

**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: iDSS Bootcamp & How to Generate Revenue from your Website Mark Lynch & Eric Rogers, <i>Tempest</i>	Prairie Room
2:00-5:00 p.m.	Exhibitor/Sponsor Registration and Set-Up	Embassy/Royale
4:00-5:30 p.m.	1 <sup>st</sup> Timers Mixer	Prairie/Frontier Room
5:30-6:00 p.m.	Meet in the ball in front of registration to travel to Sunday Night Reception	Holiday Inn Door #12
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 Buffet, 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>Famous Destination Marketing</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><b>1A:</b> Competition or Coopetition</p> <p><b>Berkeley Young</b> <i>Young Strategies</i></p> <p><b>Track: CEO</b> <b>Room: Dakota Hall</b></p>	<p><b>1B:</b> Connecting with Google's Latest Trends and Newest Opportunities for Destinations</p> <p><b>Kim Palmer</b> <i>Miles Partnership</i></p> <p><b>Track: Visitor Services</b> <b>Room: Conference Room</b></p>	<p><b>1C:</b> The Print Travel Guide of the Future</p> <p><b>Josiah Brown</b> <i>Famous Destination Marketing</i></p> <p><b>Track: Marketing</b> <b>Room: Executive/Board Room</b></p>	<p><b>1D:</b> Navigating the World of Sports</p> <p><b>Tyler Daugherty, Travel Dubuque;</b> <b>Dave Herrell, Quad Cities CVB; Kali Mork, Fargo CVB</b></p> <p><b>Track: Sports/Special Events</b> <b>Room: Directors Room</b></p>
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11:00-11:30 a.m.	Luncheon (will be a plated meal)	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><b>2A:</b> Case Studies in DestinationNEXT</p> <p><b>Berkeley Young</b> <i>Young Strategies</i></p> <p><b>Track: CEO</b> <b>Room: Dakota Hall</b></p>	<p><b>2B:</b> How to be More Memorable in Destination Marketing</p> <p><b>Shawna Suckow</b> <i>Professional Speaker</i></p> <p><b>Track: Sales</b> <b>Room: Executive/Board Room</b></p>	<p><b>2C:</b> Virtual Reality in Focus - Creating Immersive Experiences that Inspire Visits</p> <p><b>Matt Chaussee</b> <i>Be More Colorful</i></p> <p><b>Track: Marketing</b> <b>Room: Conference Room</b></p>	<p><b>2D:</b> Restaurant Weeks/Brewery Trails in Your Community</p> <p><b>Andi Thoreson, Fargo CVB; Brad Toll, Green Bay CVB; Terri Reifsteck, Visit Champaign County</b></p> <p><b>Track: Sports/Special Events</b> <b>Room: Directors Room</b></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 at Door #12 to gather for Monday Night Reception**

**Holiday Inn Door #12**

**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**

<b>8:00-8:30 a.m.</b>	<b>Registration and Breakfast Buffet</b> - Visit exhibitors			<b>Embassy/Royale</b>
<b>8:30-8:45 a.m.</b>	<b>Announcements, Exhibitor Recognitions</b>			<b>Sterling/Crowne</b>
<b>8:45-9:45 a.m.</b>	<b>Tuesday Morning Keynote:</b> Becoming a Community Shared Value <b>Jack Johnson, Destinations International</b>			<b>Sterling/Crowne</b>
<b>9:45-10:00 a.m.</b>	<b>Break</b> - Visit exhibitors and move to concurrent sessions			<b>Embassy/Royale</b>
<b>10:00-11:00 a.m.</b>	<b>Concurrent Session 3</b>			
<b>3A: The New Tourism Lexicon</b>  <b>Jack Johnson</b> <i>Destinations International</i>  <b>Track: CEO</b> <b>Room: Dakota Hall</b>	<b>3B: Producing Videos on a Shoestring Budget</b>  <b>Jameon Rush</b> <i>Maly Marketing</i>  <b>Track: Marketing</b> <b>Room: Executive/Board Room</b>	<b>3C: The Evolution of Media</b>  <b>Dan Cash</b> <i>Midwest Radio of Fargo-Moorhead</i>  <b>Track: Marketing</b> <b>Room: Conference Room</b>	<b>3D: The Changing World of Visitor Services</b>  <b>Danni Riley, Fargo CVB; Linda John,</b> <i>Visit Eau Claire; Shelly Green, former President of Durham CVB</i>  <b>Track: Visitor Services</b> <b>Room: Directors Room</b>	
<b>11:00-11:15 a.m.</b>	<b>Break</b> - Visit exhibitors			<b>Embassy/Royale</b>
<b>11:15-11:35 a.m.</b>	<b>TED Talk A:</b> Cultivating New Events <b>Joe Burgum and Simone Wai, Folkways</b>			<b>Sterling/Crowne</b>
<b>11:40-12:00 p.m.</b>	<b>TED Talk B:</b> Using User-Generated Content to keep up with Instagram Stories and Video Content <b>Talia van Everdingen, CrowdRiff</b>			<b>Sterling/Crowne</b>
<b>12:00-12:30 p.m.</b>	<b>Luncheon</b> (will be a plated meal)			<b>Sterling/Crowne</b>
<b>12:30-1:15 p.m.</b>	<b>Award Presentations/Ceremony</b> Bureau Innovation Award Presentations and Live Vote, Geist Up & Coming Leader Award, Cole Carley Scholarship Recipient Announcement			<b>Sterling/Crowne</b>
<b>1:15-1:30 p.m.</b>	<b>2020 Fall Conference - Host Presentation by Catch Des Moines</b>			<b>Sterling/Crowne</b>
<b>1:30-2:00 p.m.</b>	<b>Midwest Meetings' Break</b> – Official sponsor recognition & Refreshments			<b>Embassy/Royale</b>

