

SUNDAY, SEPTEMBER 8, 2019

TRAVEL AND ARRIVE IN FARGO

12:00-5:00 p.m.	Registration	Atrium
1:00-4:00 p.m.	Pre-Conference Session: Title TBA Mark Lynch, <i>Tempest</i>	Prairie Room
2:00-5:00 p.m.	Exhibitor/Sponsor Registration and Set-Up	Embassy/Royale
4:30-5:30 p.m.	1 st Timers Mixer	Executive Room
5:30-6:00 p.m.	Meet in the lobby to travel to Sunday Night Reception	Holiday Inn Lobby
5:30-6:00 p.m.	Busses leave for Sunday Night Reception	Travel to Fargo Visitor Center
6:00-9:00 p.m.	UMCVB Yard Games	Fargo Visitor Center

MONDAY, SEPTEMBER 9, 2019

DAY 1 UMCVB CONFERENCE

7:00-8:00 a.m.	Registration and Breakfast, Visit exhibitors	Atrium, Embassy/Royale
8:00-8:30 a.m.	Welcome, Announcements, Exhibitor Introductions/Recognitions	Sterling/Crowne
8:30-9:30 a.m.	Opening Keynote: Thinking "Branding First" for Destination Marketing Josiah Brown, <i>New York Sherpa</i>	Sterling/Crowne
9:30-10:00 a.m.	Break - Visit exhibitors and enjoy refreshments	Embassy/Royale

10:00-11:00 a.m. Concurrent Session 1

<p>1A: The New Competition</p> <p>Berkeley Young <i>Young Strategies</i></p> <p>Track: CEO Room: TBA</p>	<p>1B: Connecting with Google's Latest Trends and Newest Opportunities for Destinations</p> <p>Kim Palmer <i>Miles Partnership</i></p> <p>Track: Visitor Services Room: TBA</p>	<p>1C: The Print Travel Guide of the Future</p> <p>Josiah Brown <i>New York Sherpa</i></p> <p>Track: Marketing Room: TBA</p>	<p>1D: Navigating the World of Sports</p> <p>Tyler Daugherty, Travel Dubuque; Dave Herrell, Quad Cities CVB; Kali Mork, Fargo CVB</p> <p>Track: Sports/Special Events Room: TBA</p>
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11:00-11:30 a.m.	Luncheon	Sterling/Crowne
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11:30-12:30 a.m. **Luncheon Keynote:** Trend Watch 2020: Recession-Proof Your CVB Strategy NOW
Shawna Suckow, *Professional Speaker* **Sterling/Crowne**

12:30-1:00 p.m. **Break -** Visit exhibitors and move to concurrent sessions **Embassy/Royale**

1:00 p.m.-2:00 p.m. **Concurrent Session 2**

<p>2A: Case Studies in DestinationNEXT</p> <p>Berkeley Young <i>Young Strategies</i></p> <p>Track: CEO Room: TBA</p>	<p>2B: How to be More Memorable in Destination Marketing</p> <p>Shawna Suckow <i>Professional Speaker</i></p> <p>Track: Sales Room: TBA</p>	<p>2C: Virtual Reality in Focus - Creating Immersive Experiences that Inspire Visits</p> <p>Matt Chaussee <i>Be More Colorful</i></p> <p>Track: Marketing Room: TBA</p>	<p>2D: Restaurant Weeks/Brewery Trails in Your Community</p> <p>Andi Thoreson, Fargo CVB; Brad Toll, Green Bay CVB; Terri Reifsteck, Visit Champaign County</p> <p>Track: Sports/Special Events Room: TBA</p>
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2:00-2:15 p.m. **Dessert Break-** Visit exhibitors, grab a dessert, and move to general session room **Embassy/Royale**

2:15-3:15 p.m. **Afternoon Keynote:** How DMO's Can Harness the Power of Instagram Stories
Quinn Tempest, *Entrepreneur* **Sterling/Crowne**

3:15-4:00 p.m. **Break -** time to refresh, check emails, and network before joining us for the reception **Holiday Inn**

4:00-4:30 p.m. **Meet in the lobby to gather for Monday Night Reception** **Holiday Inn Lobby**

4:15-5:00 p.m. **Busses leave for Bonanzaville** **Travel to Bonanzaville**

4:30-7:30 p.m. **Monday Night Reception sponsored by Fargo CVB** **Bonanzaville**

