



AGENDA:

SUNDAY, SEPTEMBER 9, 2018

12:00-5:00 p.m.	Registration	Bay Foyer
1:00-4:00 p.m.	Pre-Conference Session: TITLE TBD Mark Lynch, <i>Tempest</i>	Linwood B
1:00-4:00 p.m.	Pre-Conference Session: TITLE TBD TBD, <i>Simpleview</i>	Linwood A
2:00-5:00 p.m.	Exhibitor/Sponsor Registration	Bay Foyer/Maple Lawn Foyer
4:30-5:00 p.m.	1 st Timers Mixer	TBD
5:00-5:15 p.m.	Gather for Opening Reception Travel	Grand Geneva Lobby
5:30-9:30 p.m.	Opening Reception - Advancing Through the Decades	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: Connecting the Dots: What Does All the Disruption Mean From a Strategic View 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

1A: Accreditation Advances Industry Commitment to Excellence Virginia Haley <i>Visit Sarasota County</i> Room: Swinghurst	1B: How to get Publicity for Your Destination on a Shoestring Budget Christina Lenkowski <i>Sparrow Travel Media</i> Room: Linwood A	1C: Why Print is Still a Prime Voice for Marketing Charmaine Houck <i>Midwest Meetings</i> Room: Linwood B	1D: Title TBD Philip Sassano <i>The Design Coach</i> Room: Galewood CD
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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			
2A: How to Protect and Grow Your Budget - Open Forum George Zimmermann <i>Longwoods International</i> Room: Swinghurst	2B: The World of Peddlers, Pushers, and Persuasive Sellers Shelley Williams <i>Caesars Entertainment</i> Room: Linwood A	2C: GIFs, Graphs, and Napoleon (The Power of Visual Storytelling) John Meyer <i>Lemonly</i> Room: Linwood B	2D: Hey Mom! Look Where I Am! - The Future of the Eau Claire Visitor Center Linda John <i>Visit Eau Claire</i> Room: Galewood CD
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 <i>Laurie Guest, Professional Speaker & Author</i>		Maple Lawn Ballroom
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			
3A: From Miserable Moments to Courageous Conversations Laurie Guest <i>Professional Speaker & Author</i> Room: Swinghurst	3B: Metrics that Matter Casey Burdsall <i>Adara</i> Room: Linwood A	3C: Using Video to Effectively Market Your Destination Amrita Gurney <i>CrowdRiff</i> Room: Linwood B	3D: Industry Trends: Comparing the Association, Corporate, Sports and Speciality Market Segments Patrick Higgins <i>Connect</i> Room: Galewood CD
3:00-3:15 p.m.	Break - Visit exhibitors		Maple Lawn Ballroom & Foyer
3:15-3:35 p.m.	Block by Block: Building Company Culture - John Meyer , <i>Lemonly</i>		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
5:30 p.m.	Dine Around – Sign up at registration table by 2:00pm on Monday!		Lake Geneva
8:00-11:00 p.m.	Closing Reception – Playboy Club 50 Year Celebration		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 - Title & Speaker TBD	Maple Lawn Ballroom
9:20-9:40 a.m.	TED Talk - Title & Speaker TBD	Maple Lawn Ballroom
9:40-10:00 a.m.	TED Talk - Title & Speaker TBD	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 George Zimmermann, <i>Longwoods International</i>	Maple Lawn Ballroom
11:15-11:45 a.m.	Conference Closing: Title TBD Stephanie Klett, <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