



2010 UTAH TOURISM CONFERENCE AGENDA

It's Not Just the Economy, It's about the Service

May 12-14, 2010

The Riverwoods Conference Center
595 South 80 East, Logan, UT 84321, Tel 435-750-5151



Agenda subject to change

WEDNESDAY, MAY 12

The pre-conference meetings on Wednesday are individual organization's planning and board meetings. DMOs and marketing groups are encouraged to attend the Working Together Session.

8:00 – 11:00 am	Pre-conference Activity
10:30am – 12:00 pm	Scenic Byway Committee Meeting
12:00 – 5:30 pm	Registration Open
1:00 – 2:30 pm	Working Together Session - Come prepared to share your summer marketing plan CVBs, County Travel Councils and the Utah Office of Tourism
1:00 – 5:00 pm	Exhibitor Move-in
2:30 – 3:30 pm	Utah Tourism Industry Coalition Membership Annual Meeting
3:30 – 5:00 pm	Utah Office Tourism Board Meeting
6:30 – 8:30 pm	Opening Reception at the American West Heritage Center

THURSDAY, MAY 13

7:30 am – 5:30 pm	Registration Open
7:30 – 8:30 am	Continental Breakfast
8:30 – 10:00 am	Welcome & Opening General Session Welcome General Session "Serve with Verve! Make an Impression" Steve Curtin - Customer Enthusiast!
10:00 – 10:30 am	Break

10:30 –11:45 am	Concurrent Workshops
	Breakout #1 – Green: Can it Really Change Your Operations and Save You Money?
	Breakout #2 – The Tourism Connection: Contributing to Sustainable Community Development Steve Burr - Institute for Outdoor Recreation and Tourism, Utah State University
	Breakout #3 – Maximizing Your Media Efforts: It’s Not Just About Twitter Lou Hammond - Lou Hammond & Associates Katie Barr Cornish - Lou Hammond & Associates
11:45 am – 1:00 pm	Lunch – Legislative Update and Tourism Advertising/Marketing Awards Des Barker - Des Barker Associates Utah’s State Senate & House of Representatives members TBD
1:00 – 1:45 pm	General Session – “14 Touches of Guest Interaction” Bill Bullard - Bullard Partners
1:45 – 2:00 p	Break
2:00 – 3:30 pm	Concurrent Workshops
	Breakout #4 – Maximizing Your Media Efforts: It’s Not Just About Twitter Lou Hammond - Lou Hammond & Associates Katie Barr Cornish - Lou Hammond & Associates
	Breakout #5 – Strategic Marketing in Today’s Economy Raelene Davis - Ski Utah Charlie DeLorme - San Juan County Steve Lindburg - Dakota Mountain Lodge Colleen Readon - Deer Valley Lance Syrett - Ruby’s Inn
	Breakout #6 – Get Utah: Maximize Your Community’s Own Stories Dominc Brown - Utah Office of Tourism
3:30 – 4:00 pm	Break
4:00 – 5:30 pm	Concurrent Workshops
	Breakout #7 – “How to” of the 14 Touches of Guest Interaction Bill Bullard - Bullard Partners
	Breakout #8 – Utah Scenic Byways
	Breakout #9 – Utilizing Utah’s Own to Promote Your Area Monte Bona - Mormon Heritage Area Rachel Hodson - Edible Wasatch Seth Winterton - Utah Department of Agriculture
5:45 – 6:30 pm	DMO Brochure Exchange - Riverwoods Conference Center parking lot
6:00 – 7:30 pm	Networking pre-dinner at the Utah Festival Opera House
7:30 pm	Dine on your own - experience Logan area restaurants

FRIDAY, MAY 14

7:30 – 8:00 am	Continental Breakfast
8:00 – 9:15 am	General Session “International Marketing Update” Regional approach to marketing with Utah’s trade representatives for Germany, Japan and the United Kingdom
9:30 – 10:30 am	General Session “Developing the Customer Service Experience and Environment” Dr. Peter Tarlow - Tourism & More, Inc.
10:30 am – 12:00 pm	Closing Brunch & Remarks Hall of Fame Awards Utah Office of Tourism Update Leigh von der Esch - Utah Office of Tourism