



North Carolina Governor's Conference on Tourism

2012

SETTING THE PACE

March 11-13, 2012
Embassy Suites Hotel
Concord, NC

Sunday, March 11

3:00 – 6:30

Tourism Education Foundation of NC Silent Auction

Place your bids on attractive donated items from across North Carolina. Proceeds support undergraduate and graduate scholarships for students attending North Carolina schools and demonstrating promise as future leaders of the tourism and hospitality industry.

HARRISBURG B

3:00 – 6:30

Conference Registration

SOUTH ROTUNDA

4:00 – 5:00

Division Co-op Marketing Workshop

Join the Division of Tourism and its new marketing partner agencies LGA and DCI to preview the cooperative marketing opportunities planned for 2012-2013. Learn about all the programs available, how to best invest and extend your limited marketing dollars in collaboration with the Division, and have time to follow up with the Division staff, agencies and media partners in attendance for more details during the conference to find the best fit for your organization.

Wit Tuttell, Director of Tourism Marketing

Brooks Luquire, LGA

Maureen Haley, DCI

CAROLINA A&B

6:30 – 9:30

Opening Reception

Before the conference race begins, pull in for a pit stop to catch up and network with your industry colleagues. Prepare to get revved up, put your pedal to the metal and fill your tank with fabulous food and drink. When you cross the finish line, you'll know you're "Where Racing Lives".

Sponsored by Cabarrus Co. CVB

Monday, March 12

- 7:30 – 5:30 **Conference Registration**
SOUTH ROTUNDA
- 7:30 – 5:30 **Exhibitor Marketplace**
PREFUNCTION AREA
- 7:30 – 5:30 **Tourism Education Foundation of NC Silent Auction**
Place your bids on attractive donated items from across North Carolina. Proceeds support undergraduate and graduate scholarships for students attending North Carolina schools and demonstrating promise as future leaders of the tourism and hospitality industry.
HARRISBURG B

*Breakfast on own – Embassy Suites includes a complimentary full breakfast
Coffee will be available in exhibitor area*
- 7:30 – 8:15 **Introductory session for first timers and students**
New to the North Carolina Governor’s Conference on Tourism? Attend this session to find out the best way to meet the contacts you need and get the most out of the educational offerings.
Wit Tuttell, Director of Tourism Marketing
CAROLINA A
- 8:45 – 9:00 **Welcome & Opening Remarks**
*Keith Crisco, North Carolina Secretary of Commerce
Lynn Minges, Assistant Secretary for Tourism, Marketing and Global Branding,
NC Dept of Commerce
J. Scott Padgett, Mayor, Concord, NC
Terry Crawford, Board Chairman, Cabarrus Co. CVB*
CONCORD F
- 9:00 – 10:00 **Opening Keynote - Fascinate: How to Persuade and Influence**
Why are you captivated by some people, but not others? How do certain leaders convince you to change your opinion, yet others go ignored? In a competitive environment, why do we decide to buy certain brands, to visit certain places or believe certain messages? Advertising icon Sally Hogshead has the answers. Building from her book, Fascinate: Your 7 Triggers to Persuasion and Captivation, Hogshead brings a strategic marketing approach to the art of influence. Often compared to writings by Malcolm Gladwell and Seth Godin, Sally’s storytelling weaves together unique insights from disciplines ranging from history, to biology, to cultural anthropology.

Sally Hogshead, Chief Fascination Officer, Fascinate, Inc.
CONCORD F

10:00 – 10:30 **Refreshment Break and Spotlight on Exhibitors**

PREFUNCTION AREA

10:45 – 11:30 **Keynote – *Why Travel Matters***

Increasing travel to and within the United States supports communities, injects billions into the U.S. economy and creates millions of American jobs. U.S. Travel Association President and CEO Roger Dow will share his perspective on issues and opportunities for the nation's travel industry, including ways to reduce barriers to international visitors, improve the travel process and prove the value of travel. Learn how to defend the travel industry and unlock incredible opportunities to expand your local and global footprint.

