## LT. GOVERNOR’S TRAVEL SUMMIT SCHEDULE

### TUESDAY, AUGUST 27

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 a.m.-5 p.m.</td>
<td>Registration &amp; lounge open</td>
</tr>
<tr>
<td>10 a.m.-noon</td>
<td>No Man’s Land Bicentennial Coalition, Louisiana Tourism Coastal</td>
</tr>
<tr>
<td></td>
<td>Coalition, SELA Gumbo &amp; LBBA meetings</td>
</tr>
<tr>
<td>noon-1 p.m.</td>
<td>TravelPAC lunch meeting, Team Louisiana meeting</td>
</tr>
<tr>
<td>12:30-4:30 p.m.</td>
<td>Area Familiarization Tours</td>
</tr>
<tr>
<td>1-3 p.m.</td>
<td>LACVB meeting</td>
</tr>
<tr>
<td>3-4 p.m.</td>
<td>LTDC/LTPD joint meeting</td>
</tr>
<tr>
<td>3-5 p.m.</td>
<td>Set-up for Partner Showcase</td>
</tr>
<tr>
<td>4-5 p.m.</td>
<td>Encore Louisiana meeting</td>
</tr>
<tr>
<td>6-9 p.m.</td>
<td>“Bayou Cirque” Opening Reception</td>
</tr>
</tbody>
</table>

### WEDNESDAY, AUGUST 28

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:45 a.m.-5 p.m.</td>
<td>Registration &amp; lounge open</td>
</tr>
<tr>
<td>8-8:45 a.m.</td>
<td>Partner Showcase Breakfast</td>
</tr>
<tr>
<td>8:45-10:45 a.m.</td>
<td>Opening General Session</td>
</tr>
<tr>
<td>10:45-11:15 a.m.</td>
<td>Break</td>
</tr>
<tr>
<td>11:15 a.m.-12:30 p.m.</td>
<td>4 Concurrent Breakout Sessions</td>
</tr>
<tr>
<td>12:30-1:45 p.m.</td>
<td>Partner Showcase Luncheon</td>
</tr>
<tr>
<td></td>
<td>Travel Counselor Lunch &amp; Learn</td>
</tr>
<tr>
<td>1:45-3 p.m.</td>
<td>3 Concurrent Breakout Sessions</td>
</tr>
<tr>
<td></td>
<td>Travel Counselor Exam</td>
</tr>
<tr>
<td>3-3:30 p.m.</td>
<td>Break</td>
</tr>
<tr>
<td>3:30-4:45 p.m.</td>
<td>LOT General Session</td>
</tr>
<tr>
<td>6-8:30 p.m.</td>
<td>Dine-Around</td>
</tr>
<tr>
<td>6:30-9 p.m.</td>
<td>Par-Tee at TopGolf (optional event)</td>
</tr>
</tbody>
</table>

### THURSDAY, AUGUST 29

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30-11:30 a.m.</td>
<td>Registration &amp; lounge open</td>
</tr>
<tr>
<td>8-9:15 a.m.</td>
<td>Louisiana Travel Fair Breakfast (set up 7:15 a.m.)</td>
</tr>
<tr>
<td>9:15-9:45 a.m.</td>
<td>Bloody Mary Break</td>
</tr>
<tr>
<td>9:45-11:15 a.m.</td>
<td>4 Concurrent Breakout Sessions</td>
</tr>
<tr>
<td>11:30 a.m.-1:30 p.m.</td>
<td>Lt. Governor’s Closing Luncheon</td>
</tr>
<tr>
<td>1:30-2 p.m.</td>
<td>Online Auction item collection</td>
</tr>
</tbody>
</table>

### PRESENTING PARTNERS:

- miles
- COMPASS MEDIA
- hoffmanmedia

### THANKS TO OUR SPONSORS:

Visit Baton Rouge; DEVENEY; Garrett & Garrett Insurance/DINA Dental; The Advocate; Conversant; AJR Media Group; TripChat App; Basin Street Station; Gray Television; Orange142; Texas Monthly; Trumpet; Monroe-West Monroe CVB/Landry Vineyards; Adara; Holiday Trail of Lights; Baton Rouge Lodging Association; Mele Printing; Garden & Gun; Conversant; Rouses Markets; Atlanta Journal Constitution; Allen Parish Tourist Commission; and Lake Charles/Southwest Louisiana CVB
Each breakout is listed with a “track” denoting who would benefit most from that session:

• Management/Service    • Marketing/Sales    • Communications
• Professional Development    • Product Development

SECTIONS & SPEAKERS

WEDNESDAY, 8-8:45 A.M.  PARTNER SHOWCASE BREAKFAST
This tabletop tradeshow allows media partners to share information and network with fellow tourism professional attendees. Please register as an exhibitor online or contact Tiffany@LouisianaTravelAssociation.org for more information.

