



REGISTRATION FORM

NAME

ORGANIZATION

PHONE

EMAIL

Please check appropriate boxes
**Taco Bar/Networking Reception,
Tuesday, November 5**

- \$20 per person if registered by October 16
- \$30 per person if registered after October 16

Power of Travel Day, November 6

- \$40 per person if registered by October 16
- \$50 per person if registered after October 16

_____ Total Due

All registrations due by **October 29**

Checks payable to
Central Iowa Tourism Region

Special Dietary Requests

Send Registration to:
Central Iowa Tourism Region
PO Box 454, Webster City, IA 50595-0454
ann@iowatourism.com
Questions: 800.285.5842

Register online & pay by credit card at:
<https://form.jotform.com/92395874556171>

Cancellations after **October 29** and no-shows
will be subject to pay registration fees.

power OF TRAVEL DAY

November
5/6

KING'S POINTE RESORT

1520 East Lakeshore Dr.
Storm Lake, Iowa
712.213.4500



November
5/6

power
OF TRAVEL DAY



Hosted by Iowa's three Tourism Regions, this session is made possible through special project funding and the Iowa Tourism Office/Iowa Department of Economic Development Authority.



Schedule at a Glance

Tuesday, November 5

For those arriving on Tuesday, join us for industry meetings, panel session & networking

2:00 to 3:00 PM | Iowa Group Travel Association Annual Meeting

3:30 to 4:00 PM | WITR, CITR & EITA Membership Meetings

4:30 to 5:15 PM | Panel Session - **A Vision. A Plan. A Success**

5:30 to 7:30 PM | Taco + Margarita Bar

Wednesday, November 6 Power of Travel Day

8:30 to 9:30 AM | Registration

9:30 to 10:45 AM | Keynote -

The Hidden Mystery to the Power of the Visitor

10:45 Break

11:00 to 11:50 AM | Break-out Sessions

- Ripped from the Headlines
- S.A.V.E Yourself - Prevention

Noon | Lunch & Industry Updates

1:15 to 2:20 PM | Break-Out Sessions

- Winning Stakeholder Support for Your Ideas
- S.A.V.E Yourself - Know Your Options

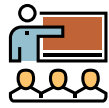
2:30 to 3:30 PM | Closing Keynote -

Engaging the Power of Your Informal Networks



Room Block

Rooms are \$85 (Standard City View) or \$95 (Standard Lake View) and book by October 23 to guarantee rate. Call King's Pointe at 712-213-4500 for reservations. Group name: **Power of Travel**.



Keynotes

Tuesday Afternoon Panel Session

A Vision. A Plan. A Success.

Successful projects start with a vision and a plan. In this industry specifically, we know the impact that these visions can make to our economies. Join us as we hear from industry leaders in Storm Lake as they take us through the process of the King's Pointe project and how their vision and plan turned into a successful project that is still making waves.

Wednesday Morning Opening Keynote

The Hidden Mystery to the Power of the Visitor, Roger Rickard

Visitors are an essential element to your local economic engine. Discover how to successfully communicate & support the significance of the visitor as a vital link to the community. Learn to speak persuasively about the power of the visitor and the industry's positive impact on the community.

Closing Keynote

Engaging the Power of Your Informal Networks, Michele Wierzgac

Networking is recognized as a major influence on one's ability to achieve great success. The most successful people possess the capability to influence & shape the opinions of others. Though important, many individuals dread this due to the time and energy that is needed. Leave this high-energy and engaging program with tips, tools & techniques you can apply immediately!



Breakout Sessions

Ripped from the Headlines, Roger Rickard | Every day we hear about fake news. This session will be anything but fake. The reason: YOU drive the content. During this highly interactive program you'll examine, deliberate, and discuss tourism industry issues such as: transportation, technology, taxes, infrastructure, & education.

S.A.V.E. Yourself - Prevention, Kevin McCormick | S.A.V.E. stands for Survive A Violent Encounter and this session focuses on preventing an attack by understanding pre-violence indicators/behaviors.

Winning Stakeholder Support for Your Ideas, Michele Wierzgac | Analyzing your stakeholders is critical to the success of every project or assignment. Engaging the right people in the right way, can make a big difference to your project's success - and to your career. Stakeholders can be strong supporters of your work - or can block it. Understanding stakeholder management is a critical business skill successful people use to win support from others.

S.A.V.E. Yourself - Know Your Options, Kevin McCormick | S.A.V.E. stands for Survive A Violent Encounter and this session focuses on empowering people to survive attacks by knowing your options and having a survival mindset.



About Our Speakers

Roger Rickard, Scottsdale, Arizona. Roger is a BIG man at 6'8", a BIG thinker, and he has some BIG ideas for helping you achieve engagement and activation. He's casually known as the BIG guy with a Bow tie!

Michele Wierzgac, Fort Mill, South Carolina. Michele is high energy and known for her audience engagement and on-your-fee participation. In her spare time, she's a rider coach for Harley-Davidson's Motorcycle Academy.

Kevin McCormick, Sheehan Solutions, Sioux City, Iowa. Kevin is currently a detective for the Sioux City Police Department and survived being shot in an ambush attack during a traffic stop in 2013.