

# UMCVB 2019 Fall Conference

## Session Descriptions & Speaker Bios

### Sunday, September 8, 2019

**1:00 pm – 4:00 pm**      **Pre-Conference Sessions**

**TEMPEST**      **Title TBD**

Session description

**Mark Lynch**      **Chief Business Development Officer**

**4:30 pm - 5:30 pm**      **First Timers Mixer**

First time attendees are invited to attend the mixer to network and meet some of the board members. Drinks and refreshments will be available. Returning attendees are also encouraged to come and welcome the first year attendees.

***First Timers Mixer sponsored by Tempest***

**6:00 pm – 9:00 pm**      **UMCVB Yard Games**

Come out to the Fargo Visitor Center (transportation will be provided) for fun yard games, a food truck (meal will not be paid for, please bring money for food and gifts at the gift shop), and some live music. Take your picture with the woodchipper and enjoy learning more about Fargo and networking with others in a fun, casual evening.

***Sponsored by Fargo-Moorhead-West Fargo CVB, XX, XX***

### Monday, September 9, 2019

**8:00 am - 8:15 am**      **Welcome and Announcements**

**8:15 am - 8:30 am**      **Exhibitor Introductions/Recognitions**

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

**Josiah Brown**      **Thinking “Branding First” for Destination Marketing**

If you're not thinking "Branding First" you're already slipping behind your tourism marketing competitors. The largest companies in the world think branding first and marketing second. Learn how to speak so clearly that you immediately differentiate yourself in an age where noise in the marketplace has never been louder.

#### **Learning Objective:**

- To understand what a brand truly is and what marketing's role is in building that brand



After driving nearly 700,000 miles visiting tourism destinations and experiences, Josiah has lived up to his nickname of “The New York Sherpa”. As the founder of the “New York’s Best Experiences – Mobile Visitors Center” brand he has never left his foundations of brand consulting and visitor first marketing strategies. Speaking to 10,000 travelers personally per year has strongly shaped the presentations and talks he does every year in the tourism industry. TheNewYorkSherpa.com or on Instagram @NewYorkSherpa

**10:00 am - 11:00 am**      **Concurrent Session 1**

**Berkeley Young**      **1A: The New Competition**

Description

Berkeley's experience includes serving as the Executive Director of a start-up convention and visitor's bureau and a director of a chamber of commerce in which he oversaw the creation and success of a research-based tourism marketing program for a rural county in the mountains of North Carolina. Young was hired as Director of Sales and

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quickly promoted to General Manager of a large golf resort managed by Interstate Hotels Corporation. Young joined Randall Travel Marketing in 1998 as Vice President conducting research for DMOs throughout the United States. He opened Young Strategies in November 2004 focusing on strategic planning and research for destination marketing organizations. Young is a top rated speaker at regional and national conferences.

**Kim Palmer**

### **1B: Connecting with Google's Latest Trends and Newest Opportunities for Destinations**

The world of Google is an ever-evolving and critical space for every segment of the tourism industry. This session will highlight the latest trends and newest opportunities in Google Travel that destination marketers and other segments of the industry should know. In the last year, destinations around the country have become participants in the Google DMO Partnership Program to actively influence their presence in Google's search and travel planning products beyond paid search and traditional SEO. Learn how their efforts have improved their market's representation.



Kim Palmer is the Program Director at Miles Partnership for the company's Google DMO Partnership Program support services. In addition to all things Google, she specializes in organic traffic generation and analytics for DMOs and resorts. She's had her hands in every aspect of digital marketing since starting by launching Miles Partnership's first destination websites in the late 90's. Kim is a frequent contributor to the Miles Partnership blog on topics surrounding SEO and Google's evolving role in travel.

**Josiah Brown**

### **1C: The Print Travel Guide of the Future**

The era of the print directory was long lived but is now at least 10 years past its useful need. So, is print dead then? No! Magazines are in their golden age with new national titles and celebrity titles being added every year. Learn the principles to not only make your print travel guide relevant again but discover how to make it one of your primary drivers of first time visitors.

