>Go Rockford CVB</i> , Sports/Events Track Room: Meeting Room 3
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MONDAY, SEPTEMBER 11, 2017 (CONTINUED)

- 12:00-12:45 p.m. Luncheon, Cole Carley Scholarship Announcement, McDaniel Lifetime Achievement Award Ceremony Salon ABC
- 12:45-2:00 p.m. McDaniel Innovation Award Presentations and Award Ceremony Salon ABC
- 2:00-2:30 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

3A: Success Through Partnership and Strategic Direction Ray Hoyt, <i>Visit Tulsa</i> CEO Track Room: Meeting Room 6	3B: Neuroscience of Influence and Decision Making Janet Sperstad, <i>Madison College</i> Sales Track Room: Meeting Room 1	3C: Stop Setting Your Money on Fire Steve Maly, <i>Maly Marketing</i> Marketing Track Room: Meeting Room 2	3D: Best (& Worst!) of Sports Tourism Jon Schmieder, <i>Huddle Up Group</i> Sports/Events Track Room: Meeting Room 3
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- 3:45-4:45 p.m. Dubuque Revitalization Tours – Sign up at Dubuque CVB table meet on 1st Floor Grand River Center
*Historic Main Street Tour Trolley
*Millwork District Tour Trolley
*Port of Dubuque Tour walking tour
- 5:00-6:30 p.m. River Boat Cruise – Sign up at Dubuque CVB table American Lady Yacht
- 6:30 p.m. Dine Around – Sign up at Dubuque CVB table by 2:00pm on Monday! 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. AV Trends and Challenges – Adam Curl, *Conference Technologies* Salon ABC
- 9:20-9:40 a.m. Power of Visuals – John Meyers, *Lemonly* Salon ABC
- 9:40-10:00 a.m. Group Tours and Travel: A Thriving Opportunity – Peter Pantuso, *American Bus Association* 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 “Don’t Steal the Cheesecake” – Sam Richter, *SBR Worldwide, LLC* Salon ABC
- 11:30-11:45 a.m. Prize Drawings / Exhibitor Appreciations Salon ABC
- 11:45 a.m. Adjourn Grand River Center