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## 2018 GOVERNOR'S CONFERENCE ON TOURISM

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**Thursday, July 19th  
10:45AM - Noon  
Concurrent Workshop Sessions**

### **How to be a Culturally-Ready & Culturally Friendly Employer**

The U.S. population is increasingly diverse, and in some industries, the composition of the Work force is 70% minority. This shift in demographics is a permanent one and brings many changes to our society and our workforce. These changes also bring unique challenges to employers and workers as values sometimes differ between various cultures.

Among Hispanics, the largest ethnic minority in the U.S., values and customs often differ depending on country of origin and level of acculturation. Learning the key differences in values and cultural expectations among different Hispanic segments can help your business attract, recruit and retain the best employees.

This presentation will focus on how you can best reach and retain diverse workers by understanding varying levels of acculturation, differences in values, and how to increase productivity and retention among your diverse workforce.

Speaker: Kelly McDonald, Author & Keynote Speaker, McDonald Marketing

### **Put Tourists on Your Trail: How to Develop Outdoor Adventure Concepts That Appeal to Niche Visitors**

Are you getting your share of Arizona's 44 million annual visitors? For communities looking to develop outdoor tourism products, this session will discuss concepts, steps for success and pitfalls to avoid. Hear from tourism professionals who have successfully developed and implemented outdoor-adventure concepts that drive tourism in their regions.

Speakers: Maya Azzi, Rural Program Coordinator, Local First Arizona  
Sirena Dufault, Owner, Trails Inspire  
Andrew Grossmann, Destination Management Specialist, Travel Oregon

### **Avoiding Social Awkwardness: How to Remain Relevant and Sustain Engagement When Social Media Changes the Rules**

The social-media landscape doesn't evolve as much as mutate. From Facebook's ranking hierarchy to Instagram's API, yesterday's best practice can be tomorrow's taboo. How can you be confident you're delivering the right message to the right audience using the right channel? Our expert panelists will discuss what's new and what's next in social-media marketing, with put-it-in-practice focus on what to post, when to post and when to promote a post.

Speakers: Chris Herring, Director of Digital Marketing, BarkleyREI  
Tina Kelly, Chief Marketing Office, Casual Astronaut  
Nina Simmons, Co-Founder, NB&NS Content Assist