

2011 Utah Tourism Conference Agenda

Conference activities take place at the Grand Summit, 4000 Canyons Resort Drive, Park City, unless otherwise noted.

WEDNESDAY, MAY 11

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

- Morning Outdoor Utah guided bike ride for beginner and intermediate
- 9:00 – 10:45 am Utah Office of Tourism Marketing Committee Meeting
– Arrowhead I
- 11:00 am – 1:00 pm Utah Hotel and Lodging Association Board Meeting
– Arrowhead II
- 11:00 am – 12:00 pm Utah Office of Tourism Cooperative Marketing Application
Review Presentation (also presented in breakout #1 on
Thursday) – Painted Horse
- 11:30 am – 12:45 pm Utah State Scenic Byway Meeting – Arrowhead I
- 12:00 pm Silent Auction Opens – Kokopelli Grand Ballroom
Check out the wonderful items in UTIC's first silent auction.
- 12:00 – 5:30 pm Registration Open – Grand Ballroom Lobby
- 1:00 – 2:30 pm Working Together Session: DMO Marketing Plan Share, UDOT Stay
an Extra Day Program, and Pow Wow 2018 Discussion
– Painted Horse
- 1:00 – 5:00 pm Exhibitor Move-in – Kokopelli Grand Ballroom
- 2:30 – 4:00 pm Utah Tourism Industry Coalition Membership Annual Meeting
– White Pine
- 4:15 – 5:30 pm Utah Office of Tourism Board Meeting – White Pine
- 5:50 pm Meet at hotel lobby entrance for shuttle to Park City Museum
Transportation provided by LeBus
- 6:00 – 8:00 pm Opening Reception at Park City Museum, 528 Main Street
*Thanks to Sponsors: Park City Chamber/Bureau, LeBus, Castle Creek
Winery, and Park City Museum*
- 8:00 & 9:30 pm Shuttle pick up at the Park City Museum – drop off at Grand Summit

THURSDAY, MAY 12

7:30 am – 5:30 pm Registration Open – Grand Ballroom Lobby

7:30 am – 5:30 pm Silent Auction Open. Check out the wonderful items in UTIC's first silent auction – Kokopelli Grand Ballroom

7:30 – 8:30 am Continental Breakfast – Kokopelli Grand Ballroom
Sponsored by St. George Convention & Tourism Office

8:30 – 10:00 am Welcome & Opening General Session – Kokopelli Grand Ballroom
Bill Malone – Park City Chamber/Bureau
Mayor Dana Williams - Park City
Chris Robinson – Summit County Council Chair

Opening General Session – “Every Contact Counts”
In the tourism / hospitality business quality relationships every day in every way contribute to success. Teaching excellence in hospitality starts with personal accountability for the quality of every contact. In this dynamic and engaging presentation, you will learn the three keys to ensuring every contact counts.

Linda Galindo – Galindo Consulting, Inc.

10:00 – 10:30 am Break – Grand Ballroom Lobby
Sponsored by Moab Area Travel Council

10:30 – 11:45 am Concurrent Workshops

Breakout #1 “Utah Office of Tourism Cooperative Marketing Application Process” – Arrowhead

Learn how to successfully apply for 2011 out-of-state matching marketing money from the Utah Cooperative Marketing Program.

Kelly Day – Utah Office of Tourism
Hans Fuegi – Utah Board of Travel Development
David Williams – Utah Office of Tourism

Breakout #2 “Elevating Your Media Efforts” – White Pine

Join a roundtable discussion with Lou Hammond & Associates and learn how you can be a part of the domestic PR efforts with the Utah Office of Tourism.

Katie Barr Cornish – Lou Hammond & Associates
Clayton Scrivner – Utah Office of Tourism

Breakout #3 “Sustainability Should Be Part of Your Business Plan: Why Being Green Can Make You Money!” – Painted Horse

Why incorporating sustainability into your business plan makes both good economic sense and can become one of your best marketing tools.

Scott Beck, moderator – Visit Salt Lake
Mayor Pat Cluff – Springdale City
Brent Giles – Park City Mountain Resort
Trina Smith – Zion Lodge
James Soares – Squatters

12:00 – 1:15 pm Lunch – “Legislative Update” – Kokopelli Grand Ballroom
Lunch sponsored by Zions Bank

Des Barker – Des Barker Associates
Senator Kevin Van Tassell – Utah State Senate

1:15 – 2:00 pm General Session “Current Trends in the Group Tour Industry”
– Kokopelli Grand Ballroom

Sponsored by Utah Valley Convention & Visitors Bureau

Targeted at Motorcoach/Group Travel, but truly covering a wide variety of issues and trends for the months and years to come

Clayton Whitehead – Sports Leisure Vacations

2:00 – 3:30 pm Concurrent Workshops

Breakout #4 “Legislative 101” – Painted Horse

This session will help tourism professionals develop a more comprehensive knowledge of the legislative process.

Nan Anderson – Utah Tourism Industry Coalition
Des Barker – Des Barker Associates

Breakout #5 “Best Practices and Worst Ideas in Destination Marketing” – White Pine

This workshop will start with a presentation that frames the issues and then afford participants a chance to discuss the necessary and vital ingredients for successfully marketing your destination community, while looking and learning from some of the worst ideas and spectacular failures they have encountered.