#### **Learning Objective:**

- To understand the elements of a print travel guide that will never go out of style

**DMO Panel**

### **1D: Navigating the World of Sports**

Hear from your peers how they have navigated the world of sports in their community. Visit Quad Cities, Fargo, CVB, and Travel Dubuque will share stories from their sports department including how they bring sporting events to their community, stumbling blocks they have faced and how they have worked to overcome those, working with sporting commissions, and funding. There will be time for questions and discussion following the panel presentations.

Tyler Daugherty, Director of Sports & Events with Travel Dubuque

Dave Herrell, President & CEO with Visit Quad Cities

Kali Mork, Director of Sports, Fargo-Moorhead Athletic Commission powered by the Fargo-Moorhead Convention & Visitors Bureau

**11:00 am - 11:30 am Luncheon**

**11:30 am - 12:30 pm Luncheon Keynote Speaker**

**Shawna Suckow Trend Watch 2020: Recession-Proof Your CVB Strategy NOW**

There's one constant in today's economy: recessions are cyclical. We've all been through several economic downturns, but each one is unique based on the national and consumer trends that are brewing at the time. Savvy hospitality and tourism insiders don't wait and react; they leverage the latest data and interpret the trends to form a strategy. One thing is certain: insight and preparation are key.

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Join Shawna as she shares her latest findings on the major and minor trends that will impact your business in the year ahead. She'll start with national trends affecting us all, then move into consumer behavioral shifts that are forming due to the looming recession. She'll then distill it all down to how all this could impact your destination in the near future. It's not just data though; she'll translate these trends into relevant steps you can take to recession-proof your strategy NOW.

Her insights will help you empower you and your team to not only survive the next recession, but to be in the best shape possible to come out ahead.

### **Participant Outcomes:**

- Walk away with a clear understanding of the national trends affecting our economy and our culture, so you can be prepared on a local level.
- We've all been through multiple recessions before. Learn what's different about this one, and about the latest consumer behavior trends that are forming in response.
- Discover what trends will impact our industry in the next year, so you can prepare rather than struggle or play catch-up with new developments.



Hi, I'm Shawna Suckow, and here's some inside info on me. I'm a speaker and emcee with some serious knowledge of consumer behavior. My style has been described as relatable, authentic, insightful and a fun delivery of serious facts. I was a million-dollar B2B buyer in the hospitality industry for over 20 years. In 2008 I founded an association of B2B buyers, which now has over 2,500 members across North America. I began studying B2B and B2C consumer behavior in earnest in 2009, and speaking to audiences of salespeople, marketers and retailers who were frustrated with the shifting marketplace and the influences of technology. I have written three books, two of which have become best-sellers (can't win 'em all, I guess).

**1:00 pm - 2:00 pm**

**Berkeley Young**

Description

**Concurrent Session 2**

**2A: Case Studies in DestinationNEXT**

**Shawna Suckow**

**2B: How to be More Memorable in Destination Marketing**

There's never been a time where our culture has been more saturated with marketing messages from every angle, every minute of the day. Translation: there's never been a more challenging time for marketing departments trying to get planners, procurement departments, and F.I.T. travelers to focus on their destination.

As consumers, we've all grown savvier about blocking and ignoring what we deem to be irrelevant messaging, and grown intolerant with interruption marketing.

How can you break through this cluttered marketing landscape to get the attention of your desired audience? Join Shawna Suckow, CMP, in this eyeopening session that will leave you will fresh ideas to address the new marketing landscape. She was a multi-million-dollar meeting and incentive planner for over 20 years. Today, she studies consumer behavior to uncover the latest trends, which she has shared with CVBs and their partners on five continents.

### **Participant Outcomes:**

- Experience several real case studies from brands that created successful marketing campaigns on all types of budgets
- Discover what is working today to gain attention and become more memorable when your prospects are ready to book
- Learn what's NOT working, so you can re-purpose valuable resources more effectively

**Matt Chaussee**

**2C: Virtual Reality in Focus - Creating Immersive Experiences that Inspire Visits**

360° media and virtual reality (VR) are quickly emerging as powerful interactive storytelling platforms. These media solutions provide unique opportunities to engage visitors through first-person "choose-your-own-adventure" experiences delivered via Google, Social Media, your website, and even as

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immersive activations for your visitor center or at trade shows.

