

## SCHEDULE

### MONDAY, APRIL 22

12:00pm - 5:00pm

#### **REGISTRATION OPEN**

**GRAND FOYER, HANOVER INN**

1:30pm - 3:30pm

#### **NEW PARTNERSHIP GIVES LIFE TO CORNISH COLONY**

**MEET IN GRAND FOYER, HANOVER INN**

In 2016, the National Park Service partnered with Lebanon NH-based Opera North to create a national park for the arts at Blow-Me-Down Farm, on the grounds of the Saint-Gaudens National Historic Park. Opera North is responsible for preserving and renovating the historic Charles Beaman farmhouse and has re-imagined the space and its lawn overlooking the Connecticut River and Mt. Ascutney as a performance space. Last year's "Singers and Swingers" and this summer's "Hoedown at Blow-Me-Down" and "Pirates of Penzance" bring rising opera stars and professional circus acts together under a big top. This 90-minute guided tour will visit the Saint-Gaudens National Historic Park and sculpture garden and Blow-Me-Down Farm for a preview of Summerfest 2019.

**TOUR LEADERS:** Louis G. Burkot and Evans Haile of Opera North and Rick Kendall of Saint-Gaudens National Historic Park

4:00pm - 5:00pm

#### **DARTMOUTH COLLEGE WALKING TOUR**

**MEET IN GRAND FOYER, HANOVER INN**

Take a short walk around the Dartmouth College green, the heart of the campus. Learn about the history of the College and its unique characteristics, with a focus on facilities and activities open to the public. We will visit the Rauner Special Collections Library where most of Dartmouth's rare books, manuscripts, and the Archives of the College are housed. A librarian will provide us with a brief overview of the wonderful collections available to researchers and the public. Next, we will go to Baker-Berry Library to visit one of José Clemente Orozco's finest works, *Epic of American Civilization*, designated a national historic landmark in 2013. We will finish off the tour with a climb to the top of Baker Bell Tower\* for an amazing view.

*\*Baker Bell Tower tours limited to 20 people. Reaching the tower requires climbing several flights of stairs including a "ladder-like" stair for the last 20 feet. Climbing the stairs may be physically demanding and difficult for any person uncomfortable with heights.*

**TOUR LEADER:** Heather Drinan, Dartmouth College Office of the Provost

*All Monday activities are free for Conference attendees!*

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5:30pm - 7:30pm

### **INNOVATORS WELCOME RECEPTION**

#### **HANOVER LEAGUE FINE CRAFT GALLERY SHOP**

Visit and network with fellow Conference attendees as you admire the fine craft of juried League of NH Craftsmen members. Enjoy light fare and wine from LaBelle Winery. Address: 13 Lebanon Street, Hanover, NH.

*All Monday activities are free for Conference attendees!*

## **TUESDAY, APRIL 23**

7:30am - 8:30am

### **REGISTRATION AND BREAKFAST WITH EXHIBITORS**

#### **GRAND FOYER & HAYWARD ROOM, HANOVER INN**

Registration and Silent Auction opens. Enjoy a continental breakfast and visit with Exhibitors.

8:45am - 10:00am

### **OPENING SESSION**

#### **TOURISM UPDATES FROM THE NEW HAMPSHIRE DEPARTMENT OF BUSINESS AND ECONOMIC AFFAIRS**

##### **GRAND BALLROOM, HANOVER INN**

**PRESENTERS:** Commissioner Taylor Caswell, New Hampshire Department of Business and Economic Affairs; Travis York, GYK Antler

10:15am - 11:15am

### **CRAFTING THE CUSTOMER JOURNEY: GUIDING GUESTS TO YOUR DESTINATION**

#### **GRAND BALLROOM, HANOVER INN**

Do you know how customers get to your front door? Have you clearly visualized the various customer journeys that drive revenue into your business? Whether you are selling hotdogs or hotel rooms there is a real customer journey that every business must create, maintain and optimize to survive and thrive in today's digital first marketplace. This journey starts at the first impressions a customer sees or hears and ends with their loyalty, advocacy and a measurable ROI. Its components include advertising, search, websites, email, retail, databases, call centers, CRM systems and all the other touchpoints that get consumers to choose your company. A well-designed customer journey instantly reveals how all your digital and traditional marketing fits together and how your ROI can be improved. Join Harry Gold, CEO of Overdrive Interactive, as he walks through the practical steps of launching and optimizing high-powered well-designed customer journeys that both build brands and grow revenue.

