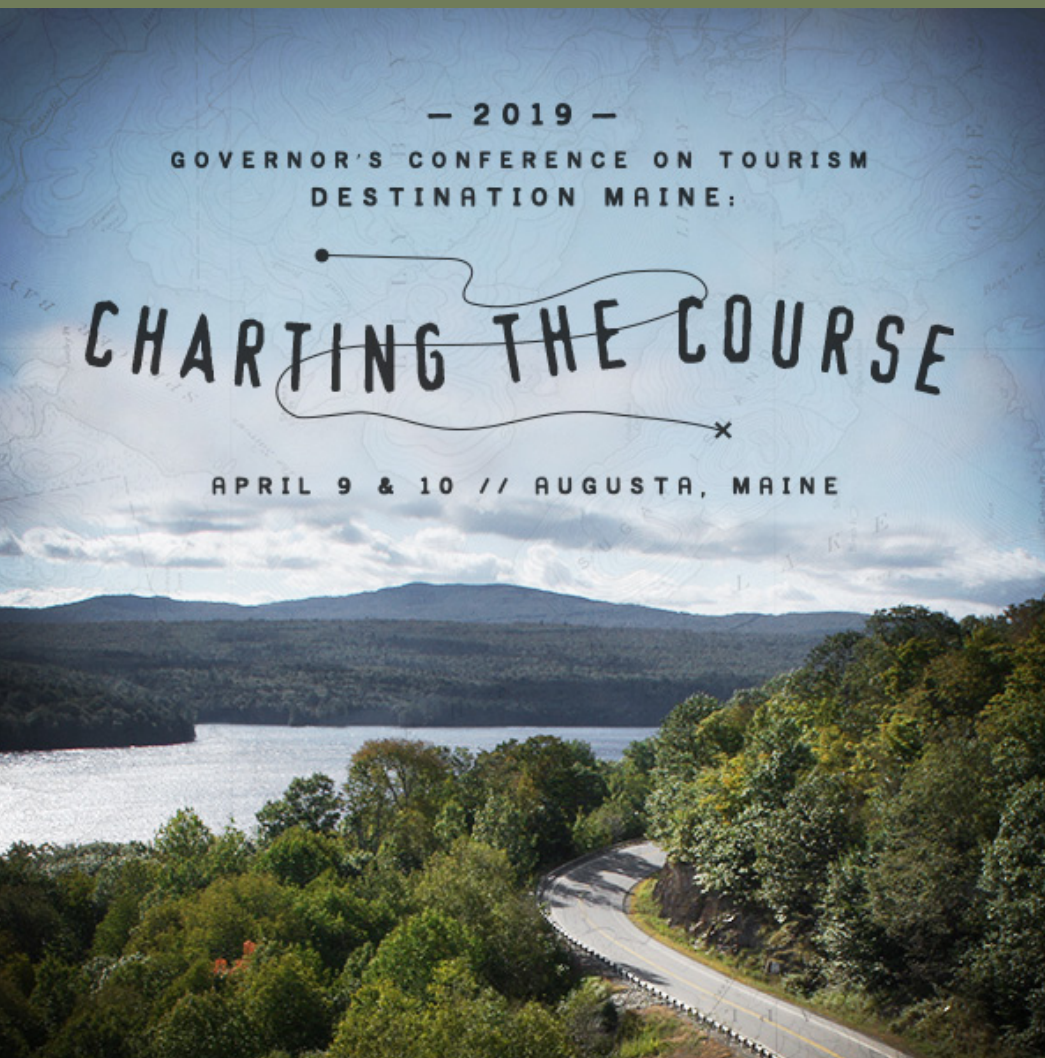


# 2019 MAINE OFFICE OF TOURISM GOVERNOR'S CONFERENCE ON TOURISM



## **Augusta Civic Center | 76 Community Drive, Augusta, Maine**

Join us as we make Augusta our campus for the 2019 Governor's Conference! Explore Augusta with the offsite workshops on day one and discover some of Augusta's most unique and interesting spaces including the Maine State Museum, Cushnoc Brewing Company, Cony Building, Augusta City Hall and more! On day two, our home will be the Augusta Civic Center and the day will feature timely and relevant workshops, the Maine Office of Tourism's 5-year strategic plan, the awards luncheon, a keynote address from the president of Un-Marketing, Scott Stratten, and a welcome from our new Governor Janet Mills!

