



# AGENDA

## April 22<sup>nd</sup>\* – 25<sup>th</sup>, 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 22<sup>nd</sup>

### Room

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

## Monday, April 23<sup>rd</sup>

## Room

7:30a	<b>Beach Walk!</b> <i>Meet on Pool Deck to check-in prior to start</i>	Hotel Pool Deck
8a-9a	<b>Beach Walk with fellow attendees</b> <i>3 miles roundtrip along the water</i>	Beachfront
8a-11a	<b>Voluntourism Opportunity for Myrtle Beach Bike Paths</b> <i>Shuttle, Breakfast, Water &amp; Snacks provided</i>	Meet at Hotel Lobby
9a - Noon	<b>Trade Show Set-Up</b>	Palisades Foyer
9a – 5p	<b>Registration Open</b>	Palisades Foyer
11:30a-12:45p	<b>Advocacy Strategy Session</b> Yaron Miller of Pew Trusts’ Restore America’s Parks Campaign, Jeff Hunter of the National Parks Conservation Association, and STS’s Halle Czechowski will lead a lively discussion of the current issues facing tourism communities. Topics will include: NPS deferred maintenance backlog, Explore America Act, international visitation data, modernization of the National Heritage Areas program, and any other issues that participants want to discuss.	Arcadian
1p -2:30p	<b>Welcome Luncheon &amp; Marketing College® Graduation</b> 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	<b>Dessert &amp; Networking</b> <b>Sponsored by Simpleview Partners: Destination Travel Network &amp; OnceThere and Simpleview UGC powered by Stackla</b> Sweet treats will be served in the Vendor Trade Show.	Palisades Foyer
2:30p-3p	<b>Professional Headshot Photos</b> <b>Sponsored by STOWAWAY</b> Say Cheeeeeeeese and snag a complimentary photo for work.	Palisades Foyer

## Monday, April 23<sup>rd</sup> continued...

3p – 4p

**Breakout: What Meeting Planners Want in a DMO Website & How to Ensure Yours Nails It!**

Palisades G

Presenter: **Mya Surrency, Digital Edge Marketing**

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!

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.

3p – 4p

**SETTRA Only – Research Roundtable**

Palisades I

**Sponsored by STR**

A roundtable discussion about current issues in tourism and research topics being done in the southeast and worldwide and their implications to the tourism industry. This discussion will also include the current and future needs for tourism related research in the southeast.

## Monday, April 23<sup>rd</sup> continued...

4p – 5:30p	<b>Welcome &amp; Opening Keynote: “Different is Better than Better”</b> <b>Sponsored by STAMP</b> Presenter: <b>Sally Hogshead, New York Times Best Selling Author</b> 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 <i>must</i> 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 <i>New York Times</i> bestseller <i>Fascinate: How to Make Your Brand Impossible to Resist</i> , Sally reveals the formula for fascinating anyone. <b>***Be part of the results! Take the Fascination Advantage Assessment by April 6. 5 Minutes - 28 Questions. Use Code: STS2018</b> <a href="https://portal.howtofascinate.com/you">https://portal.howtofascinate.com/you</a>	Palisades A-F
5:30p – 6:30p	<b>Attendee Break</b>	
5p – 6:30p	<b>Professional Headshot Photos</b> <b>Sponsored by STOWAWAY</b> Say Cheeeeeeeese and snag a complimentary photo for work.	Palisades Foyer
6:30p	<b>Shuttles depart to Dinner</b> <b>Sponsored by Myrtle Beach Chamber of Commerce</b>	Hotel Lobby
7p	<b>Dinner at the House of Blues</b> <b>Sponsored by Myrtle Beach Chamber of Commerce</b>	House of Blues

## Tuesday, April 24<sup>th</sup>

8a-9a	<b>Mix and Mingle</b> <i>Continental Breakfast &amp; 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 Foyer
8a-9a	<b>Professional Headshot Photos</b> <b>Sponsored by STOWAWAY</b> Say Cheeeeeeeese and snag a complimentary photo for work.	Palisades Foyer
8a-9a	<b>SETTRA Breakfast and Meeting</b> <i>SETTRA Members Only</i>	Palisades I
9a-10:15a	<b>Top 20 Festival and Event Champion Announced</b>	Palisades A-F
9a-10:15a	<b>General Session: Curating a Creative Culture</b> <b>Sponsored by Advance Travel and Tourism</b> Presenter: <b>Mike Konzen, CEO of PGAV Destinations</b> 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	<b>Networking Break &amp; Vendor Trade Show</b> <b>Sponsored by Outlets of Mississippi</b>	Palisades Foyer