Roger Dow, President and Chief Executive Officer, US Travel Association

CONCORD F

11:30 – 11:45 **Spotlight on Exhibitors**

11:45 – 1:15 **Tourism Winner's Circle Luncheon & Awards**

Sponsored by UNC-TV and Western Carolina University

CONCORD E

Concurrent Educational Sessions

There will be 3 sets of concurrent sessions at 1:30 – 2:15, 2:30 - 3:15 and 3:30 - 4:15.

1:30 – 2:15 **Concurrent Educational Sessions**

Creating Fascinating Social Media Messages

We've all heard about the value of social media, but what's the real secret to a message that spreads? Using original content and proprietary research, Sally Hoghead leads you on a fast and furious journey through business, behavior, culture, and trends, showing how to create irresistibly effective social media messages. From universal rules of social stardom, to the unique attributes of tools like Facebook, Twitter, Foursquare and even dating sites, Sally explains how we can all better use these tools to our advantage in our business and personal lives.

Moderator: Wit Tuttell, Director of Tourism Marketing, North Carolina
Division of Tourism, Film & Sports Development
Sally Hogshead, Chief Fascination Officer, Fascinate, Inc.

FAIRWAY A/B

Straight From the Horse's Mouth: Understanding the Needs of Media Today

Panel discussion will feature leading print, broadcast and online journalists sharing current media insights across today's leading communication platforms. Learn which

story themes are trending, how to best pitch stories on your community and which digital assets are now considered necessary to support editorial and give destinations a leading edge.

Moderator: Margo Metzger, Public Relations Manager, North Carolina
Division of Tourism, Film & Sports Development
Karyl Leigh Barnes, DCI

KANNAPOLIS B

Making Exit 49 an Entrance

Partnership and co-opetition are critical to survive in today's competitive world. When destinations want to get ahead, all of their partners need to come together and work as one to create a sense of place for a destination. Come learn from the Exit 49 attractions how a shopping mall, a speedway and a waterpark hotel resort will come together to share how they work together as a team to create a sense of place in a dynamic destination.

Moderator: Berkeley Young, Young Strategies
Speakers: Donna Carpenter, Cabarrus Co. CVB; Phil Cunningham, General Manager, Great Wolf Lodge; Ray Soporowski, VP & General Manager, Concord Mills; Terry Crawford, CHA, General Manager, Embassy Suites; Jessica Fickenscher, Vice President, Special Projects, Charlotte Motor Speedway

CAROLINA A

Going Green without Going Into the Red

Businesses and communities are embracing green initiatives as consumers become more environmentally conscious. This panel will showcase effective ways that communities can engage in 'green' activities that will help attract visitors, preserve the environment and continue to grow the local economy. Shelly Green will demonstrate how the Durham CVB became the first CVB in the nation to have a Green Plus Certification that has generated national attention. Katie Allen from the Conservation Fund will show how a strategic planning process can be used as a tool for protecting a region's conservation resources including cultural and natural resource assets. And Tom Rhodes will discuss the new NC GreenTravel Initiative, North Carolina's first statewide green travel recognition program.

Moderator: Alex Naar, Director, Sustainable Tourism Outreach
East Carolina University
Speakers: Shelly Green, Durham CVB; Katie Allen, the Conservation Fund; Tom Rhodes, NCDENR

CAROLINA C

Making the Most of the Opportunity—In Print and Online

With limited budgets and resources, it's important to maximize the exposure of your area's attractions, accommodations, and events throughout the Division's programs. How can you improve your listing on VisitNC.com? What's important for getting an attraction featured in the Official North Carolina Travel Guide? What new places would

make good photo opportunities in your community/destination? Meet the Travel Guide's editors and VisitNC.com's webmasters to learn more about how you can take full advantage of the Division's award-winning publication and website. Maximize your use of free options, consider investing in a cost-effective way to reach highly qualified travelers and learn from the staff, Journal Communications and LGA about all the new technologies the Division is using to bring visitors to you.

Moderator: Kathy Prickett, Publications Manager, North Carolina Division of
Tourism, Film & Sports Development

Speakers: Susan Chappell, Journal Communications; Brooks
Luquire, LGA

KANNAPOLIS A

2:30 – 3:15 Concurrent Educational Sessions

Project Runway: Tailoring Press Materials for the Digital Catwalk

In this digital age, press materials require a makeover to maintain effectiveness. This session is designed for front-line destination communicators who seek to understand how traditional press materials must be altered to maximize their effectiveness on digital platforms. The art of crafting successful headlines, decks and leads that will receive pick-up and drive web visits and the importance of effective search engine optimization will be profiled. This session will also showcase leading services which can assist small communication departments in making a big splash in the digital space.

