

2010 AGENDA
ALABAMA GOVERNOR'S CONFERENCE ON TOURISM
Renaissance Montgomery Hotel and Spa
August 14-17
www.algovernorsconference.com

Saturday, August 14

Golf Tournament at the Legends

Sunday, August 15

- 8:00 AM – 1:00 PM Trade Show Setup Exhibit Hall B
- 11:30 AM – 12:45 PM **AHA Board Meeting & Lunch** Riverview 1
- 12:00–4:15 PM **Registration** Foyer of Alabama A&B
- 12:00–5:00 PM **Beverage Service** Foyer of Alabama A&B
Sponsored by Royal Cup Coffee
- 1:00–2:00 PM **“Tourism Education 101”** Alabama CD
Speaker: Lee Sentell, Director, Alabama Tourism
Department
- 1:00–2:00 PM **"Crisis... Perception and Recovery (Oil Spill Update)"**
Herb Malone, President and CEO, Alabama Gulf Coast CVB
Alabama A
- 2:15–4:15 PM **Opening General Session and Alabama Tourism
Department (ATD) Update** Alabama A
Welcome by Dawn Hathcock, President, Montgomery Area
Chamber of Commerce CVB Division; Mike Eveleth, General
Manager, Renaissance Hotel; and Mayor Todd Strange
**Alabama Tourism Department Annual Update and
Advisory Board Meeting**
- 4:30–6:00 PM **Trade Show/Silent Auction Reception** Exhibit Hall B
- 6:30-8:30 PM **“Rally in The Alley” Party**
Sponsored by: Montgomery Area Chamber of Commerce,
C&V Bureau
Join the Montgomery Chamber Convention and Visitor Bureau for Rally
in The Alley at Alley Station. In honor of Small Towns and Downtowns,
the CVB would like to invite you to Montgomery’s newest Entertainment
District, The Alley, directly across from the Renaissance Hotel on
Commerce Street. Alley Station is Montgomery’s premier location for
downtown living, shopping, dining and private events. Its beautiful
architecture and unique living & event spaces make it a perfect place to
celebrate life. And, with the only rooftop terrace downtown, you can be
sure there’s always something to celebrate! The dress is summer casual.

Monday, August 16

- 8:00 AM–5:30 PM **Conference Registration** Foyer of Alabama A&B
- 8:30-9:30 AM **Character Breakfast in the Trade Show/Silent Auction**
Sponsored by: 2011 AGCT – City Host, Florence CVB and Host Hotel, Marriott Shoals Exhibit Hall B
Bring your mascot/re-enactor/character!
- 9:30–11:30 AM **Beverage Service** Foyer of Alabama A&B
Sponsored by Royal Cup Coffee
- 9:45–10:45 AM **General Session** Alabama A
Speaker, David Bronner, CEO, Retirement Systems of Alabama
- 10:45 – 11:15 AM **Industry Salute**
- 11:30–1:00 PM **AACVB's Scholarship Luncheon** Alabama BCDE
Master of Ceremonies, John Wild, President AACVB
Presentation of 2010 Tourism Industry Scholarship Award Winners
- 1:00–4:00 PM **Beverage Service** Foyer of Alabama A&B
Sponsored by: Royal Cup Coffee
- 1:15–2:15 PM **General Session** Alabama A
Speaker: Roger Dow, President, U.S. Travel Association
- 2:30–4:00 PM **ATP Update and Legislative Session** Alabama A
Moderators: Johnny and Kim Adams, Adams and Associates
Legislative Speakers (confirmed) Representatives: Cam Ward; Craig Ford; Johnny Mack Marrow; Richard Lindsey; David Grimes Senators: Wendell Mitchell, Lowell Barron; Dell Marsh
- 4:15–5:15 PM **Trade Show/Silent Auction** Exhibit Hall B
Silent Auction bid sheets pulled at 5:00 PM.
- 5:30 PM **Pay and Pick Up Silent Auction Items** Foyer of Alabama A&B
Trade Show tear-down complete by 7:00 PM
- 6:30 PM **Dine Around in Montgomery's Historic Downtown!**

Tuesday, August 17

- 8:00 AM-3:00 PM **Conference Registration** Foyer of Alabama A&B
- 8:30 AM **Southern Living Breakfast** Alabama A
Speaker: Warner McGowin, Executive Editor, Travel, Southern Living Magazine
"Southern Living's Alabama Coverage: What's in Store for

