



- 8:00-8:30 Registration/Continental Breakfast
- 8:30-8:45 Welcome and Introductions, Minnesota Arrowhead Association members  
"State of Tourism"
- 8:45-9:30 Opening Remarks: Keynote Speaker, Bill Geist, **The Importance of Tourism**

*9:40-10:30 Breakouts*

- Trails and Recreation: ***How can a Comprehensive Trails Plan help your community?***  
Andy Hubley with Arrowhead Regional Development Commission will explain CTPs, and review the proposed CTP for St. Louis County (excluding Duluth). Brad Jones, Lake County commissioner, will discuss the benefits of and lessons learned in the CTP process.
- Arts: ***Creating a Regional Arts Network***  
Connect with regional arts organizations and learn about their efforts to highlight and strengthen the region's art climate and culture - and how you can help! Mary McReynolds, Lyric Center for the Arts, and other members of the ReCharge the Range arts and culture group will discuss initiatives and answer questions.
- Marketing : ***Social Media 101: Posting, tagging, sharing - bring your laptop and/or your Smart phone!***  
Participants will learn - hands on! - how to make the most of their business or nonprofit Facebook page and other social media platforms from Caitlin Rick, Explore Minnesota Tourism social media expert. No question is too "dumb"! *This is a beginner workshop.*

*10:40-11:30 Breakouts*

- Marketing: ***Digital Media: The Next Level***  
*Learn from the Experts: What's New, What's Next, What's Hot, What's Not* Learn which platforms are working best (and less-than-best) in the tourism industry, and why. Plan for the next big thing with insights from advertising experts. *This is for experienced marketers.*

- Arts/Entertainment: **Top 10 Mistakes Event Planners Should Avoid ...and All About EMT's Event Grant**  
MN Extension Service event specialist will provide a list of best practices for event planners, and the 10 things you must avoid doing! Plus, learn about Explore Minnesota Tourism's new event grant.
- Board Development: **Building the Best Nonprofit Board**  
Mr. Geist, author of "Destination Leadership for Boards" is guaranteed to get ALL nonprofit board members re-energized and re-focused on their mission, their role and their strength!
- Lunch & Keynote (Noon-12:45) **Arts and Culture as an Economic Driver - John Davis**
- 12:50-1:40 Breakouts*
- Marketing: **Website basics, including "to app, or not to app?"**  
Art Unlimited will show you how to make the most of your website - what people really want to see, and, Do you really need an app? When they work, & when they're unnecessary.
- Arts/Attractions **"Bring 'em back"**  
Infusing new life into your attraction by making everything old new again Dan Hartman, Glensheen, will talk about ways the historic mansion, and other area attractions, have increased visibility and attendance by re-imagining their existing collections, physical space, and opportunities.
- Meet EMT: **Learn how to Make the Most of Explore Minnesota Tourism's Group Travel, Co-Opportunities, Website Listings and #OnlyInMN**
- 1:50-2:40 Breakouts*
- Product Development: **Building on What you Have: Leveraging Partners in Your Community** Aaron Hautala Cuyuna Range, and John Davis, Lanesboro Arts give tips on telling and selling your story to bring people to the table.
- Marketing: **Content Creation: How to write a blog, a post, or a press release** Learn how to get your message out through "earned media," the kind of free promotion that comes when your stories are read, your posts are shared, and the press runs with your news.
- Hospitality: **Grow Your Reputation: Bring A Certified Tourism Ambassador Program to your Region**  
Learn how hospitality can transform a region!
- 2:50 Drawings/Closing Remarks: John Edman, Director of EMT; Mark Phillips, IRRRB, Emily Larson, Duluth Mayor