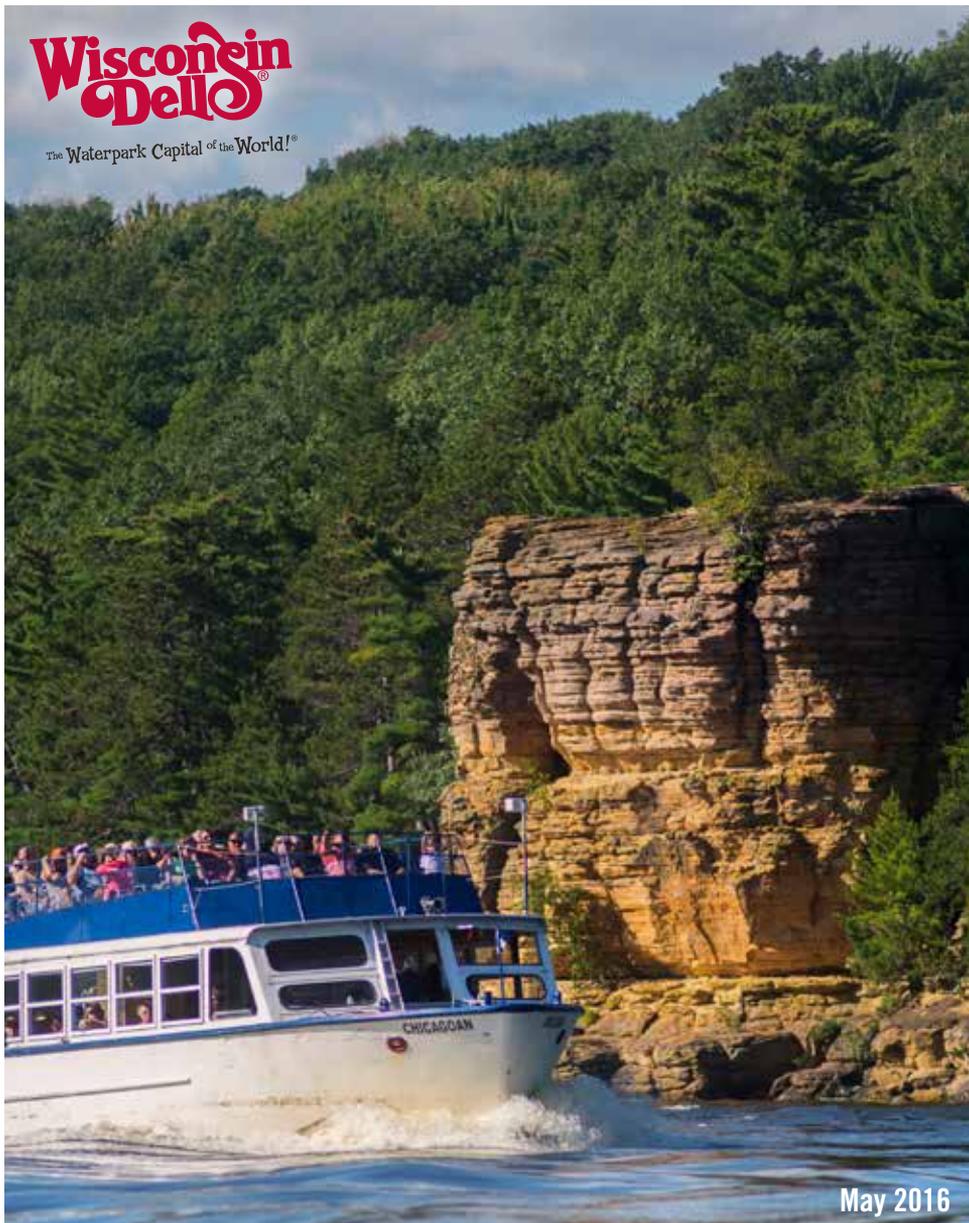


NATIONAL TRAVEL and TOURISM WEEK

**Wisconsin
Dells**

The Waterpark Capital of the World!®



May 2016



THANK YOU FOR JOINING US!