Our communities provide us with countless opportunities for creating compelling 360°/VR narratives. However, getting started down the right path to effectively utilize this new media can be a daunting task. In this session, Matt Chaussee, CEO of Be More Colorful, will review 360° camera technologies, outline virtual tour best practices, and explore several examples where virtual reality media projects have delivered substantial community impacts.

Additionally, Matt will provide suggestions for identifying your community's most compelling virtual reality stories and recommend some first steps your team can take to utilize interactive 360°/VR media as a powerful digital platform for inspiring visits to your community."

### **Learning Objectives:**

- Session attendees will be able to describe the differences between 360° photos, 360° video, virtual tours, and virtual reality.
- Session attendees will be able to describe the pros/cons of using a single-shot 360° camera versus utilizing professionally shot and stitched 360° images.
- Session attendees will be able to describe multiple methods for sharing and distributing 360° and virtual reality content.
- Session attendees will have an opportunity to borrow a 360° camera for a hands-on experience to learn about the technology by creating their own imagery during the UMCVB conference. (*Several camera setups will be available for check-out at the BMC booth following Matt's session*).



Matt Chaussee is the CEO and Co-Founder of Be More Colorful, a virtual reality agency located in Fargo, ND. In his role at Be More Colorful, Matt focuses on helping communities and organizations create compelling interactive narratives utilizing 360° imagery and virtual reality. Matt loves eliminating VR's "reclusive gamer" stereotype by helping clients develop Real-World Virtual Reality Solutions® designed to create emotional connections with destinations that inspire visits.

### **DMO Panel**

### **2D: Restaurant Weeks and Brewery Trails in Your Community**

In the world of "foodies" and craft beer obsessed, brewery trails and restaurant weeks can be one of the best ways to bring in tourists to appreciate your community as well as promote the best local restaurants and home-brewed beers to locals. Your peers will share their struggles, successes, and experience with restaurant weeks and brewery trails. There will be time for questions and discussion following the panel presentations.

Andi Thoreson, Director of Marketing with Fargo-Moorhead CVB

Terri Reifsteck, Vice President of Marketing with Visit Champaign County

Brad Toll, President & CEO with Green Bay CVB

**2:15 pm - 3:15 pm**

**Afternoon Keynote Speaker**

**Quinn Tempest**

**How DMO's Can Harness the Power of Instagram Stories**

With 1 billion active users now on the platform, Instagram is a social media juggernaut. But it's not just about pretty pictures and hashtags; Instagram is a viable and potent promotional channel. Instagram Stories has quickly risen to prominence as the most popular part of the platform, and for destination marketers, Stories can be one of the most direct and relevant ways to enhance their location's public image and attract visitors in 2019 and beyond.

In this actionable keynote, Quinn Tempest - digital marketing and branding expert - will cover the most important elements needed to build an effective Instagram Story strategy, including:

- The top 3 questions you need to answer to formulate a Story strategy
- Effective content formats and engagement techniques
- The difference between Stories and the Feed and how to adjust your strategy accordingly

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- How to strategically plan your Stories using a dedicated Instagram scheduling tool
- How to create “content bridges” to truly own your followers off the platform



I'm a digital strategist and designer based in Phoenix. I have years of experience directing an agency's inbound marketing team, creating large-scale content marketing programs for corporate and non-profit clients, and training thousands of people in the art and strategy of digital marketing. I have collaborated with small businesses and entrepreneurs to bring their brand to life online through strategic design and creative marketing. My experiences have given me keen insights into both the high-level strategy work and day-to-day implementation that goes into creating an online presence that drives results. I funnel those experiences as well as actionable takeaways into every presentation I deliver.

### **4:30 pm – 7:30 pm**      **Monday Night Reception** **Bonanzaville**

Cass County Historical Society Bonanzaville consists of 40 historic buildings and more than 400,000 artifacts. Located in West Fargo, North Dakota, Bonanzaville is the area's premier tourist attraction. Come see Fargo's First House, Dobrinz Schoolhouse, the Embden Train depot, the Houston House, the Dahl car museum, the pioneer telephone museum, the Les Melroe tractor museum, the airplane museum or one of our many other collections! There is always something new to see at Bonanzaville.

