



LOUISIANA TRAVEL SUMMIT

2023

AUGUST 29-31 • CROWNE PLAZA • BATON ROUGE

TUESDAY, AUGUST 29

9 a.m.-5 p.m.	Registration open
10 a.m.-12 p.m.	No Man's Land meeting Team Louisiana meeting
12:30-4:30 p.m.	Area Familiarization Tours <i>*Buses depart at 12:30 p.m.</i>
3-4 p.m.	SELA Gumbo meeting DEI Committee meeting
3-5 p.m.	Set-up for Partner Showcase
6-8 p.m.	Opening Reception - Red Stick Social/Electric Depot <i>*1st bus departs at 5:45 p.m., 2nd bus departs at 6:25 p.m.</i>

WEDNESDAY, AUGUST 30

7:45 a.m.-5 p.m.	Registration open
8:15-10:15 a.m.	Lt. Governor's Breakfast
10:15-10:45 a.m.	Partner Showcase Break
10:45 a.m.-Noon	4 Concurrent Breakout Sessions
12:15-1:30 p.m.	Partner Showcase Lunch Travel Counselor Lunch & Learn
1:45-3 p.m.	4 Concurrent Breakout Sessions
3-3:30 p.m.	Partner Showcase Break
3:30-4:30 p.m.	LOT General Session
6-9:30 p.m.	Feed Your Soul: Food of the Seven Nations (Optional Event) <i>*Buses depart at 5:30 p.m.</i> OR dine on your own in Baton Rouge

THURSDAY, AUGUST 31

7:30-11:30 a.m.	Registration open
7:30 a.m.	Set-up for Travel Fair
8:15-10 a.m.	Travel Fair Breakfast
10-10:30 a.m.	Bloody Mary Break
10:30-11:45 a.m.	3 Concurrent Breakout Sessions
12-2 p.m.	Closing Luncheon Election 2023: The Louisiana Governor's Race & Tourism

PRESENTING PARTNERS

AJR MEDIA GROUP

miles PARTNERSHIP

COMPASSMEDIA

LOUISIANA Feed Your Soul.
ExploreLouisiana.com

Visit BATON ROUGE

THANK YOU TO OUR SPONSORS

Advance Travel & Tourism
Atlanta Magazine
Basin St. Station
Baton Rouge Lodging Association
Causal IQ
Country Roads
French Market District
Gray Destination Marketing
Hoffman Media
Holiday Trail of Lights
Kinetix
Louisiana Press Association
Louisiana Seafood Promotion & Marketing Board
Madden Media
NOLA.com
Propel Consulting, LLC
Shreveport-Bossier CTB
Sojern
Texas Monthly
True Omni
Zartico

SESSIONS & SPEAKERS

Each breakout is listed with a “track” denoting who would benefit most from that session:

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

WEDNESDAY, 8:15-10:15 A.M.

LT. GOVERNOR'S BREAKFAST

PREMIER BALLROOM

LT. GOVERNOR BILLY NUNGESSER

A state of the industry address is the best way to kick-off 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.



WEDNESDAY, 10:45 A.M. - NOON - CONCURRENT BREAKOUT SESSIONS



HOW TO GET MEDIA ATTENTION

ERIK HASTINGS

Communications | **BAYOU-LEVEE ROOM**

Not getting the media coverage you deserve? How To Get Media Attention provides an overview of the media, details about what journalists look for and what they consider news, and what executives and marketing leaders can do to gain valuable exposure through news outlets, both online and traditional.



INNOVATIONS FOR AI IN TRAVEL MARKETING

JACQUELYN BLACKWELL

Marketing/Sales | **SAMUEL CLEMENS-NATCHEZ ROOM**

In this session, learn about the literal thousands of different ways AI can be implemented in your marketing process to help your team be more creative and more efficient. While AI has been a part of digital marketing for a long time, the new implications of ChatGPT and GPT-4 are really changing the game for us. Hear about new trends, new ways to use, and new platforms.



MAKING A CHAMPIONSHIP TEAM: MORALE, TEAMWORK & PRODUCTIVITY

FACILITATED BY MARK ROMIG

**COACH JAY CLARK | JUSTIN VINCENT
RYAN SCHIMPF**

Professional Development | **MISSISSIPPI-DELTA ROOM**

Championship teams buy into the mission at every level and foster an intentionally created culture of success. Join these champions as you learn key insights for your team to thrive



KNOW-MAKING THE YES SALE!