Thank you for joining the Wisconsin Dells Visitor & Convention Bureau and our Presenting Partners at our First Annual National Tourism Summit at Ho-Chunk Gaming, Wisconsin Dells, on Thursday, May 5, 2016.

Today you will learn the latest in industry trends and forecasts, fundamental pieces of marketing, public relations and business development, and we will cover topics that you, and all WDVCB members, can participate in. We are dedicated to bringing tourism representatives like yourself together to increase your industry knowledge, foster partnerships and strategize for the future.

Be sure to take time to explore our Marketplace and find out what unique products and services are available to you through other WDVCB Members.

Wisconsin Dells Visitor & Convention Bureau

FIRST ANNUAL NATIONAL TOURISM SUMMIT, MAY 5TH, 2016

AGENDA

- 8:30 – 9:20 a.m.** **REGISTRATION & CONTINENTAL BREAKFAST**
- 9:20 – 9:30 a.m.** **WELCOME & OPENING REMARKS (Room B)**
- 9:30 – 10:30 a.m.** **BREAKOUT SESSION ONE (Choose One)**
Topic 1 – Train Your Brain for Success Memory Training
Topic 2 – Social Media Crisis Management
- 10:30 – 10:45 a.m.** **BREAK**
- 10:45 – 11:45 a.m.** **BREAKOUT SESSION TWO (Choose One)**
Topic 3 – SEO Basics & Google Analytics
Topic 4 – Customer Service: Internal Customer Service as a Means to Excellent External Customer Service
- 11:45 – 12:45 p.m.** **NETWORKING LUNCH (Room A)**
- 11:45 – 1:45 p.m.** **MARKETPLACE (Lobby)**
- 1:45 – 2:45 p.m.** **BREAKOUT SESSION THREE**
Topic 5 – The Social Media Tsunami & Your Business: The Basics & Beyond
- 2:45 – 3:00 p.m.** **BREAK**
- 3:00 – 4:00 p.m.** **BREAKOUT SESSION FOUR (Choose One)**
Topic 6 – An Update from the Wisconsin Department of Tourism
Topic 7:
 - 3:00 p.m. The Art of the TripAdvisor Reply
 - 3:30 p.m. Social Media Marketing - FB Boosts/Ads, Marketing on Pinterest, Instagram, YouTube & LinkedIn
- 4:00 – 4:15 p.m.** **DELLS RIVER ARTS DISTRICT UPDATE & MARKETPLACE EXPO DRAWING (Room B)**
- 4:30 – 6:30 p.m.** **MEMBER MIXER (Wo-Zha-Wa Sports Bar)**
Join us for the Member Mixer in the Wo-Zha-Wa Sports Bar following the Summit. Experience an evening of networking, light appetizers sponsored by Ho-Chunk Gaming. Enjoy samples of wine and beer, compliments of Baraboo Bluff Winery and Port Huron Brewing Company.

We truly appreciate all your efforts to make Wisconsin Dells a top midwest destination for our visitors! Thank you for joining us!

BREAKOUT SESSION ONE

Topic 1: Train Your Brain
Time: 9:30 – 10:30 a.m.
Room: D
Speaker: Brandon Nickel



Train Your Brain for Success (Sales) & Memory Training

Your brain is the single biggest driver of your energy, your focus, and the results you get in every area of life. Your career, your finances, your physical health, your relationships – all of them are constantly created and influenced by your thinking. Unfortunately, your brain didn't come with an owner's manual...until now. In *Train Your Brain For Success*, you will learn to harness the incredible creative capacity of your mind and achieve your personal best – professionally, financially and personally. Best part? You'll do this in about the time it takes to go out for lunch.