JUSTIN JONES-FOSU, CSP, JUSTIN INSPIRES INTERNATIONAL, LLC

In this inspiring opening session, Justin will challenge you to identify or reconnect with your why (purpose) and to live it out now (passion) in order to achieve meaningful success. This keynote is funny, thought provoking, practical and inspiring and is full of relevant tools to help you achieve more of what really matters to you!

WEDNESDAY, 8:45-10:45 A.M.  OPENING GENERAL SESSION

LARRY MERSEREAU, PROMOPOWER, LLC

Five Traits of a Successful Individual
Management/Service, Professional Development
Whether you’re looking to expand your field of influence at work or in your community, grow your market presence, or position yourself as a leader in our industry, you’ll take home ideas and insights you can put to work first think Monday morning to start making it happen.

JAIME VOGT, TRAVEL TACOMA + PIERCE COUNTY

Every Destination is a Magic Kingdom
Marketing/Sales, Product Development
Finding out what those key destination drivers are can be tricky. This is especially true for destination marketers that represent counties, states or even cities with distinct neighborhoods. Learn how looking at your destination and stakeholders like a kid looks at Disneyland can help raise the profile of your area, garner community engagement and help you make smart marketing decisions.

RICHARD PETERSON, US CULTURAL & HERITAGE MARKETING COUNCIL

Engaging Visitors with the Living History & Cultural Experiences
Marketing/Sales, Product Development
Cultural interactions become part of our collective life experiences. We will share details as to the profile of the cultural traveler – as global visitors seeking eclectic arts, culture, culinary, music, and rural experiences. Attendees will leave this session with insights into developing community based and cultural partner opportunities that will connect to the global traveler.
Workshop: Thought Leaders on Communications & PR
Communications
Join us for the first of three roundtable workshops as seasoned tourism professionals share tips and trade secrets with emerging leaders in an intimate setting. Industry thought leaders on communications, PR, media and government relations answer relevant open-ended questions and give participants the opportunity to discuss.

WEDNESDAY, 12:30-1:45 P.M.  PARTNER SHOWCASE LUNCHEON
This tabletop tradeshow allows media partners to share information and network with fellow tourism professional attendees. Please register as an exhibitor online or contact Tiffany@LouisianaTravelAssociation.org for more information.

WEDNESDAY, 12:30-1:45 P.M.  TRAVEL COUNSELOR LUNCH & LEARN
LARRY MERSEREAU, PROMOPOWER, LLC
Learn how to present information in a way that will encourage positive decisions, longer stays and bring in more tourism dollars. We’ll take a close look at conversation and communication skills, and how you can use those skills to be a more effective brand ambassador. All state and local counselors are welcome, but must contact Josie Evans at Josie@LouisianaTravelAssociation.org to RSVP.

WEDNESDAY, 1:45-3 P.M.  CONCURRENT BREAKOUT SESSIONS
FACILITATED BY KELSEA MCCRARY, LOUISIANA DIVISION OF THE ARTS
Arts & Tourism: Drawing Them In
Communications, Product Development
In Louisiana, it is the artistic and cultural life of the state, and the people that live here, that attracts tourists. This panel will discuss how arts and culture are the foundation for providing visitors with a localized and authentic experience.

STEPHEN EKSTROM, FIRE STARTER BRANDS LLC
Incredible Itineraries: Creating Experiences That Inspire
Management/Service, Product Development
High volume travel product managers and tour operators are hungry for new options. Together, we’re going to explore the most popular themes in tourism today and produce a checklist of itinerary must-haves that you can use to motivate new audiences, produce more interesting FAM tours, build stronger local partnerships and wow visitors. Attendees will also have a chance to sign up for a one-on-one itinerary review with Stephen after the session.

