

TOGETHER

**Engineering
Fresh
Beginnings**



**KANSAS TOURISM
CONFERENCE 2009**

Tentative Agenda

2009 Kansas Tourism Conference

“Together: Engineering Fresh Beginnings”

Host Hotel:

**Sheraton Overland Park Hotel at the Convention Center
6100 College Boulevard
Overland Park, KS 66211**

Sunday, October 18, 2009

1:30 p.m. to 5:30 p.m.	Registration: Conference Services – Sheraton Hotel
1:30 p.m. to 2:30 p.m.	TIAK Board Meeting: TBD
2:00 p.m. to 2:30 p.m.	First Timers Orientation: TBD
3:00 p.m. to 4:15 p.m.	Workshop Session: “Brilliant Service: The Art of Hospitality” Presenter: Simon T. Bailey
4:45 p.m.	Buses Depart Sheraton for KC Culinary Center
5:00 p.m. to 8:00 p.m.	Fresh Beginnings Reception KC Culinary Center – Downtown OP
8:15 p.m.	Buses Depart KC Culinary Center for Sheraton Hotel

Monday, October 19, 2009

7:30 a.m. to 3:00 p.m.	Registration: Conference Services Area – Sheraton Hotel
7:45 a.m. to 8:30 a.m.	Breakfast: Room TBD – Sheraton Hotel Satellite Presentation: U.S. Travel
8:30 a.m. to 8:45 a.m.	Conference Welcome: Room TBD – Sheraton Hotel
8:45 a.m. to 10:15 a.m.	Keynote Speaker: Room TBD – Sheraton Hotel “Together: Changing the Way We Think – Release Your Brilliance” Presenter: Simon T. Bailey
10:15 a.m. to 10:40 a.m.	Refreshment Break: Exhibit Area – Sheraton Hotel Visit Exhibit Area

Monday, October 19, 2009 - Continued

10:45 a.m. to 12:00 p.m.	Marketing Workshop: Room TBD – Sheraton Hotel “Re-engineering Your Media Plans” Presenter: Bob Frohoff, MMG Worldwide
12:00 a.m. to 1:30 p.m.	Luncheon: Room TBD – Sheraton Hotel “Community Engagement – Relevance/Economic Impact” Presenter: Overland Park (Mayor Carl Gerlach/Jerry Cook and others TBD)
1:30 p.m. to 2:30 p.m.	Concurrent Sessions: Rooms TBD – Sheraton Hotel <ul style="list-style-type: none">• Marketing – Workshop Extension: Bob Frohoff• Nature Based – Andy Thiem• Social Networking – Andy Stanton
2:45 p.m.	Buses depart Sheraton Hotel for JCCC
3:15 p.m. to 5:15 p.m.	Art Tourism Workshop: Nerman Museum - JCCC “Tourism Impact of Art in your Community” Presenter: Art Panel TBD
5:15 p.m.	Buses Depart JCCC for Sheraton Hotel
5:30 p.m. to 6:30 p.m.	Reception: Sheraton Hotel Exhibit Area
Monday Evening	Open Dine-Around and Shopping

Tuesday, October 20, 2009

7:30 a.m. to 2:00 p.m.	Registration: Conference services – Sheraton Hotel
7:45 a.m. to 8:30 a.m.	Breakfast: Room TBD – Sheraton Hotel Program: Open Networking
8:35 a.m. to 8:45 a.m.	Announcements/Housekeeping Issues: TBD
8:45 a.m. to 10:15 a.m.	General Session: Room TBD – Sheraton Hotel Kansas Department of Commerce Travel/Tourism
10:15 a.m. to 10:40 a.m.	Refreshment break: Exhibit Area – Sheraton Hotel Visit Exhibit Area

Tuesday, October 20, 2009 - Continued

10:45 a.m. to 11:45 a.m.	Concurrent Sessions: Rooms TBD – Sheraton Hotel <ul style="list-style-type: none">• Branding on a Shoestring – Stacy McCullough• Nature Based – Andy Thiem• Social Networking – Andy Stanton
11:45 p.m. to 1:15 p.m.	Luncheon: Room TBD – Sheraton Hotel “A View from the Capitol” Governor Parkinson - Invited
1:30 p.m. to 2:30 p.m.	General Session: TBD – Sheraton Hotel Kansas Department of Commerce Travel/Tourism
2:30 p.m. to 2:45 p.m.	Refreshment Break: TBD – Sheraton Hotel
2:45 a.m. to 4:00 p.m.	Shirtsleeve Sessions: Rooms TBD – Sheraton Hotel <ul style="list-style-type: none">• Sports Marketing• Web site applications• Meetings/Conventions• Group Tours• Travel Information Centers• Ag Tourism
4:00 p.m. to 4:30 p.m.	TIAK Annual Meeting
5:00 p.m. to 5:45 p.m.	Decorate Tables: Room TBD
6:00 p.m. to 6:45 p.m.	Wine/Cheese Reception & Special Awards: Room TBD
7:00 p.m.	Silent Auction closes
7:00 p.m.	Annual Banquet & Live Auction: Room TBD
Adjournment	