MARLIN WILLIAMS

Marketing/Sales | **CYPRESS I ROOM**

When your business relies on the success of your sales team, every effort must be made to strengthen the team and the team's effectiveness. Being organized and efficient is a start, but what does it really take to get a YES out of your customers? Increasing each team member's emotional intelligence, coaching them to be self-motivated, seasoning their communication skills, and giving them rewarding sales tips to put into practice will benefit the whole company. Participants will experience informative training and life-like scenarios that will ultimately aid them in understanding and furthering their goals as a member of your sales team.

WEDNESDAY, 12:15-1:30 P.M. - PARTNER SHOWCASE LUNCHEON

PREMIER BALLROOM

This tabletop tradeshow allows media partners to share information and network with fellow tourism professional attendees. Please register as an exhibitor online or contact *Josie Evans* at josie@louisianatravelassociation.org for more information.

WEDNESDAY, 12:15-1:30 P.M. TRAVEL COUNSELOR LUNCH & LEARN



WOULD YOU DO BUSINESS WITH YOU?

BOB PACANOVSKY

CYPRESS I ROOM

When was the last time you were a customer in your own state? Do you know what your customers see, touch, hear, and most importantly, feel when traveling in your state? That's why it's important to take a step back and become your customer so that you can ask yourself- "Would YOU do business with YOU?" And we'll do just that in this session. If there ever was a time to think and act like your customer, it is now, as your customers and prospects are looking at every part of your business.

WEDNESDAY, 1:45-3 P.M. - CONCURRENT BREAKOUT SESSIONS



INTERNATIONAL TOURISM PANEL

FACILITATED BY MARIA MANZELLA | PENNY BRAND, AUSTRALIA | ALLAN COLEN, BRAZIL | JOANNE SCALAMOGNA, CANADA | BARBARA BOLTOUKHINE, FRANCE | KAREN GILSDORF, GERMANY | ATTILIA BOSSI, ITALY | NEIL TAGLIAVINI JONES, UNITED KINGDOM
Marketing/Sales | SAMUEL CLEMENS-NATCHEZ ROOM

The team at Explore Louisiana invites you to join a round-table discussion with seven international representatives. Come meet the people who work to promote Louisiana abroad and get insights into the travel trends by country. During the conversation, each office will provide updates on the trade and media landscapes, challenges and travel outlook as we promote Louisiana to Australia, Brazil, Canada, France, Germany, Italy, and the United Kingdom.



LIVE AND LEAD WITH INTENTION

DARIENNE MOBLEY

Professional Development | CYPRESS I ROOM

Do you find yourself operating on auto-pilot, just doing the list and feeling stuck or unfulfilled? Darienne will share her experience and real-world strategies for living and leading with intention and design. These are the same principles that she has shared in her bestselling book, "Dare to Choose Happy." Get ready to examine your life and work from a new perspective.



REAL TALK ON UNCONSCIOUS BIAS

LINDSAY LODRINI

Management/Service | BAYOU-LEVEE ROOM

During this session, we will tackle how to stop judging a book by its cover. Take part in this interactive session that peels back the layers of our own unconscious bias through the examination of names, images and life experiences that led to not hiring the right candidate. When we remove unconscious bias, we can focus solely on the skills and abilities of candidates to create a more diverse and accepting work environment.



THE SOCIAL NETWORK FOR FOODIES & COOKS

FACILITATED BY COUNCILMAN SCOTT WALKER | JAY DUCOTE | JORDAN BASHAM | KRISTEN PREAU

Communications | MISSISSIPPI-DELTA ROOM

Loaded with insight into the current scene, join these foodies and cooks to discover why the development of social media food culture can help a tourist destination draw new visitors.

