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## 2018 GOVERNOR'S CONFERENCE ON TOURISM

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*Thursday, July 19th*

*3:30PM - 4:30PM*

### *Concurrent Workshop Sessions*

#### **Next-Level Mobile Marketing**

**Salons B & C**

Mobile technology can help you connect with visitors on an unprecedented level with unique and meaningful content that makes every stay unforgettably special. Spike Stevens from LighthousePE and Mo Parikh from Bandwango, will share ways to deliver relevant content based on an individual's location and interests to improve their experience, which in turn increases business performance and elevates your destination above the competition.

Speakers: Spike Stevens, Chief Technology Officer, Lighthouse PE  
Mo Parikh, Chief Executive Officer, Bandwango

#### **Raise the Stakes: The Secret of Prolific Places Use to Create Videos that Deliver Visitors**

**Salons D & E**

Video is all the rage, and we're ready to dive right in. We want to create engaging videos, viral videos, videos that capture the power of our place. Unfortunately, our audience's attention span is shorter than ever. So how do successful brands earn and maintain the attention of their video viewers? How do they create video after video that delivers real revenue results?

Maybe, in our quest to make our videos consumable we've made our videos unwatchable. It turns out, the most successful video producers in the world don't worry about how long their video is. Instead, they force the audience to chase answers.

In this exciting hour-long breakout session, former television producer and bestselling author Andrew Davis will show you how to turn video duds into dynamite. You'll be challenged to think like a reality tv editor, and he'll show you the five things that brilliant businesses do to transform their videos from boring to brilliant. More importantly, you'll learn the simple secret to creating videos that deliver visitors!

Are you ready to raise the stakes?

Speaker: Andrew Davis, Keynote Speaker & Best-Selling Author

#### **How to Create a Marketing Plan Under \$10K**

**Salons 5 & 6**

Don't let a small budget discourage you from marketing your business or destination. Join our panel of research and tourism marketing experts for a lively discussion on the steps necessary to create a strategic marketing plan that meets your goals and KPIs.

Speakers: Erin Francis-Cummings, President & CEO, Destination Analysts  
Judy Hector, Manager, Marketing, Public Affairs & Tourism, City of Sierra Vista  
Heather Herman, Owner, Front Burner Media  
Jen Luria, Tourism Manager, Discover Bisbee

#### **Pitching Stories in the Age of Storytelling: How to Serve Quality Content to Media Outlets in Need of It**

**Salons 7 & 8**

From local news broadcasts to national travel publications, media organizations need content more than ever. Are you helping editors and producers create clickable, shareable content? Or are you cluttering their inboxes and mindscape? Learn tips for building and delivering pitches, turning broad ideas into specific narratives, giving your destination or brand the human touch, and telling your story in increments instead of all at once.

Speakers: Amy LaSala, Director of Public Relations & Social Media, Off Madison Ave  
Andy Ramirez, Senior Real-Time Editor, ABC15 News  
Andrew Nelson, Editor-at-Large, National Geographic