Moderator: Margo Metzger, Public Relations Manager, North Carolina
Division of Tourism, Film & Sports Development

Speaker: Brittani Wood, DCI

KANNAPOLIS B

Policy –Tourism Issues for the Upcoming General Assembly Session

This interactive session provides up to date information on North Carolina's political and economic landscape and how it affects the state's tourism industry. Hear more and ask questions about new laws and proposed legislation that affects your business and community.

Moderator: John Beatty, Grove Park Inn

Speakers: Dana Simpson, North Carolina Travel & Tourism Coalition; Jim
Hobbs, Hospitality Alliance of North Carolina; Frank Gray, North
Carolina Restaurant & Lodging Association

FAIRWAY A/B

Research – Effectively Using North Carolina's Research

Challenging economic times and budget constraints have put increasing focus on the justification of the tourism industry's marketing efforts, leading organizations to turn more frequently to research for answers. Learn how to more effectively use the Division's

research and gain insight from practical applications of the research from the perspectives of both a large CVB and a smaller destination.

Moderator: Marlise Taylor, Tourism Research Manager, North Carolina Division of Tourism, Film & Sports Development

Speakers: Mike Applegate, Charlotte Visitors Authority; Nancy Nichols, Chowan Co. TDA

KANNAPOLIS A

The Butler Did It – Right: Customer Service Strategies for Tourism

At a time when travelers are scaling back, searching for value and looking to review sites like TripAdvisor for recommendations, the quality of service you provide can mean the difference between visitors choosing you or going somewhere else. Join two highly regarded NC industry professionals to gain insight into the customer service initiatives they've successfully employed to distance their organizations from the competition.

Moderator: Eleanor Talley/Andre Nabors/Kathy Prickett depending on when the other sessions are held

Speakers: Julie Brakenbury, Greater Raleigh CVB; David Robinson, Int'l Institute of Modern Butlers

CAROLINA C

Leveraging Partnerships with AAA

AAA leads the way in the essential upscale leisure and drive markets. Discover how to tap into this proven and profitable market – over 53 million loyal, active members who account for 38% of US Travel and 34% of all room nights in NC – with experienced speakers from all sides of the table. These professionals will guide you to a better understanding of the organization and show you how to make AAA work for you by outlining how DMOs, lodging properties, and attractions can best leverage the trusted AAA brand and ratings.

Moderator: Kristi Driver, Group Travel Manager, Division of Tourism, Film & Sports Development

Speakers: Dianna Pierce, Asheville CVB; Leslie Brewer, Biltmore; Joel Brown, AAA National

CAROLINA A

3:30 – 4:15

Concurrent Educational Sessions

The Dating Game: Competing for the Attention of Top Media

Join the audience of this 1960s style game show that will showcase what today's media are seeking from DMOs, how best to package a story that will capture media attention and what sets a destination apart in today's competitive environment.

Moderator: Margo Metzger, Public Relations Manager, Division of Tourism, Film & Sports Development

Speakers: Andrew Levine, DCI; 2 top media; 6 NC destinations

KANNAPOLIS B

Sports 101: A Tourism Engine for Your Community

The Sports Event Industry continues to be a top performer during the economic recovery. In this session, learn how communities of all sizes can take advantage of this segment of the travel/tourism industry that's attracting visitors and spending across North Carolina.

Moderator: Kristi Driver, Group Travel Manager, Division of Tourism, Film & Sports Development

Speaker: TBD

CAROLINA C

Capitalizing on the Retirement Boom

Today and every single day for the next 18 years, more than 10,000 Baby Boomers will reach the age of 65, and North Carolina is among the top retirement destinations in the country. Learn how your community can capitalize on the influx of retirees to North Carolina. Hear about the Certified Retirement Community Program and collaborative initiatives, and see detailed research on this demographic. Panelists will share effective strategies for attracting retirees while also highlighting the tourism potential, economic benefits and measurable success stories from the conversion of visitors to residents.

