



Hospitality & Tourism Fall Advocacy Summit

November 13-14, 2019
Holiday Inn, Cody WY



Wednesday, November 13, 2019 - *Holiday Inn*

12:30 pm – 1:45 pm	WTIC Board Meeting
2:00 pm – 3:00 pm	Lodging Tax Board Roundtable
1:00 pm – 4:00 pm	Wyoming Office of Tourism Board Meeting
2:00 pm – 5:00 pm	WLRA Board Meeting
6:00 pm – 8:00 pm	Welcome Reception – <i>Buffalo Bill Center of the West</i>

Thursday, November 14, 2019 - *Holiday Inn*

7:00 am – 8:00 am	Breakfast
8:00 am – 8:30 am	Welcome and Purpose of the Day
	The Power of Engagement and Collective Voice
8:30 am – 9:45 am	Industry Survey Report and Discussion
	The DNA of Effective Advocacy
9:45 am – 10:00 am	Break
10:00 am – 11:30 am	Spotlight Topics Powerful Ways to Frame a Compelling Message <i>Greg Staley, VP Communications US Travel</i> Funding the Future: Formation of Tourism Improvement Districts <i>John Lambeth, President & CEO Civitas Advisors</i>
11:45 am – 1:30 pm	Lunch- Advocacy Panel Discussion
1:45 pm – 2:45 pm	Organizing for Advocacy
2:45 pm – 3:00 pm	Break
3:00 pm – 3:45 pm	You in the Role of Advocate
3:45 pm – 4:30 pm	Establishing our Advocacy Focus
4:30 pm	Wrap Up
6:00 pm – 6:30 pm	Reception
6:30 pm – 8:30 pm	Dinner –Governor Mark Gordon (<i>Invited</i>)

Register Now!

Name

Business

Mailing Address

City

State

Zip

Email

Fall Summit

\$199 _____

(Includes meetings, lunch, receptions and dinner)

Meetings Only (No meals included in this price)

\$129 _____

(Price Per Person) Total \$ _____

❖ Check Enclosed _____

❖ Bill Credit Card _____

Credit Card #

Expiration Date

Authorized Signature

Email Address

Make Check Payable to WLRA

PO Box 1003, Cheyenne, WY 82003

Mail or Email form to Christi Anderson

Christi@wlra.org

Questions: 307-634-8816 ext. 206

Host Hotel Information

Holiday Inn and Comfort Inn will offer a group rate of \$104.

Additional fees/taxes separate from the room rate may be applicable. Room block will be released **October 13, 2019**. Call **307-587-5555** (Holiday Inn) or **307-587-5556** (Comfort Inn) for room reservations. Please use the following booking codes to assure placement in the correct room block at the correct rates.

Holiday Inn: "ZKR, WLRA"

Comfort In: "WLRA"

Conference Refund Policy: Written cancellation must be received by November 4, 2019 to receive a refund, less \$20 handling fee. NO refunds will be issued after November 4, 2019.

THANK YOU TO OUR SPONSORS!