



**AGENDA:**

**SUNDAY, SEPTEMBER 9, 2018**

12:00-5:00 p.m.	Registration	Bay Foyer
1:00-4:00 p.m.	Pre-Conference Session: <b>TITLE TBD</b> Mark Lynch, <i>Tempest</i>	<b>Linwood B</b>
1:00-4:00 p.m.	Pre-Conference Session: <b>TITLE TBD</b> <b>TBD, Simpleview</b>	<b>Linwood A</b>
2:00-5:00 p.m.	Exhibitor/Sponsor Registration	Bay Foyer/Maple Lawn Foyer
4:30-5:00 p.m.	1 <sup>st</sup> Timers Mixer	<b>TBD</b>
5:00-5:15 p.m.	Gather for Opening Reception Travel	Grand Geneva Lobby
5:30-9:30 p.m.	Opening Reception	The Riviera & Lake Cruise
10:00 p.m.	All Busses back to hotel	Grand Geneva Resort & Spa

**MONDAY, SEPTEMBER 10, 2018**

7:00-8:00 a.m.	Registration and Breakfast, Visit exhibitors	Maple Lawn Ballroom & Foyer
8:00-8:30 a.m.	Welcome, Announcements, Exhibitor Introductions/Recognitions	Maple Lawn Ballroom
8:30-9:30 a.m.	Opening Keynote: <b>TITLE TBD</b> Mike Dominguez, <i>MGM Resorts International</i>	Maple Lawn Ballroom
9:30-9:45 a.m.	Break - Visit exhibitors and enjoy refreshments	Maple Lawn Ballroom & Foyer

**9:45-10:45 a.m. Concurrent Session 1**

<b>1A: DMAP Accreditation</b>  Virginia Haley <i>Visit Sarasota County</i>  <b>Room: Swinghurst</b>	<b>1B: How to get Publicity for Your Destination on a Shoestring Budget</b>  Christina Lenkowski <i>Sparrow Travel Media</i>  <b>Room: Linwood A</b>	<b>1C: Why Print is Still a Prime Voice for Marketing</b>  Charmaine Houck <i>Midwest Meetings</i>  <b>Room: Linwood B</b>	<b>1D: Title TBD</b>  <b>Speaker TBD</b> <i>Organization</i>  <b>Room: Galewood CD</b>
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10:45-11:00 a.m.	Break - Move to concurrent sessions	Maple Lawn Ballroom & Foyer
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**MONDAY, SEPTEMBER 10, 2018 (CONTINUED)**

**11:00 a.m-12:00 p.m. Concurrent Session 2**

<p><b>2A: Title TBD</b></p> <p><b>Speaker TBD</b> <i>Organization</i></p> <p><b>Room: Swinghurst</b></p>	<p><b>2B:</b> The World of Peddlers, Pushers, and Persuasive Sellers</p> <p><b>Shelley Williams</b> <i>Caesars Entertainment</i></p> <p><b>Room: Linwood A</b></p>	<p><b>2C:</b> GIFs, Graphs, and Nepeleon (The Power of Visual Storytelling)</p> <p><b>John Meyer</b> <i>Lemonly</i></p> <p><b>Room: Linwood B</b></p>	<p><b>2D:</b> Hey Mom! Look Where I Am! - The Future of the Eau Claire Visitor Center</p> <p><b>Linda John</b> <i>Visit Eau Claire</i></p> <p><b>Room: Galewood CD</b></p>
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**12:00-12:45 p.m. Luncheon and Award Presentations/Ceremony** **Maple Lawn Ballroom**

**12:45-1:45 p.m. Luncheon Keynote:** The Guest Encounter - Better Service, Better Performance, Better Results **Maple Lawn Ballroom**  
**Laurie Guest, Professional Speaker & Author**

**1:45-2:00 p.m. Dessert Break-** Visit exhibitors, innovation award applicants, and move to concurrent sessions **Maple Lawn Ballroom & Foyer**

**2:00-3:00 p.m. Concurrent Session 3**

<p><b>3A:</b> From Miserable Moments to Courageous Conversations</p> <p><b>Laurie Guest</b> <i>Professional Speaker &amp; Author</i></p> <p><b>Room: Swinghurst</b></p>	<p><b>3B: Title TBD</b></p> <p><b>Casey Burdsall</b> <i>Adara</i></p> <p><b>Room: Linwood A</b></p>	<p><b>3C:</b> Using Video to Effectively Market Your Destination</p> <p><b>Amrita Gurney</b> <i>CrowdRiff</i></p> <p><b>Room: Linwood B</b></p>	<p><b>3D: Title TBD</b></p> <p><b>Speaker TBD</b> <i>Organization</i></p> <p><b>Room: Galewood CD</b></p>
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**3:00-3:15 p.m. Break -** Visit exhibitors **Maple Lawn Ballroom & Foyer**

**3:15-3:35 p.m. TED Talk - Title & Speaker TBD** **Maple Lawn Ballroom**

**3:35-3:55 p.m. TED Talk - Title & Speaker TBD** **Maple Lawn Ballroom**

**3:55-4:15 p.m. TED Talk - Title & Speaker TBD** **Maple Lawn Ballroom**

**4:30-6:00 p.m. Lake Geneva Historic and Experience Tours** **TBD**

**6:00 p.m. Dine Around –** Sign up at registration table by 2:00pm on Monday! **Lake Geneva**

**9:00-11:00 p.m. UMCVB Private Party – OPTIONAL** **Forum**



**TUESDAY, SEPTEMBER 11, 2018**

8:00-8:30 a.m.	Registration and Breakfast - Visit exhibitors	Maple Lawn Ballroom & Foyer
8:30-9:00 a.m.	Announcements, Exhibitor Recognitions, 2019 Fall Conference - Host Presentation by Fargo-Moorhead CVB	Maple Lawn Ballroom
9:00-9:20 a.m.	TED Talk - <b>Title &amp; Speaker TBD</b>	Maple Lawn Ballroom
9:20-9:40 a.m.	TED Talk - <b>Title &amp; Speaker TBD</b>	Maple Lawn Ballroom
9:40-10:00 a.m.	Block by Block: Building Company Culture - <b>John Meyer</b> , <i>Lemonly</i>	Maple Lawn Ballroom
10:00-10:15 a.m.	Midwest Meetings' Break – Official sponsor recognition & Refreshments	Maple Lawn Ballroom & Foyer
10:15-11:15 a.m.	Closing Keynote: Tourism Powers Economic Development <b>George Zimmermann</b> , <i>Longwoods International</i>	Maple Lawn Ballroom
11:15-11:45 a.m.	Conference Closing: <b>Title TBD</b> <b>Stephanie Klett</b> , <i>Wisconsin Department of Tourism</i>	Maple Lawn Ballroom
11:45-12:00 p.m.	Prize Drawings / Exhibitor Appreciations	Maple Lawn Ballroom
12:00 p.m.	Adjourn	Grand Geneva Resort & Spa