



 **New Jersey**
CONFERENCE
ON TOURISM
SCHEDULE

WEDNESDAY, DECEMBER 2, 2020

WELCOME

9:00 am

Speaker: Adam Perle, President

KEYNOTE ONE

9:15 am - 10:15 am

Invited Guest, Governor Phil Murphy Remarks

Speaker: Governor Phil Murphy

KEYNOTE TWO

10:30 am - 11:30 am

Tourism Economics and New Jersey Numbers

Speaker: Adam Sacks, Tourism Economics

What really was the economic impact of Covid-19 on tourism in New Jersey. What is the economic forecast moving forward into 2021.

BREAKOUT SESSION ONE

11:30 am - 12:30 pm

Self-Help Tourism Industry Recovery

Speakers: Tiffany Gallagher, Civitas

John Lambeth, Civitas

With an eye on recovery, limited government resources for tourism marketing and sales programming will be in high demand and are likely to be redirected for other general fund obligations or residential programming like public safety, education, business, and employee retention. Elected officials will be looking for the best solution to keep their communities safe and open for businesses. Tourism Recovery and Improvement Districts provide opportunities to create a stable revenue stream, untethered to the jurisdiction's general fund. This secure revenue to fund recovery efforts paves the way for an expedited recovery, additional room demand, and industry jobs while providing organizations with the funding to rebuild what has been lost and prepare for the future.

BREAKOUT SESSION TWO

11:30 am - 12:30 pm

Working with Influencers – Social Media

Speaker: Terrance Gallagher, President, Lou Hammond Group

Even amidst this crisis, there is still an opportunity to connect and engage with your audience on social media and to be a valuable resource for the community in a meaningful and thoughtful way. Share relevant COVID-19 updates or developments as it pertains to your organization and community. Let others know how they can support you during this time. Showcase people and businesses who are offering their goods online or via social media. Support hotels and businesses. Drive awareness for restaurants. Remind the community of where they live or love to visit and why it's special. Give them something to look forward to when local shutdowns, COVID-19 concerns and the global pandemic are over.

LUNCH BREAK

12:30 pm – 1:30 pm

BREAKOUT SESSION THREE

1:30 pm – 2:30 pm

Motorcoach Industry Moving Forward

Speakers: John W. Bailey, Bailey Coach

Lynn Brewer, Director American Bus Association

**Pattie Cowley, Executive Director, Greater NJ Motorcoach Association and
Pennsylvanian Bus Association**

The COVID-19 pandemic crippled the travel and bus industry within days. Nearly 3,000 motorcoach companies and 36,000 buses were brought to a standstill. Hear what the industry is doing to promote safe and clean initiatives for motorcoach travel, trade shows and clients who want to travel again and need assurance they are traveling safely. Our travel industry experts will talk about what they think future travel will look like and what you can do to keep our industry moving forward once we can travel again.

BREAKOUT SESSION FOUR

1:30 pm – 2:30 pm

Advertising: Seven Ways in Which Tourism will be Changed Forever

Speakers: Chris Adams, Miles Partnership

Andrea Evans, Miles Partnership

The pandemic is going to fade slowly, with aftereffects. Yet the desire to travel will not go away. Learn how the landscape might change and prepare for success in a post-Covid world.

BREAKOUT SESSION FIVE

2:45 pm - 3:45 pm

The Future of Air Travel and Newark Airport

Speakers: James Gill, General Manager, GM of New Jersey Airports, Port Authority of NY NJ

Aaron McMillan, Managing Director of Operations Policy and Support, United Airlines

For more than two decades, United Airlines has offered New Jersey and the region the most flights to and from the most destinations around the world. The Port Authority of New York and New Jersey is embarking on a major modernization and redevelopment at Terminal One to meet the needs of the 21st

Century. A world class global gateway is growing in the Garden State. Find out the future of air travel; what you need to know and how the United Airlines and the Port Authority are making it safer for you.

BREAKOUT SESSION SIX

2:45 pm – 3:45 pm

Becoming Covid Certified to Make a Movie in Your Town

Speakers: Suzanne Koneful – Location Scout Manager and Covid Certified

Javier Gonzalez, Atlantic City Film

Mike Lopez, Actor

David Schoner, Garden State Film Festival

Are movies still being made? How do I get my town on the list. Do we need to be Covid qualified? Experts answer your questions on how to be the next Seaside Heights.

KEYNOTE THREE

3:45 pm – 4:45 pm

Strategies for Building an Inclusive Tourism Organization

Speaker: Melvin Tennant, CAE, Meet Minneapolis

CEO of Meet Minneapolis will guide a conversation with Industry Leaders on strategies and best practices on building an Inclusive Tourism Organization as we plan for team growth as the industry recovers. The pandemic will not last forever and now is the time to start preparing. When businesses start hiring again, it will be a great opportunity to build inclusive organizations.

NETWORKING RECEPTION

5:00 pm – 6:00 pm

Networking in a Box

Get in your comfy sweats, sit in your beloved chair. get a glass of your favorite beverage, perhaps a bottle of New Jersey wine or beer, and join us for Networking 2020 Style!



WEDNESDAY, DECEMBER 3, 2020

WELCOME

9:00 am - 9:15 am

Speaker: The Honorable Tahesha Way, New Jersey Secretary of State

KEYNOTE FOUR

9:15 am - 10:15 am

Legislative Update

Speaker: Joe Simonetta

What is the State doing for you? What are the issues that need to be on your radar screen? What should the organization be advocating moving into 2021?

KEYNOTE FIVE

10:30 am – 11:30 am

Covid Best Practices 2020

Speakers: Lori Pepenella, Southern Ocean County Chamber of Commerce

Tom Consentino, Garden State Wine Growers Association

Peggy Kelly, Director of Hudson County Tourism Marketing

By all accounts 2020 was an unexpected, unprecedented, unbelievable year. In this dark cloud there were rays of sunshine. Examine a few New Jersey businesses that were able to survive and thrive in 2020.

KEYNOTE SIX

11:30am - 12:30 pm

Using Your Digital Platform in a Crisis – How to Become an Information Center

Speaker: Alex Heimann, Tempest

The Covid-19 crisis provides a glimpse into the future in which digital is central to every interaction.

CONFERENCE REVIEW LUNCH

12:30 pm – 1:30 pm

Overview of Conference with Q&A

Speaker: Adam Perle, ArtPride New Jersey Foundation

