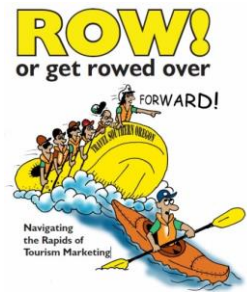




TRAVEL SOUTHERN OREGON

18th Annual Tourism Marketing Symposium
 Monday, March 10, 2014 - 8:30am - 4:30pm
 Seven Feathers Casino Resort in Canyonville



8:30 am	Continental breakfast, check-in, pick up nametags & materials	Seven Feathers Conference Center
8:45 am	Introduction & Overview of the Day	Carolyn S. Hill, Travel Southern Oregon
8:50 am	Travel Oregon <i>Seven Wonders of Oregon, the Power of Travel</i>	Todd Davidson, Travel Oregon
9:15 am	Oregon Restaurant & Lodging Association <i>Importance of the Partnership created under HB 2267, Think Globally-Forestry and Fishing, Immigration update, future Workforce</i>	Bill Perry, Oregon Restaurant & Lodging Association
9:30 am	Crater Lake National Park Updates <i>Hear from the NPS, Xanterra Parks & Resorts/Crater Lake Lodge</i>	Craig Ackerman, Superintendent, Crater Lake National Park; Charles Willis, General Manager, Crater Lake Lodge/Xanterra; Carolyn S. Hill, Crater Lake National Park Trust.

Break (10-10:15)

10:15 am	International and Group Tour Development <i>Understanding group business, International business, and working with the travel trade. Learning about fast-growing International markets and why gaining market share in those markets works because of travel trade efforts, relationships, and cooperative marketing. What's working for these Southern Oregon destinations? Why are itineraries so important?</i>	Greg Eckhart, Travel Oregon (panel moderator) Panel: Kirt Davis, CountryHouse Inns; Dani Raines, Seven Feathers Resort; Tena Lammers, Wildlife Safari; Fred Wickman, Prospect Hotel.
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To The Rafts!

Hop in the rafts & get ready to apply learnings from the panel today. Create a five-day itinerary that maximizes the potential of the region as a destination. See handouts – you have 15 minutes – good luck!

11:15 am	Southern Oregon Wine Industry <i>What are some of the region's most interest features, brand propositions, and appeal as a tour destination? Hear from leaders in the industry as they discuss their craft, and talk about trends and growth in the wine industry.</i>	Byron Marlowe, SOU (panel moderator) Panel: Liz Wan, Serra Vineyards; Scott Steingraber, Kriselle Cellars; Lindsay Zagar, Del Rio Winery.
12:15	Annual Awards Luncheon <i>Presentation of President's Award for Tourism Promotion, plus updates from Travel Southern Oregon.</i>	Brad Niva, Rogue Wilderness & President of the board; updates from Travel Southern Oregon, Carolyn S. Hill.

Afternoon Breakouts

<p>Andy Hayes, Creative Web Producer Make Your Website a Blockbuster Success <i>"My job is to help you spot those missing opportunities right in front of you and make your web presence a top shelf blockbuster success. Every business, large or small, deserves the opportunity to get some constructive feedback, especially in an era where consumer behavior and marketing platforms change as often as the weather." Called the "Quentin Tarantino" for websites, Andy will walk participants through live feedback sessions in a stimulating, positive exchange.</i></p> <p>Michelle McCue, Media Relations & PR Trends in Media Relations and Content Development <i>"Telling brand stories through media, trade and consumer experiences, for industries we love. Strategy is the foundation of what we do, but PR is the framework. We work with you to craft branded content for all the communications silos that matter to your audience, from your website and social networks to events, newsletters, press kits, blogs, collateral and more."</i></p>	Breakout Session One	Breakout Session Two
	1:30-2:15	2:30-3:15
	Lodging Establishments Attractions	Destination Marketers CVB's & Chambers
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Break ... Final Media Trade Show Break (3:15-3:45)

3:45 pm	Wrap-up of the day, final thank yous & announcements, prize drawing
4:30 pm	Adjournment

