

## CenStates TTRA 2015 Program

As of August 21, 2015 – Subject to Change

Time	Session/Topic	Content Summary	Speaker(s)
<b>TUESDAY, SEPTEMBER 15</b>			
5:30-7 p.m.	<b>Opening Night Reception</b>	Head to the Clear lounge in the Hilton for a warm Branson welcome featuring local wines and brews, extensive munchies and poolside conversation (weather permitting). Enjoy local music, catching up with all of your colleagues and complimentary tastes from Missouri Wine and Grape Board and craft beers from Mother's Brewing Company, courtesy of the Springfield Missouri Convention and Visitor Bureau. Check out the Branson CVB table for dinner suggestions.	
7 p.m.	Opening Night Option: <b>Million Dollar Quartet</b>	While Branson's product is always changing and evolving, there's a lot to be said about taking in one of the amazing shows on the Branson line-up and here's your chance after the reception to enjoy one of the hottest shows in Branson, the Tony Award winning <i>Million Dollar Quartet</i> at the Welk Resort Theater. The 8 pm show recreates the legendary impromptu jam session with Elvis Presley, Johnny Cash, Jerry Lee Lewis and Carl Perkins and is sure to be memorable!	Carpool shuttles will meet in front of the Hilton. Advance tickets will be required; reserve your \$20 ticket when you register for the conference. Please eat heartily at the reception, as it will be your dinner!
7 p.m.	<b>Dine-Around</b>	Still hungry? Grab some colleagues and head over to Branson Landing, across from the conference hotel and overlooking Lake Taneycomo. There you'll find more than a dozen restaurants ranging from fresh seafood to gourmet Mexican, Chicago-style pizza, smoked barbecue or wings. Top the evening off with a ride on Parakeet Pete's Steampunk Balloon to catch great views.	Branson Landing is just a block away from the hotel. Other options nearby for those with a car, and the Branson CVB will have someone on hand to guide you, depending on your interests.
<b>WEDNESDAY, SEPTEMBER 16</b>			
7-8:15 am	Breakfast		
8:15-8:30 a.m.	Setting the Stage: <b>CenStates Welcome</b>	CenStates President LuAnn Reinders welcomes conference attendees with a sneak preview of the "New CenStates!" and thanks our wonderful sponsors and hosts for setting the stage for a great networking and learning opportunity.	LuAnn Reinders, Iowa Tourism Office
8:30-8:45 a.m.	Setting the Stage: <b>A Missouri Welcome</b>	Missouri has long been a leader in tourism research and marketing. This welcome from Missouri's tourism director will provide background on what's the latest and greatest for their "Enjoy the Show" brand.	Dan Lennon, Director, Missouri Division of Tourism
8:45-9 a.m.	Setting the Stage: <b>A Branson Welcome</b>	Branson has long been the place to catch a great show and enjoy some relaxation time and that's still true. But discover what Branson is doing to also promote the outdoor beauty and opportunities to reach new markets with new marketing techniques.	Leah Chandler, Chief Marketing Officer, Branson CVB
9-9:45 a.m.	Setting the Stage: <b>Who is Coming and What Do We Know About Them?!</b>	This session promises to go the "Big Bang Theory-Embrace your inner geek" route! Big data isn't the big scary monster under the bed anymore but it is driving new ways of discovery for travel marketers. Big hotel data is one way some marketers are defining where the overnight stays are coming from and what they look like. This session explores the use of big data to find out who's coming.	Ted Sullivan-VP Resort & Destination Analyst, ADARA Media

