

Monday, April 25	
3-5 p.m.	Industry Meetings
4-6 p.m.	Registration and Exhibitor Set Up
6-9 p.m.	<p>Opening Reception and Social at the Ralph Engelstad Arena</p> <p>Attendees can enjoy fabulous food, cool cocktails, terrific live tunes supplied by Downtown Horns and one grand time mingling with fellow conference goers. No need to worry about driving ... just hop on the bus that will shuttle you to and from the Canad Inns Destination Center.</p>

Tuesday, April 26 – WEAR YOUR LOGO DAY	
7:30 a.m.	Registration Open
8-8:45 a.m.	<i>Breakfast Buffet with Exhibitors</i>
8:45-9 a.m.	Welcome
9-10 a.m.	<p>General Session – Bringing Home the Gold</p> <p>Jocelyne Lamoureux-Davidson and Monique Lamoureux-Morando are North Dakota's first Olympic Gold Medalists and recipients of the Theodore Roosevelt Roughrider Award. Monique and Jocelyne have helped lead the battle for gender equity in hockey, sports and society at large. They also founded the Lamoureux Foundation, which funds educational and extracurricular programs for children in need, primarily in their home state of North Dakota. Be inspired as these legendary twins lead us through their historic hockey careers and impactful lives off the ice.</p>
10-10:30 a.m.	<i>Break with Exhibitors</i>
10:30-11:30 a.m.	<p>Breakout Sessions</p> <ul style="list-style-type: none"> <p>• Making Accessibility ... Accessible – Peter Slatin Helping Industry Partners Understand and Enable Access for All What is accessibility, and where does it belong in the tourism environment? Accessibility is the equalizer for people with disabilities and other accessibility needs, including older travelers. This presentation will discuss how North Dakota Tourism industry partners and stakeholders can maximize outreach to and welcoming people with disabilities as valued consumers.</p> <p>• An Outdoors Perspective on Tourism Panel North Dakota Outdoors Promotions Manager Mike Jensen will moderate a panel of outdoor recreation experts and business owners in a discussion of both potential and needs in this important tourism asset.</p>

	<ul style="list-style-type: none"> • Rewriting the Rural Narrative – Ben Winchester The story of rural America is rich and diverse, with positive trends occurring under the radar. Learn how positive changes around migration, community involvement, economic development, and regional living have diversified this landscape that require us to rewrite the narrative of rural community change.
11:30 a.m.-1:15 p.m.	<i>Industry Updates Luncheon featuring U.S. Travel Association President Roger Dow and North Dakota Tourism and Marketing Director Sara Otte Coleman; with a special appearance by Theodore Roosevelt, portrayed by Joe Wiegand, actor, historian and the world's premiere TR repriser.</i>
1:30-2:30 p.m.	<p>Breakout Sessions</p> <ul style="list-style-type: none"> • Post-Pandemic Marketing Breakout Consumer behavior has made some dramatic shifts in the past two years. What trends and behaviors should advertisers be aware of? How should marketers in the travel industry respond? • Let's Take 701 Day Statewide Since 2019, the Fargo Park District has been embracing 701 Day (July 1) with events, activities, social media and fun. Join Stephanie D'Ambrosio and Tatiana Friese from the Fargo Park District, along with North Dakota Tourism Social Media Specialist Alicia Jolliffe to learn what's been done and how you can join the fun. • Living in the Middle of Everywhere – Ben Winchester The notion that rural residents live "in the middle of nowhere" continues a negative narrative that is not based on the reality of community life. Let's flip the switch on this narrative. Implications for tourism, marketing, transportation planning, resident recruitment and housing will be discussed.
2:30-3 p.m.	<i>Break with Exhibitors</i>
3-4 p.m.	<p>General Session – What Makes Great Places to Visit, Live and Work</p> <p>Winona Dimeo-Ediger will use insights from her current role as founder and CEO of talent-attraction firm RoleCall, as well as her experience as former editor of Liveability.com to discuss the common threads of great places.</p>
4-5 p.m.	<p>Breakout Sessions</p> <ul style="list-style-type: none"> • How Tourism Marketing Can Boost Talent Attraction – Winona Dimeo-Ediger If you want to see some of the most creative, innovative, and thoughtful marketing work being done today, look to talent attraction and place marketing. This session will explore a variety of marketing tactics and also a critical aspect that's not often talked about: talent attraction infrastructure. • The Outlook for Global Tourism – Mathias Jung The pandemic's impact on global travel was profound, but how will the experience of the past two years shape the future of global travel to the Great

