

# TOURISM MATTERS

## 2019 ARIZONA GOVERNOR'S CONFERENCE ON TOURISM

TUESDAY, JULY 23

8:00 AM - 8:45 AM

8:45 AM - 9:15 AM

CONTINENTAL BREAKFAST WITH THE EXHIBITORS

**GENERAL SESSION: AOT Update**

**Speakers:** Debbie Johnson, Director, Arizona Office of Tourism

Tucson Salons A-F

AZ Salons 1-7

9:15 AM - 10:30 AM

**GENERAL SESSION: The Irresistible Power of Strategic Storytelling**

The shift from a transactional economy to a connected one has people scrambling; when surveyed, companies admit they believe a substantial portion of their revenue is under threat as a result. Businesses, brands, sales forces, marketing teams and leaders at all levels are desperately trying to capture attention and resonate with consumers who expect more. Is there a secret weapon? A silver bullet to humanize and connect? Yes. The answer is strategic storytelling.

The problem? In its rapid rise in popularity, "storytelling" has been reduced to unactionable jargon. Everyday businesses and individuals miss critical opportunities to connect with their elusive audiences in powerful and profitable ways because they lack a storytelling skill. Until now.

Kindra Hall has presented this storytelling keynote for audiences around the world and across industries to equip them with this essential skill for success in a connected economy. Far from jargon or fluff, Kindra's approach to storytelling is razor-sharp and immediately actionable. The result: Using Kindra's blueprint for effective storytelling, attendees leave empowered and equipped to close more sales, build better relationships, or blow up their brands by leveraging the irresistible power of their stories.

**Speaker:** Kindra Hall, President, Stellar Collective

AZ Salons 1-7

10:30 AM - 11:00 AM

11:00 AM - 12:00 PM

MORNING BREAK

**CONCURRENT WORKSHOP SESSIONS**

The Irresistible Power of Strategic Storytelling Sales Breakout

After learning the irresistible power your stories have in the keynote, join Kindra for a breakout session designed specifically to help you harness the rarely taught skill of strategic storytelling for sales. This breakout will encourage an essential messaging shift toward storytelling to influence buyer's behavior and, ultimately, close more deals.

**Speaker:** Kindra Hall, President, Stellar Collective

Tucson Salons A-F

AZ Salons 9-10

Communicating Through a Crisis: Making Sound Decisions When Disaster Strikes

It can't happen to you...until it does. That's the cold truism of crisis communications. In this workshop, you will learn tips for creating a crisis-ready PR plan and how to get executive management to buy into it. We'll talk about the role of social media and the importance of good storytelling in bad times and – all against the backdrop of real-world examples that have rocked destinations and travel brands.

**Speakers:** Tiffany Davila, Public Affairs Officer, Arizona Department of Forestry and Fire Management

Abbie Fink, Vice President, HMA Public Relations

AZ Salons 11-12

It Takes a Village (and a vision): The Essential First Steps to Building a Tourism Program

You have this great tourism product, but lack the plan to promote it. How do you gather key stakeholders together and build the support needed for an effective tourism program? During this session, you will hear from three Arizona communities that have done just that. From funding mechanisms to relationship building, these tourism champions will provide valuable insight into what it takes to build consensus, create a plan and move forward together.

**Speakers:** Mile Besich, Executive Director, Copper Corridor Economic Development Coalition

Caleb Lee Blaschke, City Manager, Willcox

Aaron Cooper, Executive Director, International Sonoran Desert Alliance

Tucson Salons G-H

Maximizing Your Presence on TripAdvisor's New Social Platform

Late last year, TripAdvisor debuted its Travel Feed, a new social platform within the site that allows travelers to use the site for more than simple travel planning tasks. Now, travelers can use the feed to help curate their own trips during planning and post about their experiences once they have returned. The result is a powerful mix of inspirational, aspirational and actionable content – all about your destination. Learn more about TripAdvisor's Travel Feed and how you can make the most of this new offering with some quick tips.

**Speaker:** Sheri McLaughlin, Destination Marketing Manager, West, TripAdvisor

Tucson Salons I-J