## **Don't miss the Opening Reception on Tuesday Evening!**

Hosted by the Maine Tourism Association

5:00p - 7:00p

Location: Governor Hill Mansion

All are welcome to join us Tuesday evening, from 5:00p - 7:00p to celebrate the opening of the 2019 Governor's Conference on Tourism. Delicious food and a cash bar will be available.

## **Ticket Prices**

Tickets are \$75 per person (early bird rate) until March 2nd. After March 2nd, ticket prices will be \$90 per person. Ticket includes access to all meetings and workshops on Tuesday & Wednesday, the Opening Reception on Tuesday and all meals on Wednesday.

## **EXPO**

Don't forget to visit all of the exhibitors and sponsors participating in the EXPO on Wednesday. You'll find plenty of services to help your business thrive.

Interested in exhibiting at or sponsoring the conference? Contact Gregg Shapiro, Green Tree Event Consultants, at 207-781-2982 x130 or [gregg@greentreeevents.com](mailto:gregg@greentreeevents.com)



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**[mainetourismconference.com](http://mainetourismconference.com)**

# WELCOME!

The Maine Office of Tourism presents the annual Governor's Conference on Tourism, a two-day event for tourism and hospitality professionals from across the state. In addition to a presentation of the Maine Office of Tourism's annual report and 5-year strategic plan, the conference features dynamic and relevant workshops, an inspiring keynote speaker, multiple networking opportunities and an exciting expo of services and resources for the tourism industry. This is Maine's premiere tourism event and if you're in the industry – we'll see you there!



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## TUESDAY, APRIL 9, 2019

9:00a - 12:00p	Maine's Outdoor Recreation Economy: Trends & Opportunities for Organizations, Business and Communities	@ Augusta Civic Center
11:30a - 1:00p	Maine Motorcoach Network	@ Sebago Lake Distillery in Gardiner
Afternoon Conference Workshops		
2:00p - 3:30p	Google Rankings & SEO	@ Augusta City Hall
	Destination Development Case Study: Moosehead Lake	@ Augusta Civic Center
	Strategic Planning – How to Get Started	@ Cushnoc Brewing Company Tasting Room
	Instagram 201	@ Cony Flatiron Building
	Maine's Bicentennial: 2020	@ Maine State Library
2:00p - 5:00p	Maine State Museum Guided & Self-Guided Tours	@ Maine State Museum
5:00p - 7:00p	Opening Reception	@ Governor Hill Mansion

## WEDNESDAY, APRIL 10, 2019

### All agenda items take place at the Augusta Civic Center

7:30a - 8:30a	Registration / Trade Show / Breakfast
8:30a - 8:45a	Kick-off with Maine Opera
8:45a - 9:15a	Welcome & Opening Remarks
9:15a - 9:45a	MOT Report
10:00a - 10:45a	Intro 5-Year Strategic Plan
10:45a - 11:15a	Morning Break / Trade Show / Networking
11:15a - 12:00p	Morning Breakout Sessions
	<i>Once They're Here: Enticing Visitors When They're In-Market</i>
	<i>International Spotlight on Maine &amp; New England</i>
	<i>The Benefits of Sustainable Tourism</i>
	<i>Beyond the Sea of Sameness: Personalizing the Travel Experience</i>
12:15p - 1:30p	Awards Luncheon
1:30p - 1:45p	Dessert Break
1:45p - 2:45p	Keynote Speaker Scott Stratten <i>Un-Marketing</i>
3:00p - 3:45p	Afternoon Breakout Sessions (Repeated from morning)
	<i>Once They're Here: Enticing Visitors When They're In-Market</i>
	<i>International Spotlight on Maine &amp; New England</i>
	<i>The Benefits of Sustainable Tourism</i>
	<i>Beyond the Sea of Sameness: Personalizing the Travel Experience</i>
4:00p	Conference ends with a sweet treat!