Brandon Nickel understands how to get bottom line results. Don't let his baby face fool you, Brandon is a proven leader with a decade-long record of building businesses, taking great care of customers, and dominating the competition in the process. If you'd like your team to be taught by a teacher who walks the talk of top performance and can teach with a totally fresh perspective, you need look no further. Besides a deep understanding of what makes results happen, Brandon teaches with an authentic style that connects with audiences of all sizes and demographics.

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BREAKOUT SESSION ONE

Topic 2: Social Media Crisis Management
Time: 9:30 – 10:30 a.m.
Room: E
Speaker: Carla Minsky



Don't Make It Worse – Crisis Comm. 101

The last thing you want to do in a crisis is make it worse. This session covers a broad range of communications techniques, from social media posts to print and broadcast interviews, to help you from doing more harm than good for yourself and your business. Learn what to do in the first 15 minutes of a crisis, how best to use your social media outlets, basics do's and don'ts of working with reporters, and the hurdles to effective conduct in a crisis.

Carla Minsky founded Armadillo Marketing in 2003 after tenures at two large advertising agencies in Milwaukee – Cramer-Krasselt and Laughlin/Constable. Yet her real-life expertise in communications and crisis management goes back to her years at Channel 6 in Milwaukee, where she served as a news producer and director, coordinating a staff of reporters and videographers, determining which stories would run and how much time would be allotted to each during a newscast.

When she went to the “dark side” – trading journalism for advertising and PR – she put her newsroom experience to work for her clients.

Today her client roster is dominated by Midwest travel and tourism brands, including visitor bureaus, boutique hotels and B&Bs, restaurants and retail, plus she continues to do work for the state tourism department.

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BREAKOUT SESSION TWO

Topic 3: SEO Basics & Google Analytics
Time: 10:45 - 11:45 p.m.
Room: D
Speaker: Scott Winklebleck



Exploring Best Practices for Search Engine Optimization & Google Analytics

A comprehensive search engine optimization strategy is an investment in your company's visibility and success. A strategy that needs to be researched, monitored and adjusted to be effective. We'll look at industry standard best practices and tools that can help your site get seen and used while providing you valuable insight about your web visitors' behavior.

As the leader of Boelter + Lincoln's interactive team, Scott Winklebleck is an evangelist for web design and usability best practices. He brings more than 15 years of website experience to client projects, a thorough knowledge of leading content and irrepressible energy to the team. From design to coding to user experience and SEO strategy and execution, Scott has the technical savvy and creative insight to put all the elements of a site together. A native of Oregon, he studied graphic design and photography at Mt. Hood College.

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BREAKOUT SESSION TWO

Topic 4: Customer Service
Time: 10:45 - 11:45 p.m.
Room: E
Speaker: Dr. Lynea D. LaVoy



Internal Customer Service as a Means to Excellent External Customer Service

The workforce is changing—are you ready? In this session we will discuss the importance of creating a culture for our internal customers in the same way we do for our external customers.

Dr. LaVoy's experiences in the business sector – working with TDS Telecom, Great Wolf Resorts and Hilton Family of Hotels – has afforded her the versatility to be an effective leader in the focused areas of adult learning concepts, customer service, leadership, strategic management, project management, communications, and organizational effectiveness. Through applied research and scholarship, Lynea is leading the charge to understand the critical role leadership style plays in management's strategy for building effective teams.

Lynea currently serves as the Program Director and Full Time Instructor of the Hospitality Management Program at Madison College. She additionally has held positions as an adjunct professor in Executive Communications and Doctoral Liaison at Edgewood College. Lynea is also the founder of LaLane Consulting, LLC and works with hospitality organizations in many areas of training.

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BREAKOUT SESSION THREE

Topic 5: Social Media
Time: 1:45 - 2:45 p.m.
Room: B
Speaker: James Spellos



The Social Media Tsunami & Your Business: The Basics & Beyond

Are you overwhelmed with information? Has social media caused you more frustration than any benefit that you have received? The success to using social media for your business is to be able to separate the noise from the important information, while not having it eat away at your most precious resource – your time. This session will review the fundamental social media tools available, evaluate their strengths (and weaknesses), and provide shortcuts that will help you effectively manager your social media presence.