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

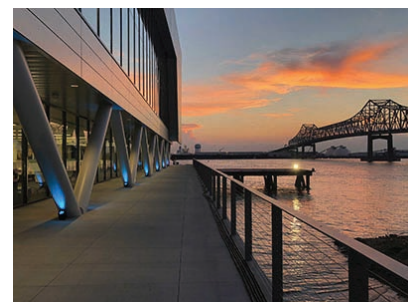


DOUG BOURGEOIS | Assistant Secretary | Louisiana Office of Tourism **PREMIER BALLROOM**

Assistant Secretary Doug Bourgeois will cover the sales and marketing plan for the Louisiana Office of Tourism for the next 18 months, including key market events, shows and opportunities for industry partnership. In addition, get a preview of how your organization can participate with Liz Bittner (Travel South USA) on the state's investment for Tourism Exchange USA – a partnership with Travel South and Brand USA to bring Louisiana's unique travel experiences to the world.

WEDNESDAY, 6 P.M. - FEED YOUR SOUL: FOOD OF THE SEVEN NATIONS (OPTIONAL EVENT)

Baton Rouge's own Chef John Folse will treat guests to a delicious multi-course meal as they enjoy the picturesque sunset over the Mississippi River at The Estuary. In a fitting tribute to the Capital City's exploding culinary scene, Folse will personally present each course. You don't want to miss the food or legendary tales from the renowned restaurateur, cookbook author and TV host! *Register for Optional Event while registering for Summit.*



THURSDAY, 8:15-10 A.M. - LOUISIANA TRAVEL FAIR BREAKFAST

PREMIER BALLROOM

This tabletop tradeshow allows tourism suppliers to share information and network with fellow tourism professional attendees. For more information, please contact Laine Garner at laine@louisianatravelassociation.org.

THURSDAY, 10:30-11:45 A.M. - CONCURRENT BREAKOUT SESSIONS



THE FIVE ESSENTIAL LAWS OF HOSPITALITY

BOB PACANOVSKY

Communications | BAYOU-LEVEE ROOM

Providing customer service is necessary as it brings people to your business. Hospitality, however, is essential, as it brings your customers back, increases your loyalty, retention, and revenue. Learn why most people forget about ordinary service but always remember the hospitality shown to them.

When this happens, you create your organization's storytellers (or Brand Ambassadors) who can't wait to tell others about their experiences with your organization and people.



LETTING LOUISIANA SHINE THROUGH LITTER PREVENTION

SUSAN RUSSELL

Communications | SAMUEL CLEMENS-NATCHEZ ROOM

In this session, hear about the latest efforts from Keep Louisiana Beautiful, the state's anti-litter and community improvement organization. With momentum from a very successful Love the Boot Week, and "Let Louisiana Shine" media campaign, KLB expands to offer a Clean Biz Partnership program and social media toolkits so you can help beautify your community to make it more welcoming to visitors.



PRODUCT DEVELOPEMENT: CRAFT THE PERFECT TOUR EXPERIENCE **STEVEN MORA & CHAD BOUTTE**

Product Development | MISSISSIPPI-DELTA ROOM

Steven and Chad will discuss how they came up with their current tours and activities, even inspiring a whole new tour activity during the COVID Pandemic, like THE GHOST WALK OF FRANKLIN, which has proven to be a huge success. Hear how to develop your own tours and activities based on consumer wants and needs. Learn the difference between what you may think is amazing and what people really want via consumer research studies. They will guide you to the understanding of the incredible and fun tour and activity development for the entire world to enjoy.

12-2 P.M. CLOSING LUNCHEON

ELECTION 2023: THE LOUISIANA GOVERNOR'S RACE & TOURISM



FACILITATED BY CHRIS LANDRY

PREMIER BALLROOM

Join us for a luncheon and preview of this year's gubernatorial race. Candidates are invited to discuss issues affecting Louisiana's travel and tourism industry, workforce & economic development.

ONLINE AUCTION

Register for the online auction at LouisianaTravelAssociation.org. You may begin bidding August 1, 2023 and continue placing bids through the last day of the conference.

#LaSummit23

SHARE YOUR STORY AT THE LOUISIANA TRAVEL SUMMIT

THE LOUISIANA TRAVEL ASSOCIATION'S DEI COMMITTEE is looking for hospitality industry professionals with *inspiring career stories* for a workforce development project. We just need 2 minutes to see if you can help. [Click here for more information](#)



SUMMIT HOST | VISIT BATON ROUGE

