



# SCHEDULE

• AT A GLANCE •

## TUESDAY • JANUARY 17

**REGISTRATION 1-6 PM**  
RAMKOTA CONFERENCE CENTER LOBBY

**OPENING RECEPTION 7-9 PM**  
GALLERY C, D, E, F, G

## WEDNESDAY • JANUARY 18

## THURSDAY • JANUARY 19

|  |  |  |   |   |  |   |   |      |   |   |  |  |   |  |  |      |  |      |  |      |  |      |      |
|--|--|--|---|---|--|---|---|------|---|---|--|--|---|--|--|------|--|------|--|------|--|------|------|
| REGISTRATION 7 AM - 4 PM   | <p><b>• BREAKFAST •</b><br/>(6:30-8:30 a.m.)<br/>COURTYARD AT THE RAMKOTA</p> <p><b>OPENING REMARKS - GALLERY A, B, C</b></p> <p><b>• KEYNOTE •</b><br/><b>JONAH BERGER</b><br/>Why Things Catch On<br/>GALLERY A, B, C</p> <p><b>• NETWORKING BREAK •</b></p> <table border="1"> <tr> <td><b>BOB FROHOFF</b><br/>Building Out the Perfect Marketing Mix<br/>AMPHITHEATER I</td> <td><b>INNOVATION PANEL</b><br/>If You Build It, They Will Come<br/>AMPHITHEATER II</td> <td><b>GEORGE ZIMMERMANN</b><br/>Using Research to Build the Future<br/>GALLERY E, F, G</td> </tr> </table> <p><b>• LUNCH &amp; DEPARTMENT OF TOURISM BRIEFING •</b><br/>GALLERY A, B, C</p> <table border="1"> <tr> <td><b>BOB FROHOFF</b><br/>Building Out the Perfect Marketing Mix<br/>AMPHITHEATER I</td> <td><b>INNOVATION PANEL</b><br/>If You Build It, They Will Come<br/>AMPHITHEATER II</td> <td><b>GEORGE ZIMMERMANN</b><br/>Using Research to Build the Future<br/>GALLERY E, F, G</td> </tr> </table> <p><b>• NETWORKING BREAK •</b></p> <p><b>• KEYNOTE •</b><br/><b>LAURIE GUEST</b><br/>Life in the Espresso Lane<br/>GALLERY A, B, C</p> | <b>BOB FROHOFF</b><br>Building Out the Perfect Marketing Mix<br>AMPHITHEATER I             | <b>INNOVATION PANEL</b><br>If You Build It, They Will Come<br>AMPHITHEATER II | <b>GEORGE ZIMMERMANN</b><br>Using Research to Build the Future<br>GALLERY E, F, G | <b>BOB FROHOFF</b><br>Building Out the Perfect Marketing Mix<br>AMPHITHEATER I | <b>INNOVATION PANEL</b><br>If You Build It, They Will Come<br>AMPHITHEATER II | <b>GEORGE ZIMMERMANN</b><br>Using Research to Build the Future<br>GALLERY E, F, G | 7:30 | <p><b>• BREAKFAST •</b><br/>(6:30-8:30 a.m.)<br/>COURTYARD AT THE RAMKOTA</p> <p><b>• KEYNOTE •</b><br/><b>CLAYTON REID</b><br/>Conventional Wisdom in Travel Marketing<br/>GALLERY A, B, C</p> <p><b>• NETWORKING BREAK •</b></p> <table border="1"> <tr> <td><b>MELISSA LUEBBE</b><br/>Redefining the Female Traveler<br/>AMPHITHEATER I</td> <td><b>PHIL GIUDICE</b><br/>Building Your TripAdvisor Reputation<br/>AMPHITHEATER II</td> <td><b>LAURIE GUEST</b><br/>Building Better Service, One Encounter at a Time<br/>GALLERY E, F, G</td> </tr> </table> <p><b>• DESTINATIONS LUNCHEON •</b><br/>U.S. Travel Association, Brand USA and Visitor Industry Alliance Updates<br/>GALLERY A, B, C</p> <table border="1"> <tr> <td><b>MELISSA LUEBBE</b><br/>Redefining the Female Traveler<br/>AMPHITHEATER I</td> <td><b>PHIL GIUDICE</b><br/>Building Your TripAdvisor Reputation<br/>AMPHITHEATER II</td> <td><b>LAURIE GUEST</b><br/>Building Better Service, One Encounter at a Time<br/>GALLERY E, F, G</td> </tr> </table> <p><b>• NETWORKING BREAK •</b></p> <p><b>• REGIONAL TOURISM PRESENTATIONS •</b><br/>AMPHITHEATER II</p> | <b>MELISSA LUEBBE</b><br>Redefining the Female Traveler<br>AMPHITHEATER I | <b>PHIL GIUDICE</b><br>Building Your TripAdvisor Reputation<br>AMPHITHEATER II | <b>LAURIE GUEST</b><br>Building Better Service, One Encounter at a Time<br>GALLERY E, F, G | <b>MELISSA LUEBBE</b><br>Redefining the Female Traveler<br>AMPHITHEATER I | <b>PHIL GIUDICE</b><br>Building Your TripAdvisor Reputation<br>AMPHITHEATER II | <b>LAURIE GUEST</b><br>Building Better Service, One Encounter at a Time<br>GALLERY E, F, G | 8:00 | <p><b>• BUILDING OUR FUTURE ON OUR HISTORIC PAST •</b><br/>DRIFTERS EVENT CENTER<br/>FORT PIERRE</p> | 8:30 | <p><b>• SOCIAL •</b><br/>RAMKOTA CONFERENCE CENTER LOBBY</p> | 9:00 | <p><b>• AWARDS NIGHT GALA •</b><br/>GRAND GALLERIA</p> | 9:30 | 8:00 |
| <b>BOB FROHOFF</b><br>Building Out the Perfect Marketing Mix<br>AMPHITHEATER I | <b>INNOVATION PANEL</b><br>If You Build It, They Will Come<br>AMPHITHEATER II  | <b>GEORGE ZIMMERMANN</b><br>Using Research to Build the Future<br>GALLERY E, F, G          |   |   |  |   |   |      |   |   |  |  |   |  |  |      |  |      |  |      |  |      |      |
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NETWORKING LOUNGE 8 AM - 4 PM

NETWORKING LOUNGE 8 AM - 5 PM

REGISTRATION 7 AM - 4 PM