

# 2017 GOVERNOR'S CONFERENCE ON TOURISM PROGRAM

## WEDNESDAY, JULY 19

3:00 p.m. – 6:30 p.m. **Registration** *East Registration Desk*

4:00 p.m. – 5:00 p.m. **General Session: Profile of the Arizona Visitor** *Sonoran E-F*  
The AOT Research team kicks off GCOT 2017 with a comprehensive review of Arizona's 2016 tourism performance. We'll examine the evolving portrait of the Arizona visitor and discuss AOT's latest data-driven initiatives. Andria Godfrey with ADARA will explain how AOT is tracking revenue and travel patterns generated by digital marketing, and provide a deep dive into the results of our statewide Final Four promotion.

5:00 p.m. – 7:00 p.m. **Taste of Arizona Welcome Reception** *Sonoran G-K*  
This casual networking event and dine-around features cuisine and beverages from some of Arizona's best restaurants, resorts and F&B purveyors. Hosted by the Arizona Lodging & Tourism Association, the conference's official welcome gathering also features a silent auction and sponsor exhibits.

## THURSDAY, JULY 20

7:15 a.m. – 11:30 a.m. **Registration** *East Registration Desk*

7:15 a.m. – 8:00 a.m. **Continental Breakfast with the Exhibitors** *Sonoran G-K*  
Wake up to the tourism industry's latest technology and services, as showcased by the many GCOT 2017 exhibitors who are committed to helping you reach customers and influence travelers' behavior.

8:00 a.m. – 9:15 a.m. **General Session: Why Things Catch On** *Sonoran E-F*  
Why do some destinations catch on and others languish? Why do people talk about some hotels and attractions more than others? Wharton School marketing professor Jonah Berger reveals the secret science behind why stories get shared, brands get word-of-mouth buzz and videos go viral. He'll also show you how to apply this science to practical use, using your new insight into social transmission to craft contagious content.

9:15 a.m. – 10:15 a.m. **General Session: The State of Tourism in Arizona** *Sonoran E-F*  
Arizona Office of Tourism Director Debbie Johnson and Deputy Director, Stephanie Dowling, will take a look back at the successes and opportunities from our last year and then preview strategy for the year ahead. We'll dive into AOT's marketing initiatives, media-relations efforts, trade missions and cooperative efforts—and even give everyone a sneak peek at our new advertising campaign.

10:15 a.m. – 10:45 a.m. **Morning Break** *Sonoran G-K*  
Time to recharge and rethink. A jolt of caffeine can help with the former, while a chat with one of our GCOT 2017 exhibitors can inspire the latter. And don't forget to bid on one of the great items available in the Silent Auction.

10:45 a.m. – 12:00 p.m. *Concurrent Workshop Sessions*

- **Redefining the Female Traveler** *Sonoran A-B*  
Melissa Luebbe, the National Director for Meredith Travel Marketing, examines women's vacation preferences and travel behaviors, illustrating differences between generations, moms and Hispanic women. Luebbe will point out travel trends and help you better understand women's involvement with vacation planning, including their interest in culinary-tourism activities.
- **Session TBD** *Sonoran C*
- **The Importance of Global Air-Service Enhancement to Arizona** *Sonoran D*  
Air connectivity is key to unlocking Arizona's growth potential. An increase in global air service also spurs tourism, which is vital to our state's economic prosperity. This panel discussion will explore what Arizona's airports are doing to boost air service and how you can help.

12:00 p.m. – 2:00 p.m.

**Arizona Storytellers Luncheon with Megan Finnerty** *Sonoran E-F*

Here's a refreshing twist: During this lunch session you'll get to *listen* to storytellers instead of being implored to be a better one yourself. Megan Finnerty, director of the Storytellers Brand Studio for the USA Today Network, will introduce you to four Arizonans, each of whom has a story to tell about things that define our state's character and pique the curiosity of travelers.

2:00 p.m. – 3:00 p.m.

*Concurrent Workshop Sessions*

- **Lessons in Content Creation: Have a Strategy, Tap Local Sources, Tell One Story** *Sonoran A*  
Content is no longer king—it's King Kong. By comparison, every other marketing weapon wielded in the battle for customers' attention is a puny biplane that's about to be swatted by Kong's hairy hand. But there's so much content out there—how do you make an impression? Our panel of expert content creators will share best-practice tips and how-not-to examples that will put you on the path to telling better stories than your competitors. You'll also learn why creating bad content is worse than creating no content at all.
- **Winning Visitors with the Power of Influencers** *Sonoran B*  
Two-thirds of consumer brands participate in digital-influencer marketing. Digital influencers have powerful social networks, and many are willing to connect with brands relevant to their field of expertise. Can a digital influencer help travelers change their opinion about your business or destination? This session will explore how to choose the right influencer and manage a digital-influencer marketing campaign—which can be tricky if you don't know the metrics, rules and tools to use during the process.
- **A Conversation with Arizona Tourism Leaders** *Sonoran C*  
Leaders from DMOs, attractions and the private sector will discuss some of the most pressing (and not-so-pressing) issues facing tourism entities across Arizona. This is your chance to engage statewide tourism leaders on their views about the changing travel-and-tourism marketplace and Arizona's future within it.
- **Fab FAMS: Conceiving and Conducting Familiarization Tours That Get Results** *Sonoran D*  
Are you getting ROI on your FAMS? The Arizona Office of Tourism's media-relations and travel-trade teams will share best practices for planning and hosting familiarization tours for journalists and tour operators—and those audiences demand very different itineraries. You'll learn tips for creating shareable experiences, managing partners' expectations, and filling itineraries with stories (not just stops).