2010-2011"

10:00 AM–3:00 PM

Beverage Service Foyer of Alabama A&B
Sponsored by Royal Cup Coffee

10:00–11:45 AM

Educational Session MPAC Theater
Sponsored by: Alabama Hospitality Association
Speaker: Roger Brooks

YOUR TOWN: A DESTINATION. THE SEVEN THINGS YOU NEED TO DO TO WIN

In this new age of tourism competition has never been tougher. With tourism the fastest growing industry in the U.S. everyone is taking notice and wants a piece of the action. But how do you get your community "on the map?" What do you need to do to win with all the competition out there? How do you set yourselves apart from everyone else? In this engaging, entertaining and insightful keynote address, you'll learn the seven ingredients that will make you THE destination of choice. Using case histories, photographic examples and video clips, you'll go home empowered and armed with things you can do today to make a difference tomorrow.

12:00-1:30 PM

Gubernatorial Candidates Forum Luncheon Alabama AB
Speakers: Dr. Robert Bentley and Ron Sparks

1:45-2:45 PM

Industry Segment Workshops (choose 2 of 5)

2:45 PM

Break

3:00 – 4:00 PM

Industry Segment Workshops Repeated

1) YOUR TOWN: A DESTINATION. SEVEN MORE THINGS YOU NEED TO DO TO WIN Montgomery 7

In this follow-up, Roger will cover some of the "rules" from his book, Your Town: A Destination. The 25 Immutable Rules of Successful Tourism. He will discuss community gateways, the need for directional signage (can we find what it is you're promoting?), the importance of downtowns, the rule of critical mass, how to get visitors to spend more time and money while in town, and how toilets attract more than flies. The workshop will be fun, fast-paced, full of examples and hilarious outcomes - but includes bottom line solutions to some of your most vexing challenges.

Speaker - Roger Brooks MPAC Theater

Sponsored by: Alabama Hospitality Association

2) YOUR TOWN: A DESTINATION. THE STEP-BY-STEP GUIDE TO MAKING IT ALL HAPPEN Montgomery 5

In the keynote address we covered WHAT you need to do to win. In this session you'll learn HOW to make it all happen. After all, it takes a village to win. So how do you get everyone on the same page, pulling in the same direction? You'll learn what to do, how to do it, when to make it happen

- all following a couple of case histories showcasing what they did and how it's all coming together.

Speaker – Roger Brooks MPAC Theater

Sponsored by: Alabama Hospitality Association

3) Alabama Tourism Department and You

Speakers: Matching Grants-Kerry Teague; Media -Edith Parten; Publications – Marilyn Stamps; Photo Library – Peggy Collins; Newsletter – Brian Jones; Welcome Centers – Frances Smiley; Year of Music -Grey Brennan Alabama C

4)Text2Twitter: Affordable Ways to Connect with Your Clients

Learn how to affordably reach customers by using new technologies to your marketing advantage. He will share ways to connect with current and prospective clients utilizing text messaging, Twitter, blogs, social networks and more
Speaker – David Allred, Principal, LWT Alabama D

5) Maintaining and Stabilizing the Museums in Alabama

Speaker: Richard Metzger, Executive Director, Troy-Pike Cultural Arts Center Alabama E

4:15 – 5:15 PM

Alabama Travel Council Annual Meeting and Board of Directors Meeting (open to all registrants) Alabama CDE

6:30 PM

Reception (Cash Bar) Foyer of Alabama CDE

7:00 PM

Alabama Tourism Department Awards Banquet

Alabama Ballroom (Cash Bars will be closed during Awards presentations) Black Tie preferred!
All evening functions sponsored by the Alabama Tourism Department

7/15/10

Super Tuesday, August 17, 10 AM – 4:00 PM

\$20- fee based day for small towns, new comers, and staff members in tourism!

-Affordable way to attend the prestigious AGCT

-Travel from all points of the state in one day

-Network with tourism professionals from all over the state

-Learn from travel professionals - topics pertinent to today's needs

-Experience the conference for the first time

-Participate in 6 outstanding topics

-Hear the gubernatorial candidates in person, and have the ability to ask questions, etc!!!

Sponsored in part by the Alabama Tourism Department