

**2011 CenStates TTRA Conference  
Program Schedule**

<b>Wednesday, September 21</b>		
<b>1-1:30 p.m.</b>	<p><b>Welcome to CenStates and Cedar Rapids</b> Welcome to the annual conference! Hear about the latest tourism and research initiatives in our host city.</p>	<p><b>Patty Becraft, CenStates President; Marilee Fowler, Cedar Rapids CVB</b></p>
<b>1:30-2:15 p.m.</b>	<p><b>State of the Industry</b> Get the latest insights from travelhorizons™ surveys on how consumer travel intentions are changing and what financial factors are influencing leisure travel. Always entertaining, insightful and unpredictable, David will explain the "new frugal" and what it means for travel and tourism.</p>	<p><b>David Sheatsley, US Travel Association</b></p>
<b>2:15-3:15 p.m.</b>	<p><b>Strategic Planning for Normal People</b> Planning does not have to be a painful process. Today we're going learn a simple 3-step model that uses research to help you set priorities in your own organization. Be prepared for what is coming at you down the pike!</p>	<p><b>AnnDee Johnson, Longwoods International</b></p>
<b>3:15-3:30 p.m.</b>	<b>Break</b>	
<b>3:30-4:45 p.m.</b>	<p><b>Letting Research Guide Your Renewal</b> Cedar Rapids experienced devastating flooding in 2008, gutting part of the community and one of the country's premier cultural attractions, the National Czech and Slovak Museum. But the city and the museum used it as an opportunity to move forward in a focused way, making strategic decisions based on research. Hear how one attraction is rising above after a challenge.</p>	<p><b>Jan Stoffer, National Czech &amp; Slovak Museum</b></p>
<b>5:30 p.m.</b>	<b>Travel to Czech Village</b>	<p><b>Courtesy of Cedar Rapids CVB</b></p>
<b>6:00-9:00 p.m.</b>	<p><b>Progressive Dinner in Czech Village</b> Visit the temporary home of the National Czech &amp; Slovak Museum in the heart of historic Czech Village and the interactive exhibit "Rising Above: The Story of a People and the Flood." Then experience authentic Czech fare at several Village restaurants.</p>	
<b>Thursday, September 22</b>		
<b>7:30-8:30 a.m.</b>	<b>Breakfast</b>	
<b>8:30-9:00 a.m.</b>	<p><b>Welcome to Iowa</b> Find out how Iowa Tourism Office has met the challenges of the recent economy by using research to develop marketing plans and make decisions.</p>	<p><b>Shawna Lode, Iowa Tourism Office</b></p>
<b>9:00-10:00 a.m.</b>	<p><b>The Return on Product Development</b> Over the past 10 years, the state of Iowa has invested more than \$393 million in local projects, with many of those Community Attraction and Tourism Programs. Understand how those dollars have been leveraged and what return the state has seen because of this visionary program.</p>	<p><b>Alaina Santizo, Vision Iowa</b></p>
<b>10-10:15 a.m.</b>	<b>Break</b>	

<b>10:15-11:45 a.m.</b>	<p><b>How Consumers Use Media to Plan Trips and How Advertisers Use Media to Reach Those Customers</b></p> <p>Travel marketers everywhere are vying for a limited universe of potential travelers. This session will show you how to reach travelers more efficiently and effectively, with special emphasis on how to out-manuever competing travel marketers. Part I will address the latest research into travel consumer demographics and media usage characteristics. Part II will cover how to look into what competing travel marketers are doing to reach the same potential travelers you're seeking.</p>	<p><b>Dave Riordan, GfK MRI; Ryan Chamberlain, Kantar Media; Moderated by Bob Frohoff, MMG Worldwide</b></p>
<b>12:00-1:15 p.m.</b>	<p><b>Lunch</b></p> <p><b>TTRA Update</b></p> <p><b>CenStates Annual Meeting</b></p>	<p><b>Denise Miller, TTRA Chair; Patty Becraft, CenStates President</b></p>
<b>1:30-2:30 p.m.</b>	<p><b>Developing a Destination Brand</b></p> <p>What audiences should you be considering when developing your brand and whose opinion drives where you end up? Hear from one CenStates TTRA's largest CVBs on the research behind their position.</p>	<p><b>Pat Remming, St. Louis CVB</b></p>
<b>2:30-2:45 p.m.</b>	<b>Break</b>	
<b>2:45-3:45 p.m.</b>	<p><b>The New Normal for Hospitality</b></p> <p>Hear from the lodging benchmarking leader on where hotel bookings are within the CenStates region and what that means for coming year. Understand the various sources of data that feed benchmarking models and how hotels perform research at the market level.</p>	<p><b>Duane Vinson, STR</b></p>
<b>3:45-4:45 p.m.</b>	<p><b>Drive Travel Trends</b></p> <p>Uncover the latest MRI results from AAA magazine profile studies that are currently in the field and compare results to previous years. Find practical "how to" and day-to-day ways of using travel and tourism research for your organization.</p>	<p><b>Terry Aussenbaugh, H&amp;A Media Group</b></p>
<b>5:00-6:30 p.m.</b>	<b>Closing Reception</b>	<b>Marriott Cedar Rapids</b>

Updated 9/12/11