



2017 | NE MINNESOTA TOURISM CONFERENCE

April 20, 2017 Minnesota Discovery Center

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). Matthew Huddleston, Lake County Administrator, will discuss the benefits of and lessons learned in the CTP process.

Arts: ***Creating a Regional Arts Network***
A "Recharge the Range" Creative Communities Group is working to facilitate networking and capacity building among the artists and arts organizations on the Iron Range. Hear about local initiatives and how creative communities could lead the economic development narrative. Panel presentation with Q&A.

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. Ad Taxi specialists will lead this discussion! *This is for experienced marketers.*

Arts/Entertainment: ***Top 10 Mistakes Event Planners Should Avoid ...and All About EMT's Event Grant*** Lisa Qian, Tourism Specialist, University of Minnesota Tourism Center 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 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?"**
Anna Anderson 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. Presented by Art Unlimited.

Arts/Attractions **"Bring 'em back"** Infuse 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, Learn how partnerships and unconventional thinking transitioned a regional eyesore into an international destination for outdoor recreation. Presented by Red House Media.

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, & the press picks up your news. Presented by Aim Clear Media

Grants: **Make the Most of Local Grant Opportunities** Meet Iron Range Resources and Rehabilitation Board grant fund coordinators, and learn about the online application software, Fluxx.

2:50 Closing Remarks: Mary Finnegan, Deputy Commissioner, Iron Range Resources and Rehabilitation Board.

REGISTER AT EVENTBRITE.COM – Search "Chisholm" or "Hibbing" events

THANK YOU Event Sponsors:

Red House Media, AdTaxi, AimClear Media, Art Unlimited, Minnesota Arrowhead Association