

ND | TRAVEL INDUSTRY MARKETING SUMMIT

Bismarck | Radisson | Oct. 26, 2021

10:30 a.m.	TAP meeting (open to both TAP and DMAND members)
11:45 a.m.- 1 p.m.	DMAND meeting and luncheon (open to both DMAND and TAP members)
1:15 p.m.	North Dakota's Travel Industry on the Rise to Recovery <i>Director Sara Otte Coleman will report on how the industry has fared through the pandemic, what the state's marketing efforts have been and what is on the horizon</i>
2 p.m.	2022 Cooperative Advertising Plan <i>Marketing Manager Heather LeMoine will introduce the cooperative advertising programs being planned for 2022</i>
2:15-3:15 p.m.	Roundtable topics
	• Social media
	• Outdoor recreation
	• Hosting media, influencers, and familiarization tours
	• Getting support for infrastructure
	• Pandemic event planning best practices
	• Planning 2022 guides and other materials
	• Metrics that matter
3:15-3:30 p.m.	Break
3:30-4:45 p.m.	Pecha Kucha (7-minute brief) presentations
	• Website listings are vital!
	• Using free resources like Canva
	• Improving social media engagements
	• Google news to know
	• Tips for using 360-degree tours, videos, and photos
	• Roundup 2022
	• Websites are important; The dangers of going Facebook only
	• Keeping up with online reviews
	• The latest updates on pandemic travel research
	• Adopting a positive mindset
5 p.m.	Networking social