Dinner will be provided on-site.

***Sponsored by Fargo-Moorhead CVB, XX, XX***

### **Tuesday, September 10, 2019**

#### **8:30 am – 8:45 am**      **Announcements & Exhibitor Recognitions**

#### **8:45 am - 9:45 am**      **Tuesday Morning Keynote Speaker** **Jack Johnson**      **TITLE TBD**

Description



As Chief Advocacy Officer, Jack Johnson manages the overall public policy operations at Destinations International including member advocacy education and training, development of destination tools and best practices, coalition work with peer organizations, industry research and related public affairs activities.

Johnson brings unrivaled experience developing innovative strategies, policy solutions and civic consensus for government, not-for-profits and small businesses. During his previous tenure with Choose Chicago, Johnson oversaw the public policy, research, membership and strategic partnership efforts. He played a leading role in the extensive reforms of the McCormick Place Convention Center and the Chicago Convention & Tourism Bureau, resulting in a new convention center operating model with both a travel industry and a citywide civic perspective. Johnson was integrally involved in the merger of the Chicago Convention & Tourism Bureau and the Chicago Office of Tourism, resulting in maximizing their resources, unifying the message and embedding the organization into the city's economic development strategy. In addition, in his final year at Choose Chicago, Johnson also served as Choose Chicago's Chief Administrative Officer.

#### **10:00 am - 11:00 am**      **Concurrent Session 3** **Jack Johnson**      **3A: Advocacy Plan Workshop**

Jack from Destinations International will provide a workshop on building out your own advocacy plan. The workshop will work step-by-step, complete with templates.

#### **Jameon Rush**      **3B: Producing Videos on a Shoestring Budget**

If you are like many content creators, you've probably experienced a bit of sticker shock when you priced

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out a potential video production or looked at buying your own equipment. This doesn't have to be the case. Video producer Jameon Rush will guide you through tangible and actionable tips and advice for how you can begin producing videos on a shoestring budget.

Jameon Rush, Lead Video Producer with Maly Marketing

### **Dan Cash**                      **3C: The Evolution of Media**

In this session we will be discussing how to navigate today's media landscape. Dan will share examples and help you find the right places to market your community.



Dan Cash is the Vice President and Market Manager for Midwest Radio of Fargo-Moorhead. Midwest Radio of Fargo-Moorhead's service is grounded in three defining principles – we entertain, we inform the community and we achieve results for our advertisers.

### **DMO Panel**                      **3D: The Changing World of Visitor Services**

Hear from your peers innovative ideas to keep your visitor services relevant to modern times. Discussions on what is working, what's not, and what we think is ahead will be presented with time for questions and continued discussion.

Danni Riley, Visitor Experience Manager with Fargo-Moorhead CVB

Linda John, Executive Director with Visit Eau Claire

Shelly Green, Past President & CEO with Discover Durham

### **11:15 am – 11:35 am**      **TED Talk**

#### **Folkways**                      **TED A: Cultivating New Events**

Simone and Joe of community building and placemaking studio, Folkways, discuss how to create authentic events that resonate with your community. We'll dig into the fine details of pinpointing the needs of your event attendees, prototyping events, and creating moments of wonder and joy.

Simone Wai is a community builder and co-founder of Folkways. Though she is a student of marketing and business, the theme of her career has been working with artists, musicians, makers, and creators of all kinds. In her work and life, Simone revels in creating moments of wonder and magic in everyday life. At Folkways, she uses these immersive experiences to solve problems in the community like workforce retention, economic vitality, and communal belonging. Her most notable being Alley Fair, Red River Market, Night Bazaar, a Canoe Parade, and a German style Christmas market.

Joe Burgum is an entrepreneur and community builder who is committed to making Fargo the greatest city on Earth. Joe is a co-founder of Folkways, a community building organization creating experiences to connect people and enhance their quality of life. As co-founder of Folkways, a community-building collective dedicated to nurturing the region's culture creators by organizing the Red River Market, lobbying to bring the ride-sharing service Uber to North Dakota, and more. Whether it's by activating neglected urban areas through projects like the Night Bazaar or offering warmth through his Mobile Sauna, Joe is actively initiating new ways for residents to build the community they'd love to live in.