FACILITATED BY LAINE GARNER, LOUISIANA TRAVEL ASSOCIATION
Workshop: Thought Leaders on Marketing & Sales
Marketing/Sales
Join us for the second of three roundtable workshops as seasoned tourism professionals share tips and trade secrets with emerging leaders in an intimate setting. Industry thought leaders on marketing and sales answer relevant open-ended questions and give participants the opportunity to discuss.
Itinerary Building for Internationals
Management/Service, Marketing/Sales
LOT international reps from Australia, Tahnee Dobson, and Canada, Joanne Scalamogna, share an update on each of their markets. Learn about itinerary building and the unique needs of these international visitors who stay longer and spend more.

FACILITATED BY MIKE PREJEAN, LOUISIANA OFFICE OF TOURISM

WEDNESDAY, 3:30-4:45 P.M. LOT GENERAL SESSION

DOUG BOURGEOIS, ASSISTANT SECRETARY, LOUISIANA OFFICE OF TOURISM

Assistant Secretary Doug Bourgeois will cover the sales and marketing plan for the Office of Tourism for 2019-2020 including programs, key market events, shows and opportunities for partnership.

WEDNESDAY, 6:30-9 P.M. PAR-TEE AT TOPGOLF (OPTIONAL EVENT) $125

Join us for an evening of fun, food and spirits at TopGolf – a brand new premier entertainment destination in Baton Rouge! This separately ticketed event is extremely popular each year. Don’t miss out on the chance to socialize while you compete in a unique golf game – designed for any skill level! Enjoy networking and fun in a fully air-conditioned indoor/outdoor facility.

THURSDAY, 8-9:15 A.M. LOUISIANA TRAVEL FAIR BREAKFAST

This tabletop tradeshow allows tourism suppliers to share information and network with fellow tourism professional attendees. For more information, please contact Josie@LouisianaTravelAssociation.org.

THURSDAY, 9:45-11:15 A.M. CONCURRENT BREAKOUT SESSIONS

ERIC MORGAN, MORGAN & COMPANY

Thinking Beyond the Full-Page Ad: How Creative Use of Media Enhances Exposure and Credibility for Destinations
Marketing/Sales
Eric Morgan will share insights from a recent partnership with Visit Baton Rouge and a successful case study on how to interact with media outlets and capture the attention of a distracted audience by using new, non-traditional methods to utilize publications, drawing the reader into the destination's content and brand value.

CORY CART, HUB - INTEGRATED COMMUNICATION AGENCY

"Good Guys" Tell Great Stories: Unleash the Power of Storytelling
Communications, Product Development
Storytelling builds trust with target audiences and creates emotional bonds between an organization and its intended audience. This session is designed to showcase proven techniques used to develop successful PR campaigns for national and global brands. More often than not, PR practitioners complicate the process resulting in fragmented stories, but this session cuts through the clutter and offers a simple process suited for any PR or marketing professional.

FACILITATED BY MIKE PREJEAN, LOUISIANA OFFICE OF TOURISM

Itinerary Building for Internationals
Management/Service, Marketing/Sales
LOT international reps from Australia, Tahnee Dobson, and Canada, Joanne Scalamogna, share an update on each of their markets. Learn about itinerary building and the unique needs of these international visitors who stay longer and spend more.
FACILITATED BY JILL KIDDER, LOUISIANA TRAVEL ASSOCIATION

Workshop: Thought Leaders on Leadership & Advocacy
Management/Service, Professional Development
Join us for the final roundtable workshop as seasoned tourism professionals share tips and trade secrets with emerging leaders in an intimate setting. Industry thought leaders on organizational leadership, advocacy and board management answer relevant open-ended questions and give participants the opportunity to discuss.

THURSDAY, 11:30 A.M.-1:30 P.M.
LT. GOVERNOR’S CLOSING LUNCHEON
LT. GOVERNOR BILLY NUNGESSER
A state of the industry address is the best way to close out Summit and inspire your efforts moving forward. Learn how Lt. Governor Nungesser, working with the Department of Culture, Recreation and Tourism, is elevating the state in the world marketplace.

