

**2009 UMCVB Fall Conference
Breakout Grid**

Sunday, September 13, 2009

3:00-6:00 p.m. **Registration**
 4:00-5:00 p.m. **1st Timers Orientation-Cole Carley, Chris Rebout**
 5:30-6:00 p.m. Board buses for evening event
 6:00-8:00 p.m. **Off-site Reception-J&L Harley-Davidson (Sponsored by Sioux Falls, SD CVB)**
 8:00-8:30 p.m. Board buses to return to hotel

Monday, September 14, 2009

7:30-8:00 a.m. **Registration**
 8:00-8:15 a.m. **Welcome, Breakfast**
 8:15-9:45 a.m. **Keynote Speaker-Berkeley Young-Travel Trends in a Changing Economy**
 9:45-10:15 a.m. **Break-Visit exhibitors and enjoy refreshments**

10:15 a.m.-11:15 a.m. **Concurrent Session 1**

<i>Sales Track</i>	<i>Marketing Track</i>	<i>CEO Track</i>	<i>Sports Market Track</i>
1A Berkeley Young Marketing Your Destination in a Challenging Economy	1B Jim Entenman Marketing in the Tourism Industry	1C Bill Geist Board Development and Advocacy & Working with Community Stakeholders	1D Jack Kelly How to Attract or Create the Right Sports and Leisure Events for Your Community

11:15-11:30 a.m. **Break-Move to concurrent sessions**

11:30 a.m.-12:30 p.m. **Concurrent Session 2**

<i>Sales Track</i>	<i>Marketing Track</i>	<i>CEO Track</i>	<i>Sports Market Track</i>
2A Berkeley Young Fish Where the Fish Are	2B Paul Ten Haken Making the Most of Twitter	2C Bill Geist Resonating DMO Relevance	2D Jack Kelly The 10 Key Steps to Planning and Organizing Successful Sports and Leisure Tourism Events

12:30-2:30 p.m. **Luncheon & Keynote Speakers**
 1:10-1:30 p.m. John Bennett and Joel Pollena-Rethinking Giveaways-Stop Simply Giving Stuff Away
 1:30-2:30 p.m. Dan and Jill Johnson-How Can Laughter Work for Your Business

2:30-3:00 p.m. **Break-Visit exhibitors and enjoy refreshments**

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3:00-4:00 p.m. Concurrent Session 3

Sales Track

Marketing Track

CEO Track

Sports Market Track

<p>3A Greg Ayers Working with Industry Partners to Sell Your Destination</p>	<p>3B Paul Ten Haken 10 Things All Organizations Need to Know About Social Media</p>	<p>3C Jannae Lane Creating Successful and Effective Annual Reports</p>	<p>3D Jack Kelly A Review and Assessment of the Full Range of Event-Related Revenue and Funding Opportunities</p>
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4:00-4:15 p.m.

Break—Move to general assembly room

4:15-4:30 p.m.

General Assembly-Prize Drawing/Exhibitor Recognition

4:30-5:30 p.m.

Roundtable Discussion/Shirtsleeves-Facilitator-[Bill Geist](#)

6:30 p.m.

Dine Around Sioux Falls—Sign up at registration table by 2pm on Monday

Tuesday, September 15, 2009

8:00-8:15 a.m.

Breakfast and 2010 Fall Conference Iowa Host Presentation

8:15-9:15 a.m.

Keynote Speaker-[Barry Biggar](#)-The Future of Destination Marketing

9:15-9:30 a.m.

Break—Move to concurrent sessions

9:30-10:30 a.m.

Concurrent Session 4

Sales Track

Marketing Track

CEO Track

Sports Market Track

<p>4A Panel: Cole Carley, Melinda Berte and Michelle Lentz Trade Shows-What Works and How to Work It</p>	<p>4B Michelle Wierzgac Market Trends Impacting Budget and Cities</p>	<p>4C Barry Biggar Communications in Destination Marketing</p>	<p>4D Greg Ayers Effectively Working with Venue Owner/Operators</p>
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10:30 a.m.-11:00 a.m.

Break—Visit with exhibitors and enjoy refreshments

11:00 a.m.-12:00 p.m.

Closing Keynote-[Michelle Wierzgac](#)-10 Strategies for Becoming Indispensable at Work

12:00 p.m.

Adjourn