Moderator: Andre Nabors, Tourism Development Manager, Division of Tourism, Film & Sports Development

Speaker: Pat Mason, Co-Founder, Center for Carolina Living; Mickey Gregory, Executive Director, Lumberton Visitors Bureau; Connie Russ, Lumberton

CAROLINA A

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Moderator: Marlise Taylor, Research Manager, Division of Tourism, Film & Sports Development

Speakers: Mike Applegate, Charlotte Visitors Authority; Nancy Nichols, Chowan Co. TDA

KANNAPOLIS A

Emerging Trends in Travel Marketing

Technology is constantly changing the way visitors research and plan their vacations. But which new technologies are trends and which are just fads? This session focuses on how best to leverage emerging technology opportunities to reach and influence prospective visitors. A panel of industry leaders will discuss the latest case studies on

mobile advertising; real-time digital marketing with real-time results; and using Google TV Ads for better web conversions at a price even a small organization can afford.

Moderator: Wit Tuttell, Director of Tourism Marketing, North Carolina Division of Tourism, Film & Sports Development

Speaker: Angie Briggs, Miles Media; Diane Nordstrom, Currituck Co. T&T
FAIRWAY A/B

4:15 – 5:15 **Exhibitor Tradeshow**
PREFUNCTION AREA

6:30 – 9:30 **Evening Event to Showcase Cabarrus Co**
Tonight, prepare for the unexpected. This might be “Where Racing Lives,” but this evening you’ll be transported to a whole new world. Don’t worry, it’s a very short trip to our networking event, but once there, you’ll think you are miles away...Bring a good appetite and your sense of adventure... you just may need both!

Sponsored by Cabarrus Co. CVB

9:30 – 11:00 **Afterglow on the Terrace**
ROCKY RIVER TERRACE

Tuesday, March 13, 2012

7:30 – Noon **Conference Registration**
SOUTH ROTUNDA

7:30 – 1:00 **Exhibitor Marketplace**
PREFUNCTION AREA

7:30 – 10:30 **Tourism Education Foundation of NC Silent Auction**
Place your bids on attractive donated items from across North Carolina. Proceeds support undergraduate and graduate scholarships for students attending North Carolina schools and demonstrating promise as future leaders of the tourism and hospitality industry.
HARRISBURG B

*Breakfast on own – Embassy Suites includes a complimentary full breakfast
Coffee will be available in exhibitor area*

8:30 – 9:45 **Forging Deeper Connections With Travelers**
Don’t miss the preview of the Division’s marketing initiatives for 2012-2013. Hear how North Carolina’s new messaging strategy is forging “deeper connections” with

consumers across the Division's entire program including print, digital, media relations and more. See the new creative and learn when, where and how your organization can engage with the Division and its partners LGA, DCI and Journal Communications to connect domestic and international audiences to more of North Carolina's distinctive and iconic stories.

Lynn Minges, Assistant Secretary for Tourism, Marketing and Global Branding, NC Dept of Commerce

CONCORD F

9:45 – 10:20 Refreshment Break and Spotlight on Exhibitors

PREFUNCTION AREA

10:30 – 11:30 Closing General Session

During a time when it's getting easier everyday for fans to stay home to watch games on their HD flat screens and follow their fantasy football teams, Danny Morrison will share his inside look at what the Carolina Panthers are doing to ensure a unique customer experience, sell out games and make fans feel like they belong at the stadium on Sundays. Learn how you can use these strategies to help inspire customer loyalty from your visitors.

Danny Morrison, President, Carolina Panthers

CONCORD F

11:30 – 11:45 Spotlight on Exhibitors

11:45 – 1:00 2013 Governor's Conference Host Closing Luncheon

You thought you knew Wilmington with its Historic River District and Island Beaches? As host of the 2013 Governor's Conference on Tourism, Wilmington and its beaches of Carolina, Kure and Wrightsville, have some surprises in store for next year. "Heed the call of the Water" and join us in 2013.

Sponsored by Wilmington and the Beaches Convention and Visitors Bureau

And their partners: Wilmington Convention Center, Hilton Wilmington and Best Western Coastline Inn

CONCORD E