7:15-7:45 p.m. **Busses leave for Holiday Inn** **Travel to Holiday Inn**

8:00 p.m. **All busses back to hotel** **Holiday Inn**

8:00-10:00 p.m. **Hotel Bar if you want more fun** **Holiday Inn**

TUESDAY, SEPTEMBER 10, 2019

DAY 2 UMCVB CONFERENCE

8:00-8:30 a.m.	Registration and Breakfast - Visit exhibitors	Embassy/Royale
8:30-8:45 a.m.	Announcements, Exhibitor Recognitions	Sterling/Crowne
8:45-9:45 a.m.	Tuesday Morning Keynote: Title TBD Jack Johnson , <i>Destinations International</i>	Sterling/Crowne
9:45-10:00 a.m.	Break - Visit exhibitors and move to concurrent sessions	Embassy/Royale

10:00-11:00 a.m. Concurrent Session 3

<p>3A: Advocacy Plan Workshop</p> <p>Jack Johnson <i>Destinations International</i></p> <p>Track: CEO Room: TBA</p>	<p>3B: Producing Videos on a Shoestring Budget</p> <p>Jameon Rush <i>Maly Marketing</i></p> <p>Track: Marketing Room: TBA</p>	<p>3C: The Evolution of Media</p> <p>Dan Cash <i>Midwest Radio of Fargo-Moorhead</i></p> <p>Track: Marketing Room: TBA</p>	<p>3D: The Changing World of Visitor Services</p> <p>Danni Riley, <i>Fargo CVB</i>; Linda John, <i>Visit Eau Claire</i>; Shelly Green, <i>former President of Durham CVB</i></p> <p>Track: Visitor Services Room: TBA</p>
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11:00-11:15 a.m.	Break - Visit exhibitors	Embassy/Royale
11:15-11:35 a.m.	TED Talk A: Cultivating New Events Joe Burgum and Simone Wai , <i>Folkways</i>	Sterling/Crowne
11:40-12:00 p.m.	TED Talk B: Using User-Generated Content to keep up with Instagram Stories and Video Content Amrita Gurney , <i>CrowdRiff</i>	Sterling/Crowne
12:00-12:30 p.m.	Luncheon	Sterling/Crowne
12:30-1:15 p.m.	Award Presentations/Ceremony Cole Carley Scholarship Recipient Announcement , Bureau Innovation Award Presentations and Live Vote, Geist Up & Coming Leader Award and McDaniels Lifetime Achievement Award Announcements	Sterling/Crowne
1:15-1:30 p.m.	2020 Fall Conference - Host Presentation by Catch Des Moines	Sterling/Crowne
1:30-2:00 p.m.	Midwest Meetings' Break – Official sponsor recognition & Refreshments	Embassy/Royale

2:00-3:00 p.m. Concurrent Session 4

<p>4A: Emergency Management & Crisis Planning in Your Community</p> <p>Shelly Green, former President of Durham CVB; Dave Herrell, Quad Cities CVB; Speaker TBD, Company</p> <p>Track: CEO Room: TBA</p>	<p>4B: Breaking into International Markets</p> <p>Charley Johnson, Fargo-Moorhead CVB, Mathias Jung, Rocky Mountain International, Detlef Fox, AMERICA Journal</p> <p>Track: Sales Room: TBA</p>	<p>4C: Become a Destination Marketing Superhero</p> <p>Louie Christensen, Madden Media</p> <p>Track: Marketing Room: TBA</p>	<p>4D: What is E-Gaming and How will it Affect Tourism</p> <p>Josh Knutson, ByteSpeed; Speaker TBD, Company</p> <p>Track: Sports/Special Events Room: TBA</p>
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3:00-3:15 p.m.	Break- Visit exhibitors and move to general session room	Embassy/Royale
3:15-4:15 p.m.	Closing Keynote: Lessons from Year One of NE State Tourism Slogan John Ricks , Nebraska Tourism	Sterling/Crowne
4:15-4:20 p.m.	Fargo Downtown Experience Video	Sterling/Crowne
4:20-4:30 p.m.	Prize Drawings / Exhibitor Appreciations	Sterling/Crowne
4:30-5:00 p.m.	Break - time to refresh, check emails, and network before joining us for the reception	Holiday Inn
5:00-6:00 p.m.	Meet in the lobby to travel to Downtown Fargo	Holiday Inn Lobby
5:15-8:00 p.m.	<p>Downtown Fargo Experiences - make Downtown Fargo YOUR Experience!</p> <ul style="list-style-type: none"> • Art Walk • Brewery Tours • Downtown Shopping • Robert's Alley 	Downtown Fargo
5:30-8:00 p.m.	Dine Around Fargo	Downtown Fargo
8:00-11:00 p.m.	Closing Reception	The Sanctuary
9:30-11:30 p.m.	All busses back to hotel	Holiday Inn