**PRESENTER:** Harry Gold, Overdrive Interactive

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11:30am - 12:30pm

### **NAVIGATING THE WORLD OF ONLINE REVIEWS**

#### ***GRAND BALLROOM, HANOVER INN***

Hospitality is all about word of mouth and it's no secret that your potential customers use online reviews to make decisions about where they'll spend. 95% of consumers between the ages of 18 and 34 read reviews for local businesses in 2018 and 91% said they trust online reviews as much as personal recommendations (BrightLocal). This session will dive into how to handle positive and critical reviews, using your reviews to increase customer loyalty and the newest tools you should be using to amplify your word of mouth online.

**PRESENTER:** Genna Gold, Yelp, Inc.

12:30pm - 1:30pm

### **LUNCH WITH THE EXHIBITORS**

#### ***GRAND FOYER AND HAYWOOD ROOM, HANOVER INN***

Enjoy lunch, visit with Exhibitors and bid on items in the Silent Auction.

1:30pm - 2:30pm

### **TOURISM RESEARCH ESSENTIALS**

#### ***GRAND BALLROOM, HANOVER INN***

Join the New Hampshire Division of Travel & Tourism Development's research partners for an overview of the state's most recent research studies.

**PRESENTERS:** David Seiferth and Nick Falkenstein, SMARInsights

2:45pm - 3:45pm

### **THE CASE FOR REGIONAL COLLABORATION AMONG DMOs**

#### ***GRAND BALLROOM, HANOVER INN***

The Travel and Tourism industry is full of noise. A potential traveler is inundated with choices when in the consideration stage of travel planning, and their choices are more tailored than ever with the increase in data-based targeting. This makes it very hard to cut through the noise and attract visitors, especially if you are a small DMO. Using case studies from Oregon, California, and New York, this session will explore the opportunities available to small DMOs to collaborate with their regional counterparts to drive visitation under a regional offering and create packaged experiences that can compete with more traditional or larger destinations.

Participants will leave with specific examples and an understanding of the different possibilities for working together: cooperation, coordination, and collaboration, and the

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opportunities these models offer vs. regional competition. They will gain a clear understanding of regional positioning, along with specific areas of focus that have the opportunity to create lift in multiple market segments.

**PRESENTER:** Matthew Landkamer, Coraggio Group

4:00pm - 5:00pm

### **BEST IDEAS ROUNDTABLE**

#### ***GRAND BALLROOM, HANOVER INN***

Share your thoughts on the tourism-related topic of your choice and learn from others about what's working for them. Roundtable discussions will be organized around specific topics related to marketing, operations, and niches within the tourism industry. We'll capture the best ideas from each discussion and share them. You're sure to get a tip or two you can use when you get back to your office, and this is another great opportunity for networking at the Conference.

**MODERATOR:** Jamie Trowbridge, Yankee Publications, Inc.

5:30pm - 7:00pm

### **INNOVATORS & TASTE OF THE UPPER VALLEY RECEPTION**

#### ***TOP OF THE HOP, HOPKINS CENTER***

Enjoy a taste of the region at the Innovator's Reception. Seventeen food and beverage producers from around the Upper Valley will be showcasing and providing samples of their locally-sourced food.

## WEDNESDAY, APRIL 24

7:30am - 8:15am

### **REGISTRATION AND BREAKFAST WITH EXHIBITORS**

#### ***GRAND FOYER & HAYWARD ROOM, HANOVER INN***

Registration and Silent Auction opens. Enjoy a continental breakfast and visit with Exhibitors.

8:30am - 9:45am

### **KEYNOTE PRESENTATION**

#### **7 HUMAN BEHAVIOR HACKS THAT INCREASE ENGAGEMENT AND RESPONSE**

#### ***GRAND BALLROOM, HANOVER INN***

The emerging field of decision science will soon have a game-changing effect on how marketers communicate. Evidence is uncovered every day by social scientists, neuroscientists and behavioral economists that proves people are hardwired to behave in certain ways. And even though consumers THINK

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they are in control, the fact is, UP TO 95% of their purchase decisions are made subconsciously.

Even more important, these automatic behaviors can be prompted! This has huge implications for marketing – how we create ads and emails, design webpages, structure offers, write content, etc.

By injecting these proven principles of social science into our marketing materials, we can dramatically increase engagement and response. This session will reveal how marketers can incorporate decision science into their work – leveraging surprisingly persuasive scientific principles such as the *Von Restorff Effect*, the *Scarcity Principle* and *Eye Magnet Words*. Come expecting to see lots of in-market examples, including some from the travel industry, and leave ready to increase the impact of your marketing campaigns.

