

2017 CenStates TTRA Schedule at a Glance

As of 9/7/17; subject to change

Monday, September 18, 2017			
8:00 a.m.-Noon	Board of Directors Meeting		
3-6 p.m.	Registration		
5:45 p.m.	Meet to walk to Reception		
6:00-7:30 p.m.	Welcome Reception Sponsored by Travel Wisconsin		Travel Wisconsin invites you to kick off the CenStates Conference with a reception on the rooftop Sculpture Garden of the Madison Museum of Contemporary Art. Enjoy stunning views of the Capitol and State Street with appetizers and beverages from Fresco. The museum is two blocks from the Madison Concourse Hotel and in the heart of the lively downtown shopping, dining and entertainment district.
Tuesday, September 19, 2017			
7:00-8:00 a.m.	Exhibitor Set Up		
7:30-8:15 a.m.	Networking Breakfast		
8 a.m.-5 p.m.	Registration		
8:30 - 8:45 a.m.	Welcome to CenStates TTRA	Kirk Hulstein, South Dakota Tourism, CenStates TTRA President; Stephanie Klett, Travel Wisconsin	The CenStates chapter of TTRA and Travel Wisconsin welcome you to the annual conference and let you know what to expect.
8:45-9:30 a.m.	On the Horizon: Our Changing Tourism Economy	David Czechowski, Choose Chicago	Understanding travel pattern changes and trends in Midwest visitors can be a vital ingredient to your marketing and tourism strategy. This session will focus on identifying current trends and some of the near-term issues that may emerge.

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9:30-10:30 a.m.	The Changing Nature of Destinations and Event Facilities	Rob Hunden, Hunden Strategies	The competitive environment for placemaking is tougher than ever, yet there are more ways than ever to capitalize on a changing environment. Hear how the event market is growing and changing to include new and different types of events and how new and expanding facilities (and event grounds) are changing to capitalize on these changes. Also, get a sneak peek into how DMO's and other planning and tourism organizations are measuring their ability to be "place makers" with new metrics and visualization tools that you'll absolutely want to see and participate in.
10:30-10:45 a.m.	Networking Break sponsored by Miles Partnership		
10:45-11:15 p.m.	Looking Ahead: Central States Forecast Report	Chris Klauda, STR	Hot off the press! Don't miss this session as we hear from STR analyst, Chris Klauda as she gives us a sneak peak at the hotel performance, forecast and pipeline specifically for our Central States Region.
11:15 a.m.-Noon	Industry Sentiment Round Tables	Facilitated by Bob Frohoff, Meredith Travel Marketing; Chris Adams, Miles Partnership	Let's roll up our sleeves and talk about how fast the tourism world is spinning! Facilitators Bob Frohoff and Chris Adams will guide you through a series of questions before you move into "thought clusters." Using Stackla, track the conference hash tag to get a clear picture of what people are worried, thinking and happy about. Bring your brain floss!
Noon-1:00 p.m.	Networking Lunch sponsored by Longwoods International		Since Madison is the quintessential college town and this is football season, join us for a traditional tailgate lunch, Wisconsin style!

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1:15-2:30 p.m.	You're Not Like Everyone Else...And Neither Are Your Visitors sponsored by Meredith Travel Marketing	Terry Berggren, RUF Strategic Solutions; Cree Lawson, Arrivalist; Laura Mitchell, Lawrence and Schiller. Facilitated by Kirk Hulstein, South Dakota Tourism.	Today, we have more tools and resources to learn about our visitors than ever before but how do we capture the information and use it in a meaningful way? How do we best take that data and harness it to inform our creative, media placements, content strategy, and most importantlyimprove the visitor experience. In today's digital world, consumers expect customization based on their preferences and we as DMO's need to do our part to meet their expectations as it pertains to travel. Industry experts will share examples of how they've used data intelligence to shape marketing strategy.
2:30-3:30 p.m.	The Next Chapter in Digital Marketing	Tim Baumgardner, Jeff Leitch, Advance 360	In this session, we will pull back the curtain on the great mysteries surrounding social media/content marketing, uncover free tools, and go over the process of intent acceleration. Hear tips and suggestions to help your brand leverage the power of social media and storytelling in ways that will grow your business. Learn about several key tools that can be added to your day to day marketing campaigns. Speed up the decision making journey to get heads in beds quicker through intent acceleration.
3:30-3:45 p.m.	Networking Break sponsored by Dean Runyan Associates		

