



AGENDA

April 22nd* – 25th, 2018

Hilton Myrtle Beach Resort
Myrtle Beach, South Carolina

Thank you to our Presenting Sponsor: *South Carolina Department of Parks, Recreation & Tourism*

ANCHORED IN TOURISM

Attire is business casual unless otherwise noted
Times listed are Eastern Standard Time
**Official kickoff is on Monday, April 23*

Sunday, April 22nd

Room

9a – 11a	Executive Committee Meeting	Azalea
11a – 12:30p	Break/On Your Own	
12:30p – 1:30p	New Board Member Orientation	Azalea
2p – 5p	STS Board of Directors Meeting	Palisades GHI
6:30p	Board of Directors Reception <i>Sponsored by Hoffman Media</i>	The Landings
	Board of Directors Dinner <i>Sponsored by ADARA</i>	The Landings
	Dine Around for Early Arrival Attendees/On Your Own	

Monday, April 23rd

Room

7:30a	Beach Walk! <i>Meet on Pool Deck to check-in prior to start</i>	Hotel Pool Deck
8a-9a	Beach Walk with fellow attendees <i>3 miles roundtrip along the water</i>	Beachfront
8a-11a	Voluntourism Opportunity <i>Shuttle, Breakfast, Water & Snacks provided</i>	MB Bike Path(s)
8a - Noon	Trade Show Set-Up	Palisades
8a – 5p	Registration Open	Palisades
1p -2:30p	Welcome Luncheon & Marketing College® Graduation Join us as we kickoff our Inaugural Connections conference by recognizing our newest class of Travel Marketing Professionals (TMP)	Palisades A-F
2:30p -3p	Dessert & Networking Served in the Vendor Tradeshow	Palisades
3p – 4p	Breakout: <i>What Meeting Planners Want in a DMO Website & How to Ensure Yours Nails It!</i> Presenter: Mya Surrency, Digital Edge Did you realize most meeting planners are perusing the leisure section of your website because they can't find what they need in the meetings section? Often, destination marketing organizations (DMO's) waste valuable website real estate with a puny meeting section that looks almost like an afterthought. They focus too much on meeting space and not enough on how your destination will win over attendees. This session will discuss what meeting planners are looking for in your meetings website and how you can craft content that will stand out from the rest to create destination appeal. The meetings section of your website is valuable real estate. Don't waste it!	Palisades G

Monday, April 23rd continued...

3p – 4p

Breakout: *Because there is a new Normal*

Palisades H

Presenter: Hannah Paramore, Paramore Digital

Traveling has never been so much fun. The world is bigger than ever, but more accessible through the sharing economy that has brought the traveler so many new choices. Those choices have created waves of change in the industry affecting the role and focus of DMOs and tourism leaders across the country. In this session Hannah Paramore, Founder and EVP of Paramore Digital will unveil her latest research on the issues, opportunities and challenges we face as we embrace the new normal and brace for the next decade.

SETTRA Only – Research Roundtable

Palisades I

4p – 5p

Welcome & Opening Keynote: “Different is Better than Better”

Palisades A-F

Sponsored by STAMP

Presenter: Sally Hogshead

Captivate Your Customer to Win in a Crowded Market You have a choice: either have the biggest budget, or be the most fascinating. If you have a bigger budget than any of your competitors, must be nice...but few of us do. What if you're a small business with a frugal budget or competing in an intensely crowded space? Then you *must* fascinate. Until now, branding required years of study or a team of experts, but in her decade of working inside world renowned brands, Sally Hogshead discovered the algorithm behind it all. By combining science with branding principles, she unlocked the formula for fascination and once you can identify the patterns, you can make any message more memorable. In this keynote, based on her 2016 *New York Times* bestseller *Fascinate: How to Make Your Brand Impossible to Resist*, Sally reveals the formula for fascinating anyone.

5p – 6:30p

Attendee Break

6:30p

Shuttles depart to Dinner

Sponsored by Myrtle Beach Chamber of Commerce

7p

Dinner at the House of Blues

Sponsored by Myrtle Beach Chamber of Commerce

Tuesday, April 24th

8a-9a	Mix and Mingle <i>Continental Breakfast & Vendor Trade Show</i> Jumpstart your morning with a customized cup of coffee and conversation. Speaking of customized, be sure to visit the trade show during this time to learn more about the best offers for your destination.	Palisades
8a-9a	SETTRA Breakfast and Meeting	Palisades I
9a-10:15a	Top 20 Festival and Event Champion Announced	Palisades A-F
	General Session: <i>Curating a Creative Culture</i> Presenter: Mike Konzen, CEO of PGAV Destinations As head of the leading attraction design firm PGAV Destinations, Konzen will present innovations and ideas that can help to energize, grow, and encourage healthy, creative company environments. “Company culture is essential to your overall success,” says Konzen. “It is without a doubt one of, if not <i>the</i> most, important and inimitable assets of your organization. It’s time to challenge staff to consider the kinds of experiences that will induce learning and enrich their environment.” Konzen will reveal the results of international studies and anecdotal experiences about how employees of this destination design firm have shaped its culture, and how company leadership helps to nurture that growth. Topics will include professional development programs, storytelling, hiring practices, local volunteer initiatives, and other community development projects.	Palisades A-F
10:15a-11a	Networking Break & Vendor Trade Show	Palisades

Tuesday, April 24th continued...

11a-Noon

Breakout: How to Be a Better Presenter TMP-Only Session*

Palisades G

Presenter: Michael Hare, Ethos3

*This session is exclusively for graduates of STS Marketing College

Presenting is often one of the most difficult, fear-inducing activities for many people. In this training, we will bring our decades of research and experience to give you the tools you need to be a better presenter and build a better presentation every time.

