

## CenStates TTRA 2014 Conference Schedule

<b>Wednesday, September 24, 2014</b>		
3:30-5:30 pm	Registration	
5:30-7:00 pm	More to Explore Opening Reception	
7:00-9:30 pm	Dinner on Your Own; IKEA excursion	
<b>Thursday, September 25, 2014</b>		
7:00-8:00 am	Exhibitor Set-Up	
7:30 am-5:00 pm	Registration	
8:30-8:45 am	Welcome	LuAnn Reinders, CenStates President
8:45-9:15 am	Meet the Host: What's New at Explore MN Tourism	John Edman, Explore Minnesota Tourism Director
9:15-10:15 am	Measuring Your Future Market: Forecasting in a Changing Travel Landscape	Adam Sacks, Tourism Economics
10:15-10:30 am	Break	
10:30-11:30 am	Monitoring Your Market: Traveler Tracking	Cree Lawson, Arrivalist; Richard Smalley, Kansas Tourism
11:30-12:15 pm	Making the Most of Your Marketing: Measuring Brand Love & Ripple Effects	Katherine Swanson, Manchester College; Cynthia Messer, Scott Chazdon, University of Minnesota
12:15-1:15 pm	Culinary Lunch & CenStates Annual Meeting	
1:00 – 1:30 pm	Making It All Work: Poster Session	University of Minnesota
1:30-2:30 pm	Mapping Your Market: Getting Your Mobile App in Play	Santiago Jaramillo, BlueBridge Digital
2:30-3:15 pm	Making a Map: Targeting the Female Market	Shelia Mahoney, Midwest Living
3:15-3:30 pm	Break	
3:30-4:00 pm	Meet the Host: What's New in Bloomington	Jan Kroells, Bloomington CVB
4:00-5:00 pm	Walk the Talk Part I: Making Your Market: Mall of America	Dan Jasper, VP of Public Relations, Mall of America
5:45-6:00 pm	Caravan to Mall of America	
6:15-7:30 pm	Walk the Talk Part II: Reception at MOA	
7:30-9:30 pm	Explore MOA; Hang out at Kokomo's	
9:30 pm	MOA closes; back to hotel or on your own	
<b>Friday, September 26, 2014</b>		
7:30-9:30 am	Registration	
8:30-9:15 am	Meshing Your Marketing: Integrated Marketing	Jeanne Shedivy, Minneapolis Star-Tribune
9:15-10:00 am	Making it Matter to Millenials: A Conversation About Peer-2-Peer Selling	Facilitated Group Discussion with Video Clips & Resources
10:00-10:15 am	Break	
10:15-11:00 am	Making a Mark: Brewing Up the Craft Beer Business	Joe Alton, The Growler Magazine; Clint Roberts, Minnesota Craft Brewers Guild
11:00-12:00 pm	Motivating Your Market: Sports Tourism	Barclay Kruse, National Sports Center; Brenda Myers, Grand Park; TBD Minnesota Twins