## Tuesday, April 24<sup>th</sup> continued...

10:15a-11a	<b>Professional Headshot Photos</b> <b>Sponsored by STOWAWAY</b> Say Cheeeeeeeese and snag a complimentary photo for work.	Palisades Foyer
11a-Noon	<b>Breakout: How to Be a Better Presenter TMP-Only Session*</b> <b>Sponsored by ITI Digital</b> Presenter: Michael Hare, Ethos3 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. *This session is exclusively for graduates of STS Marketing College®	Palisades G
11a-Noon	<b>Breakout: Bidding Wars – Is there an alternative?</b> Presenter: Phil McCarn, Vice President, Global Partnership Marketing, Harlem Globetrotters When it comes to sports, should you bid for events or create your own? Could the time, money and resources required to bid be leveraged to create a steady piece of recurring business that you own? Learn how to decide.	Palisades H
11a-Noon	<b>Breakout: Cutting Edge Research – Marketing</b> <b>Sponsored by Gray Research Solutions</b> Hosted by Erick Byrd, Ph.D., Associate Professor, Marketing, Entrepreneurship, Hospitality, & Tourism at UNC Greensboro Researchers throughout the southeast will present the findings and implications of their research. Research presented during this session explores marketing within the industry.	Palisades I
Noon-1:30p	<b>Lunch</b>	Palisades A-F
1:30p-2:30p	<b>Breakout: Cutting Edge Research – Destination Development Planning</b> Hosted by Erick Byrd, Ph.D., Associate Professor, Marketing, Entrepreneurship, Hospitality, & Tourism at UNC Greensboro Researchers throughout the southeast will present the findings and implications of their research. Research presented during this session explores destination development and planning.	Palisades I

## Tuesday, April 24<sup>th</sup> continued...

1:30p-2:30p

### **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 feature three panelists:

**Whitney Knollenberg, Ph.D., Assistant Professor, Parks, Recreation & Tourism Mgmt., NC State University**

**Kelly McWhorter, Executive Director, Visit Greenwood, South Carolina**

**Yaron Miller, Officer, Pew Trusts' Restore America's Parks Campaign**

1:30p-2:30p

### **Breakout: Voice of the Visitor**

Palisades H

**Sponsored by Charles Ryan Associates**

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 24<sup>th</sup> continued...

2:30p-3p	<b>Networking Break &amp; Vendor Trade Show</b>	Palisades Foyer
2:30p-3p	<b>Professional Headshot Photos</b> <b>Sponsored by STOWAWAY</b> Say Cheeeeeeeeeese and snag a complimentary photo for work.	Palisades Foyer
3p-4p	<b>Breakout: Effective Content Marketing &amp; What We Can Learn from Simba &amp; Rafiki</b> Presenter: <b>Howard Tietjen, Madden Media</b> 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
3p-4p	<b>Breakout: Metrics that Matter</b> <b>Sponsored by Longwoods International</b> Moderator: <b>Dudley Jackson, South Carolina Department of Parks, Recreation &amp; Tourism (SCPRT)</b> 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. Panel participants: <b>Gustav Weibull, Discover The Palm Beaches</b> <b>Heath Dillard, Charlotte Regional Visitors Authority</b> <b>Daryl Cronk, Visit Orlando</b>	Palisades I

## Tuesday, April 24<sup>th</sup> continued...

- 3p-4p                      **Breakout: Zero to Hero**    Palisades G  
**Sponsored by Simpleview Partners: Destination Travel Network & OnceThere and Simpleview UGC powered by Stackla**  
Presenter: **Jennifer Stilwell, VisitGreenvilleSC**  
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.
- 4p-5p                      **General Session: Generations Live: Myth or Truth**    Palisades A-F  
**Presented by Southeast Travel & Tourism Research Association (SETTRA)**  
Moderator: **Brian London, Travel Indicators**  
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.  
Panel Participants:    **Andria Godfrey, Impact at ADARA, Inc.**  
                                 **Jeffrey Eslinger, D.K. Shifflet and Associates**  
                                 **Nerissa Okiye, Martin County Office of Tourism & Marketing**
- 5p – 6p                      **Attendee Break**
- 6p                              **Reception for Shining Example Awards Ceremony**    Palisades Patio  
Join us for a cocktail reception prior to the start of dinner.
- 7p                              **Shining Example Awards Ceremony and Dinner**    Palisades A-F  
*Recognizing the best and brightest of travel and tourism in the Southeast.*

## Wednesday, April 25<sup>th</sup>

## Room

8:30a – 9:30a	<b>Sit &amp; Sip - Breakfast Buffet</b> Sit down, sip that coffee, and savor the last day of Connections while enjoying breakfast with your friends in tourism.	Palisades A-F
8:30a-9:30a	<b>Professional Headshot Photos</b> <b>Sponsored by STOWAWAY</b> Say Cheeeeeeeese and snag a complimentary photo for work.	Palisades Foyer
9:30a	<b>Trade Show load-out</b>	Palisades Foyer
9:30a-11a	<b>Closing Session: Competition: Friend or Foe?</b> <b>Sponsored by The Brandon Agency &amp; Fuel Travel</b> Presenter: <b>Berkeley Young, Young Strategies Inc.</b> 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*

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