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<b>9:45-10 am</b>	<b>Break</b>		
10-10:45 a.m.	Setting the Stage: <b>Forecasting for Leisure Travel</b>	Travel marketers have long used patterns, models, trends reports, historical data and a crystal ball to predict the peaks and valleys of their business. Big data can now help better predict when those might occur. Explore the use of big data for forecasting leisure visitation patterns.	Clay Jackson, Director of Sales and Support, nSight for Travel
10:45-11:30 a.m.	Setting the Stage: <b>Online Visitor Tracking and Digital Targeting</b>	Technology now allows for digital tagging and tracking in a way that's both scary and marvelous to the travel marketer. Learn more about the new technologies around the digital world in this dual session that looks at various ways to take advantage of these opportunities.	Erin Francis, Destination Analysts; John Packer, TNS
11:45-1:00 pm	Setting the Stage: <b>CenStates TTRA &amp; the Big Reveal</b>	Lunch, CenStates TTRA Strategic Planning Update and Annual Meeting	LuAnn Reinders, CenStates President
1:15-2:15 p.m.	Setting the Stage: <b>Analyzing Travelers through Evolving Print Readership</b>	People still read print publications, but how is that changing and what does the analysis say? These experts have data to discuss that helps travel marketers better understand the use of print as a means to move the needle.	Deb Reinhardt: Managing Editor for AAA Missouri Magazines; Mark Nienhueser, Advertising Director, Missouri Press Service; Becky Repp, American Road Magazine
2:15-3:00 p.m.	Setting the Stage: <b>Hotel Data: What's the New Normal?</b>	The past seven years have been both the worst of times and the best of times for the hotel market. Ask any hotelier, and he or she has a different opinion as to what the demand, pipeline growth and tea leaves are saying. STR will bring fresh thinking from the Hotel Data Conference in August and lead a conversation on what is on the horizon for America's lodging industry, specifically looking at the central states.	Valerie Woods, Director of Business Development, STR
<b>3:00-3:15 p.m.</b>	<b>Break</b>		
3:15-4:00 p.m.	Setting the Stage: <b>Stop, Drop and Poll. How Attractions are Adapting to Change to Avoid Getting Burned</b>	There has been more change in the attractions industry in the past few years than most industry veterans have seen their entire careers. The landscape has changed: Marketing is different. Product is different. Guests are different. Research has never played a more important role in the attractions industry, nor has it ever been a more relevant collaborative partner with leadership. This session explores what changes have impacted attractions the most, how they are adapting and what market leaders are doing to advance their approach.	Jerry Henry, President & CEO, H2R Market Research
4:00 – 5:00 pm	Setting the Stage: <b>Modern Research Techniques</b>	Today's research stage is filled with opportunities. This session explores how you might combine different techniques to get the information you need. Three companies present information on types of research available, types of information desired or sought, and how to utilize different techniques and methodologies.	Ann Dee Johnson, VP, Longwoods International; Denise Miller, VP, SMARInsights; Cree Lawson, Arrivalist; Moderator: Richard Smalley, Kansas Tourism
5-5:15 p.m.	<b>Walk the Talk Part I : Top of the Rock Preview</b>	First, learn about Top of the Rock, the newest in the Big Cedar Lodge family of outdoor destinations. At the highest elevation in Taney County, Top of the Rock began	Kirk Elmquist, Bass Pro/Big Cedar Lodge

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		as a bluff overlooking the Ozark Mountains and legendary Table Rock Lake. It now encompasses the world-class Top of the Rock Golf Course, the Lost Canyon Cave and Nature Trail, Ancient Ozarks Natural History Museum, End of the Trail All-American Wine Cellar, three dining options including Arnie's Barn Restaurant and Pro Shop, and the spectacular Chapel of the Ozarks and Civil War Era Cabin.	
5:45 pm Gather 5:55 pm Depart 9:00 pm Return	<b>Walk the Talk Part II: Branson's Newest Attraction, Top of the Rock</b>	Next, sit on the balcony at Johnny Morris' Top of the Rock Ozarks Heritage Preserve while dining on a widespread array of locally inspired finger foods and enjoying unlimited beverages, and you'll be transported to a vision right out of a travel story – in fact, recently featured in <i>Midwest Living</i> as one of the hottest places around. And that was the plan for this newest of Branson's resort properties. You will enjoy hearty appetizer options enough for dinner and beverages, plus a cave trail tour. Three restaurants are available on site, but we promise, just the breathtaking views and sheer magnitude of this new development will more than fill you up!	You will board one of Branson's famous Ducks to ride Branson-style to this nearby attraction for what will be a really great evening.
<b>THURSDAY, SEPTEMBER 17</b>			
7:30-8:15 am	<b>Breakfast</b>		
8:15-8:30 am	Setting the Stage: <b>Celebration of Successes</b>	It wouldn't be a conference if we didn't thank everyone who made it possible and set the stage for 2016.	LuAnn Reinders, President, CenStates
8:30-9:00 am	Setting the Stage: <b>How Bad Things Impact Travel Behavior</b>	When people do bad things or Mother Nature causes havoc, the tourism communicator wonders what the impact will be. In this first CenStates TTRA Current Topics White Paper, partner SMARInsights will explore attitudes and the impact of social media when natural, human or political challenges impact a community. This is a sneak preview of a white paper for members-only which will be available in early 2016.	Alisha Valentine, SMARInsights
9-9:45 am	Setting the Stage: <b>Measuring On-Line Digital Ad ROI through Key Performance Indicators</b>	Digital advertising is the new way to go – but how do you measure its true effectiveness? ROI is king for travel marketing, and there are new technologies that can look at measuring just how successful digital on-line programs can be.	Michael Horn, Vice President of Research and Analytics, Resonate
<b>9:45-10 am</b>	<b>Break</b>		
10-10:45 am	Setting the Stage: <b>The Future of Social Media</b>	Just how does one keep up with the swiftly changing environment of travel social media? And where is this thing going, or does anyone really know? One of the country's social media trackers will share where he thinks the whole thing is going with a caveat that really, nobody knows.	Dave Serino, Two Six Digital
10:45-11:30 am	Setting the Stage: <b>The Future of Content</b>	Content creation, distribution and measurement are critical in travel marketing today – a challenge that makes the travel guide creation look easy. Keeping it fresh, relevant and meaningful, there are new ways to view how content is making a difference.	Nate Huff, Miles Media
11:30-11:45 am	<b>Closing</b>	Conference wrap up and sneak preview of the 2016 CenStates conference in the beautiful hills of South Dakota.	Brenda Myers, CenStates VP & Conference Chair ; Kirk Hulstein, Travel South Dakota