



2010 UTAH TOURISM CONFERENCE AGENDA

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

May 12-14, 2010

The Riverwoods Conference Center, 615 Riverwoods Parkway, Logan

www.theriverwoods.com

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 - Meet the registration desk. Enjoy a guided hike with Outdoor Utah in beautiful Logan Canyon. Roundtrip transportation and lunch included on a 2.5-hour mid-morning adventure with options for all abilities. Don't miss it! Cost: \$5.
9:00 – 11:00 am	Utah Office of Tourism Marketing Meeting – Cherry Room
9:45 – 11:00 am	Sneak a peek behind the curtain of internationally renowned Utah Festival Opera, Cache Valley's largest tourism draw. This one-hour tour includes the Set Design Shop, Costume Vault, Wig and Prop areas and the production office, as well as marvelous donated collections and artists portraits in the historic Dansante building. Get all the inside information about what it takes to put on world class opera, right here in Utah. www.ufoc.org Meet in the SpringHill Suites lobby (next to The Riverwoods Conference Center) at 9:45 am for transportation. http://centerforhearts.us
11:00 am – 12:00 pm	Utah Hotel and Lodging Association Board Meeting – Cherry Room
11:30 am – 12:45 pm	Utah State Scenic Byway Meeting – Cottonwood Room
12:00 – 5:30 pm	Registration Open – Grand Reception Hall
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 – Juniper Room
1:00 – 5:00 pm	Exhibitor Move-in – Grand Reception Hall
2:30 – 3:30 pm	Utah Tourism Industry Coalition Membership Annual Meeting – Cottonwood Room
3:30 – 5:00 pm	Utah Office Tourism Board Meeting – Juniper Room
6:30 – 8:30 pm	Opening Reception and Dinner at the American West Heritage Center, 4025 S. Hwy 89-91, Wellsville, http://www.awhc.org/

THURSDAY, MAY 13

7:30 am – 5:30 pm Registration – Grand Reception Hall

7:30 – 8:30 am Continental Breakfast – Willow Room
Sponsored by Ski Utah and Travelocity

8:30 – 10:00 am Welcome & Opening General Session – Mohogany Room
Welcome Performance by Michael Ballam, Founder and General Director, Utah Festival Opera
Welcome by Governor Gary Herbert, State of Utah
General Session - Serve with Verve! Make an Impression
Steve Curtin - customer enthusiast!

10:00 – 10:30 am Break – Willow Room
Sponsored by Discover Moab

10:30 – 11:45 am Concurrent Workshops

Breakout #1 – The Changing Landscape of Outdoor Recreation – Cottonwood Room
Monique Beeley - Outdoor Utah
Steve Burr - Utah State University, moderator
Riley Cutler - GOED Outdoor Recreation Cluster
Ted Wilson - Governor's Balanced Resource Council

Breakout #2 – Elevating Your Media Efforts – Juniper Room
Lou Hammond - Lou Hammond & Associates
Katie Barr Cornish - Lou Hammond & Associates

Breakout #3 – Maximize Your Scenic Byways Assets to Attract More Tourists – Elm Room
Gael Hill - Utah Office of Tourism Scenic Byway Coordinator
Karen Krieger – Utah Department of Natural Resources
Cindi Ptak - National Scenic Byway Program

11:45 am – 1:00 pm Lunch – Legislative Update and Tourism Advertising/Marketing Awards – Mohogany Room
Des Barker - Des Barker Associates
Senator Peter Knudson - Utah State Senate
Senator Scott Jenkins - Utah State Senate
Advertising/Marketing Awards

1:00 – 1:45 pm General Session – The 14 Touches of Guest Interaction – Mohogany Room
Bill Bullard - Bullard Partners

2:00 – 3:30 pm Concurrent Workshops

Breakout #4 – Elevating Your Media Efforts (repeat Breakout #3) – Juniper Room
Lou Hammond - Lou Hammond & Associates
Katie Barr Cornish - Lou Hammond & Associates

Breakout #5 – Strategic Marketing in Today's Economy – Cottonwood Room
Charlie DeLorme - San Juan County
Raelene Davis - Ski Utah
Steve Lindburg - Dakota Mountain Lodge, Chair UOT Board, Moderator
Colleen Reardon - Deer Valley Resort
Lance Syrett - Best Western Ruby's Inn & Bryce View Lodge & The New Best Western
Bryce Canyon Grand Hotel

Breakout #6 – Building a Service Culture in Your Organization – Elm Room
Krista Rahe - Rahe Services

3:30 – 4:00 pm	Break – Willow Room <i>Sponsored by Park City CVB</i>
4:00 – 5:30 pm	Concurrent Workshops Breakout #7 – Operationalize The 14 Touches of Guest Interaction – Juniper Room Bill Bullard - Bullard Partners
	Breakout #8 Utah: The State of Sport - Promoting & Producing Profitable Sporting Events - Cottonwood Room Mike Deaver - Utah Sports Commission Colin Fryer - Red Cliffs Lodge /Moab/Primal Challenge John Holland - Bryce Valley KOA, Cannonville, Utah / Bryce Canyon Half Marathon Bill Malone, Park City Chamber Bureau / Sports Tournaments Joel Racker - Utah Valley CVB / The STIHL TIMBERSPORTS Series Jeff Robbins - Utah Sports Commission Roxie Sherwin - St George Area CVB / Ford Ironman St. George Sarah Toliver - Ogden/Weber Convention and Visitors Bureau / Winter Dew Tour
	Breakout #9 – Using Your Local Assets to Promote Your Area – Elm Room Monte Bona - Mormon Heritage Area Carol Edison - Utah State Folk Arts Coordinator Kathy Hanna-Smith - Castle Country Rachel Hodson - Edible Wasatch Seth Winterton - Utah Department of Agriculture
5:45 – 6:30 pm	DMO Brochure Exchange – The Riverwoods Conference Center parking lot
6:00 – 7:30 pm	Networking wine & cheese social at the Ellen Eccles Theatre, 43 South Main, Logan, http://centerforthearts.us
7:30 pm	Dine on your own
FRIDAY, MAY 14	
7:30 – 8:00 am	Continental Breakfast – Willow Room <i>Sponsored by St. George CVB</i>
8:00 – 9:15 am	General Session – International Marketing Update – Mohogany Room Olivier Barthez - Duxin Communication Mark Brown - U.S. Dept of Commerce Patti Denny Utah Office of Tourism Osamu Hoshino - Fieldstar International, Japan Sebastian Stauder - Get It Across Marketing & PR, Germany
9:30 – 10:30 am	General Session - Developing the Customer Service Experience and Environment – Mohogany Room Dr. Peter Tarlow - Tourism & More
10:30 am – 12:00 pm	Closing Brunch – Mohogany Room <i>Sponsored by SL Airport</i> Hall of Fame Awards Utah Office of Tourism Update Leigh von der Esch - Utah Office of Tourism