

Explore Minnesota **2012** Tourism Conference



More Pathways to Prosper: Partnerships, Innovation, Service



What do we need to grow a thriving travel destination or business?

We need to use our resources wisely, make them go further. One of the best ways to accomplish that is to create partnerships with other colleagues, with vendors and with Explore Minnesota Tourism. The networking opportunities at the tourism conference are a great place to start.

We need to tap into the latest technology and new developments to reach consumers more effectively. Educational sessions on the latest strategies in social media, marketing and sales skills, and new promotional approaches will give you the tools you need to be innovative.

We need to provide great service that brings customers back over and over again. Walt Disney said: "Do what you do so well that they will want to see it again and bring their friends." Stevie Ray will speak on "Customer Service Worth Traveling For" and many conference sessions focus on developing skills that can help you provide better customer service.

The 2012 Explore Minnesota Tourism Conference will not only inform you, but will also inspire you, beginning with the compelling story of Sun Country Airlines rise from economic challenges to becoming a major airline player in Minnesota.

Register now by going to: <http://industry.exploreminnesota.com/2012-conference/> and click "on-line registration" or use the registration form below.

John Edman, Director
Explore Minnesota Tourism

January 24-25, 2012
Kahler Grand Hotel, Rochester

Explore Minnesota **2012** Tourism Conference

Conference Accommodations

Kahler Grand Hotel
20 SW Second Avenue
Rochester, MN 55902
www.kahler.com

Reservations: 800 533-1655

Conference Registration

Online registration is the preferred method of registering for this event. Go to <http://industry.exploreminnesota.com/2012-conference/>. If you are unable to register online, please complete this form and return it along with your check payable to Explore Minnesota Tourism or credit card information completed. Payments for online registrations must be postmarked by January 10 to qualify for Early Registration of \$179.

\$179 Early Registration: Registrations received with full payment, postmarked by January 10

\$209 Registration: Registrations received without payment or postmarked January 11 or later

\$159 Multi-Attendee Registration: Registration for the 2nd and all subsequent registrations from the same organization

Please check:

\$179 Early Rate \$209 Full Rate \$159 Multi-Attendee Rate \$100 Student Rate

\$35 Awards Dinner Guest Rate \$100 Tuesday only \$100 Wednesday only

Please check meals attending:

ALL meals or

Tuesday, January 24: Lunch Evening Welcome Reception Awards Banquet

Wednesday, January 25: Breakfast Lunch

Vegetarian Meals for lunch and dinner. (vegetarian options are included at breakfasts)

Other Special Dietary Needs _____

PRINT OR TYPE: (one form per person)

Name as preferred on badge _____ Organization _____

Address _____

Phone _____ E-mail _____

MAIL or FAX COMPLETED FORM AND PAYMENT TO:

Explore Minnesota Tourism Conference, 121 7th Place E, #100, St. Paul MN 55101-2146 ; Fax: 651/296-7095

Please note payment policy: Registration fee must be paid prior to the conference or at time of check-in at the conference registration desk. Cash, check or credit card (Visa or Mastercard) are accepted

(For state agencies - Interagency Payment Info: Agency B20, Acct 2000-B202404-B2034400, Rev Source ~~622515~~ 513304)

Visa and Mastercard are accepted for registration. If using a credit card fill out the information below:

Visa Mastercard _____
(Account number) (Expiration date) (3 digit security code)

Cancellation Policy: Cancellations made prior to January 10 will be given a full refund. Cancellations made after that time, or no shows, will not be refunded and must pay the full registration fee. Registrations are transferable.

Attire is business casual. If you need special accommodations to enable you to fully participate in this event, or need this document made available in alternative formats, call Tina Skala at 651-757-1848, 800-657-3637 or e-mail tina.skala@state.mn.us. TTY Relay Service for Hearing Impaired, 800-627-3529.

CONFERENCE SCHEDULE

Tuesday, January 24, 2012

10:00 a.m. Pre-conference meetings

10:30 Making the Most of Explore Minnesota Opportunities

11:30 p.m. Lunch and Keynote Presentation

“The Story of Sun Country Airlines”

Stan Gadek, CEO, Sun Country Airlines

1:00 p.m. Breakout Session I

Don't Wait for Things to Happen – Make Them Happen

Twitter & Facebook for Beginners

Sales 101

Are “Deals” Really a Good Deal for You?

2:30p.m. Break – Travel Marketplace opens

3:15 p.m. Explore Minnesota Tourism Presentation

John Edman, Director

4:30 p.m. End of sessions

6:00 p.m. Opening Reception in the Travel Marketplace

7:00 p.m. Excellence in Tourism Awards Banquet



Wednesday, January 25, 2012

7:00 - 8:00 a.m. Breakfast in General Session Room

8:00 a.m. General Session

Customer Service Worth Traveling For

Stevie Ray

9:00 a.m. Break in the Travel Marketplace

9:45 a.m. Breakout Session II

Determining the ROI for Your Marketing Program

Inside the Brain of a Travel Writer

Legislative Outlook for Tourism and Hospitality

Wheel Adventures – Working with Auto Clubs

11:15 a.m. Luncheon

Tips and Tools to Make Social Media Work for You

Dave Serino, Gammet Interactive / Think! Social Media

12:45 p.m. Breakout Session III

Revenue Management 101

Are “Deals” Really a Good Deal for You?

Tourism, Natural Resources and Trails

Technology II - Hot Trends and Techniques

2:00 p.m. Wrap up session and prize give-away

2:30 p.m. Conference ends

GENERAL SESSION SPEAKER HIGHLIGHTS

Keynote Presentation

“The Story of Sun Country Airlines”

Stan Gadek, CEO, Sun Country Airlines

Stan Gadek has over 30 years experience in the airline industry, but nothing could have prepared him for the worst economy in decades, and a struggling airline. Learn how Sun Country Airlines has not only survived, but thrived from this adversity.

Preparation for his current challenge as CEO was primarily in the finance end of operations, including past positions as Assistant Controller for Continental Airlines and Director of Accounting for Northwest Airlines. The position he held prior to Sun Country Airlines was Senior Vice President - Finance and Chief Financial officer of AirTran Airways in Orlando, FL.



“Customer Service Worth Traveling For”

Stevie Ray, Stevie Ray's Corporate Services

Stevie Ray uses humor and hands-on exercises in his presentations so you can barely tell you are learning new tools to sharpen your skills. Stevie is a master entertainer as well as a respected keynote speaker and corporate trainer. He is a nationally syndicated columnist for the Business Journal Newspapers, and is the author of several books. Stevie will entertain us while we learn tips for effective customer service.



“Tips and Tools to Make Social Media Work for You”

Dave Serino, Gammet Interactive/Think! Social Media

Dave has been serving all aspects of the tourism industry as a technology expert since 2000. Last year, he brought a valuable educational resource to the industry when he launched the Social Media in the Tourism Industry Symposium (#SoMeT), attracting attendees from destination marketing organizations, hotels, resorts, attractions and other tourism-related businesses. Dave's recent merger with British Columbia based Think! Social Media brings even more resources to Dave's educational programs.