	<p>American West? In this session, learn how RMI, the multi-state cooperative marketing ND, SD, MT, WY and ID, has positioned our region for future growth. Insight into the evolution of overseas markets, interests and trends, and the international visitors we are hosting in North Dakota will be shared.</p>
	<ul style="list-style-type: none"> • Teamwork Makes the Dream Work North Dakota's Rendezvous Region has teamed up with Roger Brooks for one of the most comprehensive regional action plans. The goal of this legendary partnership is to establish, build and eventually expand their brand, with an endgame of attracting visitors and residents. Hear about how the partners joined forces and raised funds for this project, as well as the process, goals and expected deliverables.
Evening	<p>Dinner on your own, followed by entertainment at Canad Inns Destination Centre</p> <p>The stellar staff at Canad Inns Destination Centre, the conference host hotel, have kindly offered to throw attendees a grand soiree, eh! When the sessions end on Tuesday, everyone is free to explore and dine around our two towns. Afterward, end your awesome evening in Forks with an on-the-house beverage and live performance by one of our region's top dance bands, Paint the Town! All the fun runs from 8-11 p.m. in Playmaker's Lounge.</p>

Wednesday, April 27	
8-8:45 a.m.	<i>Breakfast Buffet with Exhibitors</i>
8:45-9:45 a.m.	<p>General Session – Cultural Sensitivity for the Accidentally Insensitive</p> <p>Comedian Shannan Paul was named "Best Stand-up Comedian" by City Pages Magazine in their "2020 Best of the Twin Cities." Her discussion on "Cultural Sensitivity for the Accidentally Insensitive" uses personal anecdotes and real-world situations to teach the audience how to not walk blindly into awkward interactions. With her help, you'll learn how to bridge cultural gaps, and embrace uncomfortable situations. Miss Shannan can keep you smiling and keep people of other cultures smiling along with you. Her diverse professional background has given Shannan a wealth of knowledge and insight that will enlighten and help explore a variety of cultural circles. After hearing Miss Shannan speak, you'll be ready to "Learn Something New About Someone New" and have the tools needed to move forward into new culturally sensitive adventures.</p>
10-11 a.m.	<p>General Session – Digital Marketing Trends & Tactics for Jumpstarting Success</p> <p>The times they are a changing! During this session, with TwoSix Digital Senior Director of Strategy & Education Brian Matson, you'll get the latest scoop on what's happening (and changing) in the world of digital marketing. Also learn the tactics you'll need to be deploying to navigate a changing world. Walk away with valuable strategies to help your organization hit the ground running in 2022 and beyond.</p>
11-11:15 a.m.	<i>Break with Exhibitors</i>

<p>11:15 a.m.- 12:15 p.m.</p>	<p>Breakout Sessions</p> <ul style="list-style-type: none"> <li data-bbox="391 142 1463 409"> <p>• Leverage LinkedIn & Social Advertising for Groups, Sports and Meetings – Brian Matson Discover strategies to grow your groups, meetings and sports business within your destination by leveraging LinkedIn and other social advertising networks. These users can be a challenge to reach but there are tactics to grow your base, nurture leads, and book more group business. You'll walk away from this session with some fresh ideas to get the job done!</p> <li data-bbox="391 457 1463 989"> <p>• Native Tourism Alliance Panel Cooperative work is underway to support and develop cultural tourism opportunities through the North Dakota Native Tourism Alliance. This work is supported by George Washington University and has positioned the Alliance to be one of the first with a cooperative framework including all five tribal nations that share geography with the state. Learn how this work has progressed and join the dynamic discussions on how the rich stories and sites found throughout our Tribal Nations are relevant to visitors now more than ever.</p> <p>Panel will be moderated by Selini Matus, Executive Director, International Institute of Tourism Studies at George Washington University School of Business with panelist Darian Morsette, MHA Nation Tourism Manager and AIANTA board member, and Doug Bolken, Attraction and Promotion Director for McKenzie County Tourism</p> <li data-bbox="391 1037 1463 1304"> <p>• PR and Media Relations: Sharing Community-Driven Stories – Leslie Holbrook and Alyson Helwagen How can you best showcase the authentic experiences available in your area to attract media and tourists to visit? The team from Fahlgren Mortine shares tips and takeaways on crafting a storytelling approach that incorporates your community members and attractions – and the narratives that make your destination stand out.</p>
<p>12:15-1:30 p.m.</p>	<p><i>Governor's Awards Luncheon Honoring Leaders in Travel and Tourism</i></p> <p><i>The Governor's Awards for Travel and Tourism recognize the passion and dedication of North Dakotans in this statewide industry. Speaking and presenting the 2022 awards are DMAND President Julie Obrigewitsch and Tourism and Marketing Director Sara Otte Coleman.</i></p>