



# 45TH ANNUAL GOVERNOR'S CONFERENCE ON TOURISM

TOURISM BUILDS COMMUNITY  
FEBRUARY 24-26, 2019 • HOT SPRINGS, AR

## Sunday, February 24

- 12:30 p.m. - 5:00 p.m. **Registration Open**
- Time TBA **Optional Pre-Conference Excursion**—Northwoods Trail
- Optional Pre-Conference Excursion**—Oaklawn Race Track
- 5:30 p.m. - 6:00 p.m. **First-Time Attendees Reception**
- 6:00 p.m. - 8:00 p.m. **Early Bird Event**

## Monday, February 25

- 8:00 a.m. - 5:00 p.m. **Registration, The Natural State Gift Shop and the Think Tank open**
- 8:30 a.m. - 9:00 a.m. **Opening Ceremony**
- 9:00 a.m. - 10:00 a.m. **General Session**—Sense of Place Marketing    Featuring: Erica Wheeler
- 10:00 a.m. - 10:30 a.m. **Refreshment Break**
- 10:30 a.m. - 11:30 a.m. **General Session**—Revealed! Google's Latest Trends and Newest Opportunities for Travel  
Featuring: C.A. Clark, Miles
- 11:45 a.m. - 1:15 p.m. **Arkansas Tourism Hall of Fame Luncheon**  
Inductees: Bill Barnes and Robert Moore
- 1:30 p.m. - 2:30 p.m. **Concurrent Sessions**
- Session A: Sense of Place Stories and 21st Century Visitor Engagement**  
Featuring: Erica Wheeler
- Session B: The Resurgence of Batesville**  
Featuring: Kyle Christopher and Cathy Drew
- Session C: How to Host Influencers & Outdoor Media**  
Featuring: Mark Smith, Executive Director of the Association of Great Lakes Outdoor Writers (AGLOW); Scott Caldwell, Vice President at Acorn: The Influencer Company
- 2:30 p.m. - 3:00 p.m. **Refreshment Break**
- 3:00 p.m. - 4:00 p.m. **Concurrent Sessions**
- Session A: Standing Out in the Crowd**  
Panel Featuring: ASBTDC & Superior Bathhouse Brewery
- Session B: The Resurgence of Batesville (workshop)**  
Featuring: Kyle Christopher and Cathy Drew
- Session C: Communicating Your Unique Sense of Place**  
Featuring: Denise Miller, SMARI Research
- 5:00 p.m. - 7:00 p.m. **Silent/Live Auction**
- 7:00 p.m. - 11:00 p.m. **Hospitality Suite**



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## Tuesday, February 26

- 8:00 a.m. - 5:00 p.m. **Registration, The Natural State Gift Shop and the Think Tank open**
- 8:30 a.m. - 9:15 a.m. **Networking Breakfast**—Destination Day: Wear Your Branded Attire!
- 9:30 a.m. - 11:00 a.m. **Concurrent Sessions**  
**Session A: Emergency Management: What To Do When Things Don't Go As Planned**  
Featuring: Grady Spann, Arkansas State Parks Director  
  
**Session B: Virtual Reality Marketing Session**  
Featuring: Dylan Roberts and Derek Huber, Freelance Society  
  
**Session C: Content Generation vs. Generational Content**  
Featuring: C3
- 11:00 a.m. - 11:30 a.m. **Break with Vendors**
- 11:30 a.m.-12:45 p.m. **Lunch with Ark Tank Pitch Competition**  
*Arkansas Tourism, in partnership with Innovate Arkansas, has launched Ark Tank, a startup pitch competition in which the winner will walk away with a cash prize of \$5,000 and guaranteed mentorship and advertisement. Competing startups must be related to the Arkansas tourism industry.*
- 1:15 p.m. - 2:30 p.m. **General Session**—Feedback Report and Workshop
- 2:30 p.m. - 3:00 p.m. **Refreshment Break**
- 3:00 p.m. - 4:00 p.m. **Concurrent Sessions**  
**Session A: Public Relations: Then and Now**  
Featuring: Mark Raines, CJRW and Amanda Rast, Fleishman Hillard  
  
**Session B: Fantastic Festivals and Events with AFEA**  
Featuring: Jenna Friday, Executive Director AFEA  
  
**Session C: Capturing Your Best Shot**  
Featuring: Kirk Jordan and Casey Crocker
- 6:30 p.m. - 7:00 p.m. **Henry Awards Reception**
- 7:15 p.m. - 9:00 p.m. **Henry Awards Banquet**
- 9:00 p.m. - 11:00 p.m. **Hospitality Suite**