

NEBRASKA TOURISM CONFERENCE	TUESDAY, OCTOBER 17 - Registration Open at 8:00 AM		
8:00 - 9:30 AM	Lincoln Highway Scenic and Historic Byway Meeting		
9:30 - 11:00 AM	Nebraska State Scenic Byways Meeting		
9:30 - 11:00 AM	Nebraska Association of Convention and Visitors Bureaus (NACVB) Meeting		
9:30 - 11:15 AM	Nebraska Hotel/Motel Association Meeting		
10:00 - 11:00 AM	Newcomer's Orientation Session		
10:00 - 11:15 AM	Nebraska Festivals and Events, Inc. Meeting		
11:30 AM - 12:00 PM	Welcome to the Conference		
12:00 - 12:30 PM	Lunch		
12:30 - 1:30 PM	General Session- Nan Marchand Beauvois "Tourism in the United States"		
1:30 - 2:00 PM	Networking Break		
	Session One		
2:00 - 3:15 PM	How to Tap into Group Tours -Michael Collins	Re-creating Authentic Downtown Communities -Dan Senftner	Turning a Wild Idea into a Successful Business -Tim Vala, Vala's Pumpkin Patch
3:15 - 3:45 PM	Networking Break		
	Session Two		
3:45 - 5:00 PM	Thinking Outside the Box for Festivals and Events - Old West Balloon Fest, Nebraska Cigar Festival, Nebraskaland Days, Omaha Beer Tour	Videos for Tourism Pros- How to Easily Create WOW! -Catherine Heeg	How to use Marketing and Economic Impact Reports to Advance Your Community and Region -Leon Aliski, Dean Runyan & Ass.
5:00 - 5:30 PM	Networking Break		
6:00 - 9:00 PM	Sarpy County Tourism Showcase		
	WEDNESDAY, OCTOBER 18 - Registration Open at 7:30 AM		
7:30 - 8:30 AM	Breakfast		
8:00 - 8:30 AM	Welcome / Legislative Update		
8:30 - 9:45 AM	General Session- George Zimmermann "Tourism Powers Economic Development"		
9:45 - 10:15 AM	Networking Break		
	Session Three		
10:15 - 11:30 AM	Dave Flugge- Social Media	Nebraska Tourism Marker Program - Roger Jasnoch and Carol Schlegel; Wayfinding Signage - Matt Neemann,	Nebraska Through British Eyes -Alan Wilkinson
11:30 AM - 12:00 PM	Lunch		
12:00 - 2:00 PM	New Agency / General Marketing/ Brand Leverage / Nebraska Tourism Marketing, Nebraska Passport Program and Nebraska Serves - Erin Wirth, Angela Sears, Jenn Gjerde		
	Session Four		
2:15 - 3:30 PM	Earned Media in the Travel - Trevor Meers, Tim & Lisa Trudell, Carson Vaughn	New PR Agency	Re-creating Authentic Downtown Communities -Dan Senftner
3:30 - 4:00 PM	Networking Break		
4:00 - 5:15 PM	General Session- VJ Smith "The Richest Man in Town"		
6:00 - 7:00 PM	Celebrate Nebraska Reception		
7:00 - 9:00 PM	Celebrate Nebraska Awards Banquet		
	THURSDAY, OCTOBER 19		
7:45 - 9:45 AM	NETA Breakfast Meeting		
10:00 AM - 12:00 PM	Nebraska Tourism Commission Meeting		