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## 2018 GOVERNOR'S CONFERENCE ON TOURISM

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*Thursday, July 19th*

*2:00PM - 3:00PM*

*Concurrent Workshop Sessions*

### **Picture Perfect – How to Capture and Create Engaging Social Photos and Videos**

According to SmartInsights.com, 51% of all media is now viewed on mobile devices. The creative and social team from Off Madison Ave will lead this interactive and hands-on workshop where you'll learn how to capture great photos and videos using your phone. You'll also get insight into new photo and video techniques and how to create the types of content that perform best on social channels.

Speakers: Ben Galloway, Creative Director, Off Madison Ave  
Jessica Urgiles, Social Media and Public Relations Specialist, Off Madison Ave

### **How to Leverage the Park in Your Backyard**

Take in the view from Arizona's parks and your backyard! Our expert panel will dive into exactly how to maximize impact on the many parks in your destination covering off on national, state and city level recreation. We all know that outdoor tourism is one of our biggest assets here in Arizona so make sure you are doing the most with what's on your block.

Speakers: Sue Black, Director, Arizona State Parks  
Inger Erickson, Director, City of Phoenix Parks and Recreation  
Superintendent Chris Lehnertz, Grand Canyon National Park Service

### **China Readiness: How to Engage and Capture this Growth Market**

This session starts out with an overview of AOT's China Ready initiatives and industry toolkit followed by an introduction to the power of the Chinese tourist and the "ins and outs" of working with this market. From cultural nuances to China-specific holidays to social media channels, you will walk away from this session with a better sense of the market and how to successfully welcome Chinese tourists to your destination.

Speaker: Renee Hartmann, Co-Founder, China Luxury Advisors

### **Building a Better Destination Website: Tips from the User Experience Lab**

What mistakes are destinations making on their website? How can they more effectively attract visitors and serve their audience needs? In recent years, Destination Analysts has overseen thousands of hours of traveler interviews as part of DMO website usability studies. In this entertaining and thought-provoking presentation, we will take attendees inside the psyche of their website audience and share what we've learned about the common mistakes most DMOs continually make. Using examples taken from pertinent DMOs, we'll show how to quickly and cheaply improve a DMO website.

Speaker: Erin Francis-Cummings, President & CEO, Destination Analysts