### **Attendees will:**

- Discover how to hack hardwired human behavior to instantly up response
- Learn the newest (and easiest) ways to make your copy and art trigger action
- Gain proven tactics that will increase engagement and results – the next day!

**KEYNOTE PRESENTER:** Nancy Harhut, HBT Marketing

10:00am - 11:00am

## **ROUND 1 OF CONCURRENT BREAKOUT SESSIONS CHOOSE YOUR INTEREST**

### **OPTION A SOCIAL MEDIA IN REAL TIME**

#### **FORD-SAYRE ROOM, HANOVER INN**

In this session, you will see how important it is to share as much content as possible on social media in real time. The more immediate and instantaneous your presence on social media is, the more credible, compelling and convincing you are as a brand and business. Learn how to provide live coverage of special events and even everyday work routines that will attract a qualified, engaged audience of travelers and tourists who will be more likely to do business with you as a result. From live video (Facebook Live, Instagram, Periscope, etc.) to informal, impromptu tweets, you'll see how other organizations like yours use social media in real time to build a bigger, better brand and how you can, too.

**PRESENTER:** Bob Cargill, Cargill Creative

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10:00am - 11:00am

### **INNOVATION IN RENOVATION: RE-IMAGINING THE HOOD MUSEUM OF ART**

#### **OPTION B**

#### **MEET IN THE GRAND FOYER, HANOVER INN**

It's been three years in the re-making, and now the renovated and expanded Hood Museum of Art is making history. The renovation by architects Tod Williams and Billie Tsien allows much more of Dartmouth's permanent collection of 65,000 pieces to be on view than was previously possible. Displays in the 16 new galleries, which will change from time to time, are open to the public, free. This session led by John Stomberg, explores the challenges of significant renovations: Should we close or stay open? If we close, how do we keep our audience engaged? We'll explore the concept while walking, to give attendees maximum time to experience the museum.

**GUIDED TOUR LEADER:** John Stomberg, Hood Museum of Art

11:15am - 12:15pm

### **ROUND 2 OF CONCURRENT BREAKOUT SESSIONS. CHOOSE YOUR INTEREST**

#### **OPTION A**

#### **SAVE MONEY, TARGET SMART: GET THE MOST FROM YOUR GOOGLE ADS BUDGET**

#### **FORD-SAYRE ROOM, HANOVER INN**

Millions of online advertising dollars are wasted every day: Ads appearing in front of an irrelevant audience. Marcia Morgan will share her top tips and insider insight that will help you spend your Google Ad dollars more wisely by tightening up your targeting. You'll learn what you can control, how to carefully define your online audience, how to communicate better with the people running your campaigns (and hold them accountable), so the right ads show to the right people at the right time. A great workshop for any business owner or marketer who is skeptical or concerned about budget spent on Google Search, Display or YouTube video advertising. We'll leave lots of time for Q&A.

**PRESENTER:** Marcia Morgan, Contact Marketing

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11:15am - 12:15pm **CONNECTING WITH THE CANADIAN MARKET**

***DRAKE ROOM, HANOVER INN***

***OPTION B***

Marc will focus on how New Hampshire is very important for Canadian tourists and how they partner with a number of NH-based groups to help make their citizens feel welcome. He will also be noting the important role that Canadian tourists play in NH's economy.

**PRESENTER:** Marc Jacques, Consulate General of Canada

12:30pm

**SILENT AUCTION CLOSURES**

12:30pm - 2:30pm

**AWARDS LUNCHEON, TOAST AND CELEBRATORY DESSERT**

***GRAND BALLROOM, HANOVER INN***

Enjoy lunch prepared with locally-sourced food from the Upper Valley Region. Join in a special toast in memory of former State Tourism Director Lauri Klefos led by George Bald, former Commissioner of the New Hampshire Department of Resources and Economic Development.

The Celebratory Dessert, presented by the Mount Washington Cog Railway will honor two iconic tourism professionals and the impact they have had on the industry.

Presentation of the annual New Hampshire Tourism Awards.

3:00pm

**CONFERENCE CLOSURES AND SILENT AUCTION PICK-UP**

**Enjoy the Hood Museum  
free and open to the public!**

***NOTE: Conference Evaluation Survey will be emailed to attendees – Please give us your feedback.***