After participating in this session, the learner will be able to:

- Identify over 8 essential social media tools and learn how to use them more effectively
- Understand how to spend your social media time more efficiently
- Use mobile tools and resources to better facilitate how your business uses social media

James Spellos, CMP, is the President of Meeting U., whose mission is to help people become more productive and comfortable with technology. Jim delivers over 150 seminars annually on how to use technology more efficiently. In 2015, Jim was named one of the Meeting Industry's trendsetters by *Meetings Focus* magazine. He is a faculty member at New York University, teaching in the School of Professional and Continuing Studies since 1990. He has been honored with both their Award for Teaching Excellence and their Outstanding Service Award.

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BREAKOUT SESSION FOUR

Topic 6: Wisconsin Department of Tourism
Time: 3:00 - 4:00 p.m.
Room: D
Speaker: Patrick Reinsma



An Update from the Wisconsin Department of Tourism

Regional Tourism Specialist Patrick Reinsma will discuss the just released 2015 statewide and county tourism economic impact numbers, Wisconsin Department of Tourism's programs and resources you can use to market your business, and the rollout of the summer marketing campaign.

Patrick Reinsma's 22-year career includes positions in tourism promotions, sales, marketing, and customer service. Patrick is currently working for the Department of Tourism as one of their four field specialists and is your direct line of communication to staff in the Department's Madison office. He will help loop you in to Department programs aimed at growing tourism in the state, like co-op advertising, and tourism grants, among others. He can help you identify grant and funding opportunities for both public and private tourism development programs while sharing best industry practices regarding the development of tourism programs and promotions. He can serve as your link to other state and Federal agencies, such as the Department of Natural Resources, the Department of Transportation, Department of Commerce, and the Department of Agriculture, National Park Service, and the US Forest Service.

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BREAKOUT SESSION FOUR

Topic 7 - Part 1: TripAdvisor
Time: 3:00 - 3:30 p.m.
Room: B
Speaker: Carla Minsky



The Art of the TripAdvisor Reply

According to a TripAdvisor.com study, 93% of travelers worldwide say online reviews have an impact on their booking decisions. In this top-line tutorial, discover best practices for replying to reviews, learn how to find the positives in negatives, see examples of what not to do and why, and leave with the know-how to manage your online reputation and protect your brand.

Carla Minsky founded Armadillo Marketing in 2003 after tenures at two large advertising agencies in Milwaukee – Cramer-Krasselt and Laughlin/Constable. Yet her real-life expertise in communications and crisis management goes back to her years at Channel 6 in Milwaukee, where she served as a news producer and director, coordinating a staff of reporters and videographers, determining which stories would run and how much time would be allotted to each during a newscast.

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BREAKOUT SESSION FOUR

Topic 7 - Part 2: Social Media Marketing
Time: 3:30 - 4:00 p.m.
Room: B
Speaker: Lisa Huebner



FB Boosts/Ads, Marketing on Pinterest, Instagram, YouTube & LinkedIn

More than ever social media has become an important part of the consumer's travel planning journey. Learn how to navigate the social media advertising waters so that you can ensure a return on investment for your business.

As the director of Boelter + Lincoln's media team, Lisa Huebner is always looking for ways to increase our client's touch points and drive increased awareness and results. She brings over two decades of planning and purchasing expertise to the table with clients that include Wisconsin Lottery, McDonald's, KFC, North Shore Bank, and Wisconsin Dells Visitor & Convention Bureau. Lisa has a bachelor's of business administration-marketing from the University of Wisconsin – Oshkosh.

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HO-CHUNK FLOOR LAYOUT - LOBBY/CONVENTION CENTER