SUMMIT HOST: VISIT BATON ROUGE
There’s no better time to visit your Capital City, where you’re sure to make memories of your own authentic Louisiana experience. Immerse yourself in a city that’s amid an economic and cultural renaissance. While you’re here, eat and drink your way through Baton Rouge between visiting the many historical museums and attractions. Trust us when we say our little piece of Louisiana culture will have you coming back for more. #ExploreBatonRouge
VISIT BATON ROUGE
FAMILIARIZATION TOURS
Each tour departs from the Crowne Plaza at 12:30 p.m. and returns at 4:30 p.m.
PLEASE REGISTER FOR FAMS ONLINE.

FAM 1: BATON ROUGE GAME STOP
As the central hub of Sportsman’s Paradise and home to major universities and sports teams, Baton Rouge is a city known for its competitive spirit. Bring out your playful side at some of the cities gaming and entertainment centers. Enjoy an exclusive tour of LSU’s Tiger Stadium, unleash your inner child at a new interactive museum, and more! Whether you participate or spectate, get social as you engage in new experiences in Baton Rouge.

FAM 2: ONLY IN BATON ROUGE
Let our quirky authenticity speak for itself. Discover the unique things about Baton Rouge, from bizarre menu items to the intangible spirit of our people. You may have visited Louisiana’s State Capitol, but have you viewed it from the perspective of 27 floors up, knowing it’s the tallest capitol building in the nation? Discover fabulous creations from local artisans, savor diverse cuisine options at an innovative market and delight in an authentic Louisiana experience through these one-of-a-kind stops.

FAM 3: HAUNTED BATON ROUGE
In a historic city like Baton Rouge, some of the capital’s most notorious locations are known to have a haunting history. Listen to the tales of local legends and ghosts as you ride and walk the historic areas with a time-traveling guide, leading you to some of the most reputed haunts in town. Stops include a behind-the-scenes tour of one of “America’s Best Haunted Houses” and a castle on the river with a haunted political past.

FAM 4: AFTERNOON ART & WINE DOWN
Get acquainted with the creativity and vibrancy of Louisiana’s capital region as you explore Baton Rouge’s arts scene. Truly a destination for the arts, Baton Rouge hosts collections and exhibits of all mediums, sure to wow the eyes of connoisseurs. This tour includes trips to two museums of art, each offering curated experiences and exhibits from local and nationally acclaimed artists. Conclude the day with sampling craft wines and brews from a Mid-City neighborhood bottle shop.

For more FAM Tour details, visit LouisianaTravelAssociation.org/Summit
CONFERENCE HOTEL:
CROWNE PLAZA BATON ROUGE
4728 Constitution Avenue | Baton Rouge, LA 70808 | rate $129; cut-off date August 9, 2019.
Make your reservations by visiting LouisianaTravelAssociation.org/Summit

REGISTER ONLINE AT
LOUISIANATRAVELASSOCIATION.ORG/SUMMIT
#LaSummit19

CONFERENCE RATES & DEADLINES

<table>
<thead>
<tr>
<th></th>
<th>Members</th>
<th>Non-Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-registration rates:</td>
<td>$425</td>
<td>$525</td>
</tr>
<tr>
<td>Pre-registration one-day rates:</td>
<td>$295</td>
<td>$325</td>
</tr>
<tr>
<td>Late/on-site rates:</td>
<td>$525 (full)</td>
<td>$325 (one-day)</td>
</tr>
</tbody>
</table>

Student rate: $45 per day (must have valid student id)
Premium Partners: Please contact Josie@LouisianaTravelAssociation.org to register
Par-Tee at TopGolf: $125 per person

Pre-registration cut-off: August 19, 2019 | Cancellation policy: 50% refund through August 19, 2019 – no refunds after August 19, 2019 | Conference attire: Business casual
Questions: Call 225-346-1857

Online Auction
Register for the online auction at LouisianaTravelAssociation.org/summit. You may begin bidding August 1, 2019 and continue placing bids through the last day of the conference.

Need a way to showcase your business at Summit? Donate an item to the Online Auction! Contact Courtney@visitbatonrouge.com by July 12. Proceeds from the auction go toward LTA’s advocacy efforts.

Louisiana Travel Association
Feed Your Soul.
LouisianaTravel.com