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3:45-4:45 p.m.	From Data to Action: Using Market Research and Message Testing to Promote Local Produce	Bret Shaw, University of Wisconsin-Madison and University of Wisconsin Extension; Kristin Runge, University of Wisconsin Extension	Tourists are often interested in, quite literally, tasting the flavor of the places they visit. Creating communication that uses the right images and words is a key to helping your organization get the attention of those who are interested in experiencing local foods. In this session, we will review the results of a consumer survey that investigated attitudes and behaviors when it comes to local food. Dr. Shaw and Dr. Runge will then describe the how they used results from this research in a social media advertising field test conducted on Facebook. The combined results of the survey and Facebook field test give us insights into targeting and messaging strategies that are effective in promoting local foods. The session concludes with a discussion of how this work could be used by participants interested in promoting local foods and agritourism.
5:30 -6:30 p.m.	Reception at Coopers Tavern , sponsored by Lawrence & Schiller		Everybody knows big data has changed marketing for good. But are you making the most of what's available to you? Enjoy drinks, appetizers, networking opportunities and a little bit of info on how Lawrence & Schiller turns Data into Action: innovative traveler decision models, data-driven media placement and insight-based strategy.
6:30 p.m.	DineAround Madison		Groups spin off from the reception with local and CenStates guides to local restaurants. Be sure to sign up for your choice by 2 p.m. on Tuesday. Separate check will be provided by the restaurants.
Wednesday, September 20, 2017			
7:30-8:15 a.m.	Networking Breakfast		
8:00-10 a.m.	Registration		

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8:30-9:00 a.m.	How Travel Wisconsin Leveraged Social Media Insights to Measure Ad Effectiveness	Shane Brossard, Travel Wisconsin	Travel Wisconsin partnered with Arrivalist in 2016 to understand the full impact of its digital media on visitation and how they could optimize their Facebook advertising campaigns to maximize ROI. Travel Wisconsin will share: 1) Which content theme was the most effective in driving visitation to the state, 2) Whether click-through rate was a good indicator of travel intent, 3) The visitation pattern from consumers exposed to Facebook advertising, 4) The latency between the first Facebook exposure and subsequent arrival in destination.
9:00-9:30 a.m.	Fortune in Your Future: Using Research to Inform Investments	Missy Tracy, HoChunk Gaming Madison	Almost all development projects come with some level of risk, but you don't have to go "all in" without a look at the cards in your hand. Ho-Chunk Gaming shares the feasibility research they conducted before they took a chance on this one-of-kind event facility!
9:30-10:00 a.m.	Insights into Good Destination Advocacy	Brenda Myers, Hamilton County Tourism	Despite efforts by destinations to move from pure marketing to including both management and community asset development in their tool kits, local, regional and state destination managers continue to be challenged about their work. Get preliminary results from the 2017 CenStates TTRA focus paper in which more than 100 destination managers talked about their roles as destination advocates. This qualitative and quantitative data collection will hopefully serve to inspire and energize you to continue to promote the value of tourism where you work.
10:00-10:30 a.m.	Networking Break; Check Out		
10:30-11:15 a.m.	Walk the Talk Part I: Developing Local Foods as Tourism sponsored by Arrivalist	Sarah Elliott, Dane County Farmers' Market	Recognized as one of the most successful and long standing local foods programs, Dane County Farmers Market is sure to ignite your appetite. Join us as Sarah Elliott, Market Manager, shares the history, mission and story of how the market has evolved since its humble beginnings in 1972.

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11:15-11:30 a.m.	Closing Remarks	Kirk Hulstein, South Dakota Tourism, CenStates TTRA President	Before we head out experience the Market, let's find out who is the winner of the drawing and where the CenStates conference will go in 2018.
11:30 a.m.-12:30 pm	Walk the Talk Part II: Experience the Farmers Market sponsored by Arrivalist	Sarah Elliott, Dane County Farmers' Market	Experience the local flavors of Wisconsin produce at the final event of this year's conference. Nothing will leave a lasting impression of Madison like a tour of the Farmers Market, where urban and rural cultures come together. Grab lunch at or around the Market (on your own) to truly Walk the Talk.