Myles Rademan – Rademan & Associates

Breakout #6 “From Traditional to Tradigital Marketing - How to Maximize Your Marketing Lift” – Arrowhead

Learn the strengths and weaknesses of various media options, and how to put together the mix that will be best for your product or destination.

Denise Miller – Strategic Marketing and Research, Inc.

3:30 – 4:00 pm

Break – Grand Ballroom Lobby

Sponsored by Cedar City-Brian Head Tourism Bureau

4:00 – 5:30 pm

Concurrent Workshops

Breakout #7 “Using Your Trails Adventures to Promote Your Destination” – Painted Horse

Sometimes a great idea for a community can turn into an incredible destination promotion asset. Learn from these panelists how adventure trails have created an asset for promotion to in-state and out-of-state visitors to their areas.

Riley Cutler, moderator – Outdoor Products and Recreation Cluster, GOED

Kevin Arrington – Sevier County Tourism

Ashley Korenblat – Western Spirit Cycling Adventures

Roxie Sherwin – St. George Convention & Tourism Office

Sara Toliver – Ogden / Weber Convention & Visitors Bureau

Breakout #8 “Want Those Coaches Stopping at Your Front Door? Here’s How...” – White Pine

Sponsored by Utah Valley Convention & Visitors Bureau

Designed to show folks not only the nuts and bolts of working with tour operators, but also to include some "advanced" information for the veteran trade show attendee.

Clayton Whitehead – Sports Leisure Vacation

Breakout #9 “Sponsor Insights - What Sponsors Look to Gain from Events and Marketing Campaigns” – Arrowhead

Sponsored by Utah Sports Commission

Experts in the field will enlighten attendees on how to manage, prepare and produce events or campaigns from a sponsor’s perspective.

Mike Deaver, moderator – Utah Sports Commission

Rob Brough – Zions Bank

Kent Crawford – KUTV CBS
Michelle Delloso – Adidas
Rich Egget – Rockwell
Mark Powell – Energy Solutions Arena

5:45 – 6:30 pm
Evening
DMO Brochure Exchange – Cabriolet Parking Lot
Enjoy dinner on your own in Park City. Restaurant guide included in registration materials.

FRIDAY, MAY 13

7:00 pm
Registration Open – Grand Ballroom Lobby

7:30 – 11:00 am
Silent Auction Open. Check out the wonderful items in UTIC's first silent auction – Kokopelli Grand Ballroom

7:30 – 8:00 am
Continental Breakfast – Kokopelli Grand Room
Sponsored by Salt Lake City Department of Airports, Ski Utah and Visit Salt Lake

Tourism Advertising/Marketing Contest Awards
Presented by Steve Lindburg – Chairperson, Utah Board of Tourism Development

8:00 – 9:30 am
General Session "Lights, Camera, Action & More - International Marketing Update" – Kokopelli Grand Room

Year-end UOT International Office Reviews/News; 127 Hours Opportunities; FAM Tour Philosophies & Insight on the #1 International Visitor Activity–Shopping

Tracie Cayford - Utah Office of Tourism
Patricia Denny - Utah Office of Tourism
Dominic Brown - Utah Office of Tourism
Osamu Hoshino - Utah Office of Tourism, Japan Office
Nancy Gray - Tanger Outlets
Lance Syrett - Historic Ruby's Inn Trading Post

9:30 – 10:30 am
General Session "The Long and Winding Road...Outlook for 2011 and Beyond" - Kokopelli Grand Ballroom

Sponsored by Struck Axiom

David takes us on a long strange trip through the latest travel industry trends and what we have to look forward to for the remainder of 2011 and beyond. His presentation will include "hot off the presses" marketing insights from the quarterly travelhorizons™ survey, including how we consumers have changed our buying

habits and the impact of high gas prices on travel. The trip continues...

David Sheatsley – U.S. Travel Association

10:30 – 11:00 am Break – Grand Ballroom Lobby

Sponsored by Orbitz

10:30 – 11:00 am Last chance to bid on silent auction items. Silent Auction closes at 11:00 am.

11:00 am – 12:00 pm General Session – “Lessons from Las Vegas - How Las Vegas Capitalizes on Sports, Events, and Tourism Marketing” – Kokopelli Grand Ballroom

Sponsored by Utah Sports Commission

For all of the ways Las Vegas and Utah differ, we learn from Rob Dondero about what we have in common. Rob will highlight Las Vegas’ integrated iconic marketing strategies.

Rob Dondero – R&R Partners

Jeff Robbins – Utah Sports Commission

12:00 – 1:30 pm Closing Luncheon – Kokopelli Grand Ballroom

Sponsored by City Creek Center, overview by Linda Wardell

Closing Remarks by Governor Gary R. Herbert, State of Utah
Introduction by Spencer Eccles – Executive Director,
Governor's Office of Economic Development

Utah Office of Tourism Update

Leigh von der Esch – Managing Director, Utah Office of Tourism

Tourism Hall of Fame Award Presentations

Senator Dennis E. Stowell, posthumous recognition

Bob Wheaton, Deer Valley Resort Company

1:30 pm Silent auction winners - claim and pay for items at the registration desk