



Monday, April 28	
3-6 p.m.	Registration and Exhibitor Set Up
3:30-4 p.m.	Networking Roundtables <i>Choose a topic and network with peers in this requested pre-conference session. Roundtable topics include: marketing, social media, tribal tourism, sports and outdoor recreation.</i>
4:15-5 p.m.	BE BOLD <i>Kick off the conference with this networking session that sets the stage for unlocking creativity. Through thoughtfully created prompts/questions where you are dared to share, you'll infuse more playfulness into your daily routines and marketing efforts.</i>
6-9 p.m.	Opening Reception and Social in the Brick-and-Mortar District Downtown <i>Transportation will be provided.</i>

Tuesday, April 29 – WEAR YOUR LOGO DAY	
7:45 a.m.	Registration Opens
8 a.m.-5 p.m.	Sponsor Exhibits Open
8-8:45 a.m.	<i>Breakfast Buffet with Exhibitors</i>
8:45-9 a.m.	Welcome from our hosts at Visit Minot
9-10 a.m.	General Session – No Bad Days <i>This keynote session by North Dakotan Hunter Pinke will entertain and inspire you to live the rest of your life without having another bad day.</i>

10-10:30 a.m.	<i>Break with Exhibitors</i>
10:30 a.m.- 11:30 p.m.	Breakout Sessions
	<ul style="list-style-type: none"> • Navigating Digital Trends Shaping Travel
	<ul style="list-style-type: none"> • Championing More Accessible Destinations
11:45 a.m.- 1 p.m.	<p>The State of the Industry Luncheon</p> <p>This annual industry luncheon features a presentation and latest updates from Tourism Director Sara Otte Coleman</p>
1:15-2:15 p.m.	<p>General Session – The Philosophy of Branding</p> <p>Learn how you can manage perception by honing in on what represents your destination or brand. Josiah Brown, also known as the New York Sherpa, will share his philosophy of branding and how that is a gateway to controlling perception.</p>
2:15-2:45 p.m.	<i>Break with Exhibitors</i>
2:45-3:45 p.m.	Breakout Sessions
	<ul style="list-style-type: none"> • The Travel Guide of the Future
	<ul style="list-style-type: none"> • Digital Presence 2.0: Fueling the New Travel Search Experience
4-5 p.m.	<p>The Great State Update</p> <p>Get visitors to stay longer in your regions by increasing your knowledge of the key things to see and do. Local DMOs, CVBs, and tourism professionals will share updates on the fun things you need to know, pecha kucha style.</p> <p>We'll close this session with announcements of the inaugural Destination North Dakota collegiate competition!</p>
	<p>Downtown Minot Walking Tours and Dining</p> <p><i>Don't have dinner plans? Let Visit Minot be your concierge. Sign up for downtown walking tours and networking dinner groups.</i></p>

Wednesday, April 30

7:45 a.m.	Registration Opens
7:30 a.m.-12 p.m.	Sponsor Exhibits Open
7:30-8:15 a.m.	<i>Breakfast Buffet with Exhibitors</i>
8:15-9:15 a.m.	<p>General Session – Reshaping the Rural Narrative</p> <p>Start your morning inspired to embrace and promote your community and region. Broadcaster Cory Hepola, host of “My Town” and “Rural by Choice” will outline positive solutions centered around a growth mindset.</p>
9:15-10 a.m.	<p>Break with Exhibitors and Governor’s Photo Contest Awards Presentation</p>
10-11 a.m.	<p>General Session – Unlock Your Community’s Superpower</p> <p>This keynote by sport and tourism innovator Jennifer Stoll will explore how we can create community through recreation development and sports tourism.</p>
11:15 a.m.-12:15 p.m.	<p>Breakout Sessions</p> <ul style="list-style-type: none"> • Owning Your Voice (panel)
	<ul style="list-style-type: none"> • Understanding North Dakota’s Visitors
	<ul style="list-style-type: none"> • TBA
12:15-1:30 p.m.	<p>Governor’s Awards Luncheon Honoring Leaders in Travel and Tourism</p> <p>The Governor’s Awards for Travel and Tourism recognize the passionate and dedicated North Dakotans who have contributed to the growth of travel and tourism, our state’s third-largest industry.</p>