Breakout: Bidding Wars – Is there an alternative?

Palisades H

Presenter: Phil McCarn, Vice President, Global Partnership Marketing, Harlem Globetrotters

Should you bid for events or create your own? Could the time, money and resources required to bid for events be leveraged to create a steady piece of recurring business that you own? Learn how to decide.

Breakout: Cutting Edge Research

Palisades I

Noon-1:30p

Lunch

Tuesday, April 24th continued...

1:30p-2:30p

Breakout: Research Session

Palisades I

Breakout: Community Conversations

Palisades G

Moderator: **Timothy Bush**, President & CEO of Louisiana's Cajun Bayou Tourism

Crafting an advocacy strategy provides benefits to frontline tourism leaders beyond achieving an immediate goal. An advocacy strategy can help to detail the impact of tourism beyond visitation numbers and ROI and to demonstrate ongoing relevancy to the community; it can provide a platform for discussing difficult issues and conveying a vision for the future and economic growth; and it can be a vehicle for connecting with other community leaders around issues and policies to advance the cultural, historic, and natural resources of a community and a positive business environment.

This engaging discussion will be moderated by Timothy Bush, President & CEO of Louisiana's Cajun Bayou Tourism, and will feature three panelists:

Whitney Knollenberg, Ph.D., Assistant Professor, Parks, Recreation & Tourism Management, North Carolina State University

TBD

TBD

Breakout: Voice of the Visitor

Palisades H

Presenter: **Mike Konzen**, CEO of PGAV Destinations

PGAV Destinations, in conjunction with H2R Market Research and Bloolooop, have embarked on an annual survey of people who have visited an attraction in the current year or plan to visit in the upcoming year, analyzing visitors' viewpoints of attractions, reactions, expectations, and trends. This can be used to provide an industry-standard dashboard that quantifies aggregate attractions' industry performance and provides an outlook on future visitation, specifically using insights gained directly from the point of view of the visitors themselves about why they choose to visit attractions - or not to visit. This presentation will showcase the highlights from most recent published book, *Voice of the Visitor: 2018 Outlook on the Attractions Industry*.

Tuesday, April 24th continued...

2:30p-3p	Networking Break & Vendor Trade Show	Palisades
3p-4p	Breakout: Effective Content Marketing & What We Can Learn from Simba & Rafiki Presenter: Howard Tietjen, Madden Media The Art and Science of Storytelling - A recent study by University of Florida revealed that emotionally impactful storytelling can lead to positive brand recall, and ultimately influence an increased intent to travel – we saw an increase in intent to travel to the destination by 50%! We will share the nuts and bolts of this study to shed light on the tactics that will allow marketers to make the most impact with their content efforts. Highlights include: Review of emotional mapping and why it matters in positive brand recall The audience persuasion model Importance of narrative transportation Distilling down what it takes to increase intent to travel through content efforts	Palisades H
	Breakout: Metrics that Matter	Palisades I
	There isn't a one-size-fits-all metric for DMOs as they all have their own unique goals and stakeholders. This session will explore the new and innovative ways DMOs are evaluating their program's success and securing their budgets. On the panel we will hear from leaders in the Southeast who are innovating the way success is measured.	

Tuesday, April 24th continued...

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| 3p-4p | Breakout: Zero to Hero
Presenter: Jennifer Stilwell, Visit Greenville
From zero to hero in five years flat. This session explores the remarkable winning streak of Greenville, SC – a destination that went from just being another dot on the map to yeahTHATgreenville. This is a marketing best-in-class case study of work that works with outrageous results: consecutive double digit marketplace growth, triple digit budget growth, ridiculously high profile accolades and back-to-back best-in-show awarding winning work. Learn how this DMO strategically facilitated conversations through earned, paid and shared media, then creatively harnessed and amplified stories being told through high-impact creative and programming. | Palisades G |
| 4p-5p | General Session: Generations Live: Myth or Truth
Presented by Southeast Travel & Tourism Research Association (SETTRA)
You think you know the generations, how to market to them, who's worth the media budget and who's not, how they travel, how they book...but do you really? Enjoy a refreshing beverage while we hear industry leaders identify what's really myth or truth about the generations who travel. | Palisades A-F |
| 5p – 6p | Attendee Break | |
| 6p | Reception for Shining Example Awards Ceremony
Join us for a cocktail reception prior to the start of dinner | Palisades Patio |
| 7p | Shining Example Awards Ceremony and Dinner
<i>Recognizing the best and brightest of travel and tourism in the Southeast</i> | Palisades A-F |

Wednesday, April 25th

Room

8:30a – 9:30a	Sit & Sip - Trade Show with Breakfast Buffet Sit down, sip that coffee, and savor the last day of Connections while enjoying breakfast with your friends in tourism.	Palisades
9:30a-11a	Closing Session: Competition: Friend or Foe? Presenter: Berkeley Young, Young Strategies Inc. In this new presentation Berkeley Young addresses some of the blurred lines of the competitive landscape in which we operate in the travel industry. Whether you are analyzing your brand, adjusting sales and marketing strategy or tracking ROI its always critical for your leadership team to have a clear knowledge of the competitive landscape. And you may discover that your competitors are not who you think they are.	Palisades A-F

**TMP Only session is for graduates of STS Marketing College® that received their Travel Marketing Professional certification*

***Please note the times and content listed may be subject to change*

Be Social! Share your tweets & pics by using **#SETourism** and **#STSCconnections**

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