3:00 p.m. – 3:30 p.m.

**Afternoon Break** *Sonoran G-K*

Take a breather, visit with our GCOT 2017 vendors and suppliers in the exhibit hall, and check the bid sheets for the Silent Auction.

3:30 p.m. – 4:30 p.m.

*Concurrent Workshop Sessions*

- **The Evolution of Media Buying** *Sonoran A*  
Technology has completely changed the way we consume media, with the average person spending 12 hours per day exploring digital media. This has forced marketers to adjust what kind of media they buy. Learn how brands are navigating this shift and rethinking the way integrated campaigns are created, bought and tracked.
- **International Marketing: How to Engage with Brand USA** *Sonoran B*  
Brand USA, the destination-marketing organization for the U.S, is tasked with increasing international visitation, spending and market share to fuel the nation's economy and enhance the image of the USA worldwide. Dianne Turner, manager of Partnership Development at Brand USA, will talk about the fundamental building blocks you need to set in place to begin an international marketing journey with Brand USA.
- **Film Tourism: How To Make Your Community "Camera Ready"** *Sonoran C*  
Film and TV productions impact travel decisions by inspiring consumers to experience firsthand the places they see onscreen. Film tourism is an excellent vehicle for destination marketing, and it presents product-development opportunities in the form of location tours, film museums, exhibitions and the theming of existing attractions. Matthew Earl Jones, director of the Arizona Office of Film and Digital Media, will lead a

conversation about the future of film tourism in Arizona, and how your community can position itself to be a part of it.

- **The Never-Ending Quest for Visual Content** *Sonoran D*  
Photos and videos. You can't acquire enough of them, and their quality is crucial to the clickability of your website, social-media page or marketing campaign. How do you produce images and videos that resonate with your customers and tell the story of your brand—and do so within your budget? Here's a tip: The answer doesn't involve an intern and a smart phone. Our panel will tell you how to procure user-generated content and share tips for building relationships with visual storytellers.

5:00 p.m. – 6:00 p.m. **Conference Reception** *Sonoran G-K*

6:00 p.m. – 8:30 p.m. **Governor's Tourism Awards Gala** *Sonoran E-F*  
At this sit-down dinner we recognize the marketers, ambassadors and innovators who have elevated Arizona's tourism industry to new heights. Join us to celebrate the 2017 Governor's Tourism Award winners and their achievements, and to network with speakers, sponsors, exhibitors and your fellow attendees.

## FRIDAY, JULY 21

8:00 a.m. – 8:45 a.m. **Continental Breakfast with the Exhibitors** *Sonoran G-K*  
Wake up to the tourism industry's latest technology and services, as showcased by the many GCOT 2017 exhibitors who are committed to helping businesses and marketers influence customer behavior.

8:45 a.m. – 9:45 a.m. **General Session: World Tour and the State of the International Traveler** *Sonoran E-F*  
World Tour 2017 is an in-depth examination of tourism activity in Arizona's international markets. The Arizona Office of Tourism's representatives in Mexico, Canada, the United Kingdom, Germany, France and China will be on hand to answer questions and report on trends in their respective markets. This is an opportunity for DMOs, attractions and hotels to directly communicate with our international reps and learn how to better attract visitors from Arizona's six international markets.

9:45 a.m. – 10:15 a.m. **Morning Break** *Sonoran G-K*  
This is your last chance to visit with our GCOT 2017 exhibitors and bid on Silent Auction items.

10:15 a.m. – 11:30 a.m. **Breakouts (China, Mexico, Germany)** *Sonoran A-C*  
Each international representative will present for 20 minutes during these breakout sessions, providing a deeper dive into their respective markets before participating in a Q&A with the audience. Attendees can select a meeting room and stay put; the reps will come to you, rotating from room to room.

11:30 a.m. – 1:30 p.m. **Lunch – Grand Pitch!** *Sonoran E-F*  
Watch as six lucky finalists present innovative marketing ideas for their destination and compete for the chance to win FREE digital media buys. Winners will be selected by our panel of marketing and industry experts as well as LIVE audience polling.

1:45 p.m. – 3:00 p.m. **Breakouts (UK, France, Canada)** *Sonoran A-C*  
Each international representative will present for 20 minutes during these breakout sessions, providing a deeper dive into their respective markets before participating in a Q&A with the audience. Attendees can select a meeting room and stay put; the reps will come to you, rotating from room to room.