### **11:40 am – 12:00 pm**      **TED Talk**

#### **Amrita Gurney**                      **TED B: Using User-Generated Content to Keep up with Instagram Stories and Video Content**

Join CrowdRiff as we explore how user-generated content (UGC) can be repurposed into effective video

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marketing materials and Instagram Stories.

### In this presentation, you'll learn:

- Why DMOs should use videos and Instagram Stories in their marketing
- How to use UGC to share engaging, fresh content when you don't have the time or resources to create your own



Amrita Gurney is the Vice President of Marketing at CrowdRiff, where she leads a team responsible for marketing, brand design and community. She is a frequent speaker at travel and tourism events around the globe. CrowdRiff is the leading AI-powered visual marketing platform used by 700 travel and hospitality brands to discover and deliver visuals that influence today's travelers. Amrita loves digital marketing, contemporary art, drinking tea and recently fulfilled a lifelong dream of traveling to all 7 continents.

**1:15 pm - 1:30 pm**

**2020 Fall Conference Host Presentation**

**Catch Des Moines**

**Preview of 2020 UMCVB Conference**

Des Moines, IA welcomes UMCVB for 2020.

**2:00 pm - 3:00 pm**

**Concurrent Session 4**

**Panel**

**4A: Emergency Management & Crisis Planning  
in Your Community**

From natural disasters like floods to explosions, there is a lot to think about when putting a plan in place. A panel of experts will share stories and advice on emergency management and crisis planning.

Shelly Green, Past President & CEO with Discover Durham

Dave Herrell, President & CEO with Visit Quad Cities

Speaker TBD

**Panel**

**4B: Breaking into International Markets**

We put together a team of various backgrounds in the tourism world to be an engaging panel for breaking into international markets, foreign visitor trends and attracting folks from around the world to the Midwest.

Charley Johnson, President & CEO of Fargo-Moorhead CVB

Mathias Jung, CEO of Rocky Mountain International

Detlaf Fox, Publisher of American Journal

**Speaker**

**4C: Become a Destination Marketing Superhero**

The Marvel Cinematic Universe brought 20+ films that have shaped not just a generation but has become part of our culture. Many of these series were only known to the misfits, the outcasts, the nerds. Today, there is an entire ecosystem driving tickets, experiences, retail, and travel. In this session, we will explore five core lessons destination marketing teams can learn from the success of this franchise.

### Takeaways:

- Build your own content universe
- Creating intrigue, emotion, and curiosity



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- Assemble your team of advocates

Louie Christensen is a Content Strategist for Madden Media. He travels almost exclusively for food, and can't wait to hear your restaurant recommendations. But more importantly—he is a regular contributor on the Tucson based "Creative City" radio show, and regularly presents on how destinations can better utilize their current assets to position themselves for a changing market.

### **Panel 4D: What is E-Gaming and How will it Affect Tourism?**

Learn more about what exactly E-gaming is, who the major players are, and how tourism can be affected.

Josh Knutson, Esports and VR Solutions Director with ByteSpeed. Josh is the former Head Coach and Program Director for the University of Jamestown's esports team. He served in that role for 3.5 years, building one of the first 20 varsity level programs in the country before making the switch to ByteSpeed this past May.

Speaker TBD

### **3:15 pm - 4:15 pm Closing Keynote Speaker**

#### **John Ricks Lessons Learned from Year One of NE State Tourism Slogan**

John Ricks, Executive Director of Nebraska Tourism will share insights from the first of Nebraska's new state slogan "Honestly, It's Not for Everyone".

John Ricks, Executive Director with Nebraska Tourism

### **4:15 pm - 4:30 pm Fargo Downtown Experience Video Prize Drawing/Exhibitor Appreciations**

### **5:15 pm – 8:00 pm Downtown Fargo Experiences**

- \*Art Walk
- \*Brewery Tours
- \*Downtown Shopping
- \*Robert's Alley

### **8:00 pm - 11:00 pm Closing Reception The Sanctuary**

Join us for a fun closing celebration with networking and live music!

***Sponsored by Fargo-Moorhead CVB, XX, XX***