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

<p><b>4A:</b> Emergency Management &amp; Crisis Planning in Your Community</p> <p><b>Shelly Green</b>, former President of Durham CVB; <b>Dave Herrell</b>, Quad Cities CVB</p> <p><b>Track: CEO</b> <b>Room: Dakota Hall</b></p>	<p><b>4B:</b> Breaking into International Markets</p> <p><b>Charley Johnson</b>, Fargo CVB; <b>Mathias Jung</b>, Rocky Mountain International; <b>Detlef Fox</b>, AMERICA Journal</p> <p><b>Track: Sales</b> <b>Room: Executive/Board Room</b></p>	<p><b>4C:</b> Become a Destination Marketing Superhero</p> <p><b>Louie Christensen</b> Madden Media</p> <p><b>Track: Marketing</b> <b>Room: Conference Room</b></p>	<p><b>4D:</b> What is E-Gaming and How will it Affect Tourism?</p> <p><b>Josh Knutson</b> ByteSpeed</p> <p><b>Track: Sports/Special Events</b> <b>Room: Directors Room</b></p>
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<b>3:00-3:15 p.m.</b>	<b>Break-</b> Visit exhibitors and move to general session room	<b>Embassy/Royale</b>
<b>3:15-4:15 p.m.</b>	<b>Closing Keynote:</b> The Campaign You Were Unexpected <b>John Ricks</b> , <i>Nebraska Tourism</i>	<b>Sterling/Crowne</b>
<b>4:15-4:20 p.m.</b>	<b>Fargo Downtown Experience Video</b>	<b>Sterling/Crowne</b>
<b>4:20-4:30 p.m.</b>	<b>Prize Drawings / Exhibitor Appreciations</b>	<b>Sterling/Crowne</b>
<b>4:30-5:00 p.m.</b>	<b>Break</b> - time to refresh, check emails, and network before joining us for the reception	<b>Holiday Inn</b>
<b>5:00-6:00 p.m.</b>	<b>Meet at Door #12 to travel to Downtown Fargo</b>	<b>Holiday Inn Door #12</b>
<b>5:15-8:00 p.m.</b>	<p><b>Downtown Fargo Experiences</b> - make Downtown Fargo YOUR Experience!</p> <ul style="list-style-type: none"> <li>• Art Walk</li> <li>• Brewery Tours</li> <li>• Downtown Shopping</li> <li>• Robert's Alley</li> </ul>	<b>Downtown Fargo</b>
<b>5:30-8:00 p.m.</b>	<b>Dine Around Fargo</b>	<b>Downtown Fargo</b>
<b>7:00-11:00 p.m.</b>	<p><b>Closing Reception</b></p> <p>*Doors open at 7pm</p> <p>*Dueling Pianos will play from 8-10 pm</p>	<b>The Sanctuary</b>
<b>11:30 p.m.</b>	<b>All busses back to hotel</b>	<b>Holiday Inn</b>

**WEDNESDAY, SEPTEMBER 11, 2019**

**TRAVEL HOME**