Register now at  
[mainetourismconference.com](http://mainetourismconference.com)

## Morning Meetings

### **Maine's Outdoor Recreation Economy: Trends & Opportunities for Organizations, Businesses & Communities (9am - Noon @ Augusta Civic Center)**

*This session is designed to convene stakeholders from across Maine to connect and continue discussions around priorities, strategies and actions to grow Maine's economy through outdoor recreation and tourism. The 3-hour workshop will share information from the Future IQ Report, "Future of Tourism – Maine Woods", that provides critical insights for the Destination Development work of the Maine Office of Tourism and the Maine Woods Consortium; outcomes from the Northern Forest Symposium; and updates on new initiatives - Maine Outdoor Brands and the Maine Office of Outdoor Recreation.*

*Moderated by Carolann Ouellette, Director, Maine Office of Outdoor Recreation*

### **Maine Motorcoach Network (12:00p - 1:00p @ Sebago Lake Distillery, Gardiner)**

*Is your business motorcoach friendly? Learn what the Maine Motorcoach Network is doing to bring more group business to Maine, and how you might benefit.*

*Presented by MMN Board of Directors*

## Afternoon Workshops (2:00p - 3:30p)

### **Google Rankings / SEO**

**Location: Lecture Hall, Augusta City Hall**

*Learn the 5 steps to help your website rank in Google, and how to convert that traffic into leads or sales. We will go over the basics of Keyword Research, On and Off Page SEO as well as some tools to help you track your efforts.*

*Presented by Nathan O'Leary, MainelySEO*

### **Strategic Planning – How to Get Started**

**Location: Cushnoc Brewing Company Tasting Room**

*A marketing plan is only as successful as the strategy & insights it's built upon. This session will focus on learning the fundamentals for developing a long-range strategic plan for your tourism business. A good strategic plan sets forth measurable goals that serve as guideposts to steer your business decisions on a daily basis.*

- *Understand the benefits of long-range planning.*
- *Walk through the basic steps in creating an effective plan.*
- *Understand how to apply the plan in daily decision making and annual planning.*
- *Learn how to measure and report progress toward the goals outlined in the plan.*

*Presented by Victoria Simmons, BVK*

## Afternoon Workshops (2:00p - 3:30p) *continued*

### **Destination Development Case Study – Moosehead Lake**

**Location: Augusta Civic Center**

*In this workshop, you will learn about some of the challenges the Moosehead Lake community has been facing and hear from panelists about some of the ways they have determined to create a more livable, attractive community experience for locals and visitors, and to help attract new residents, including:*

- *Downtown enhancements in the service community that both beautify and offer activities after regular retail hours.*
- *The coordinated way-finding system developed to enable residents and visitors to find public places important for recreational activities in two counties and the unorganized territories that surround this large lake-centric region approximately the size of Delaware.*

*Moderated by Donna Moreland, Maine Office of Tourism*

### **Instagram 201**

**Location: Cony Flatiron Building**

*Social media continues to evolve products and services in response to user preferences. This session will focus on the new opportunities presented by the growth in popularity of the Instagram platform, and new tools for the platform like Instagram stories and polls.*

*Presented by Whitney Raymond, Marshall Communications*

### **Maine's Bicentennial: 2020**

**Location: Maine State Library, Cultural Building, Maine Authors Room**

*The State of Maine will celebrate its 200th anniversary of statehood in 2020. Learn how your town or business can coordinate with the Maine Bicentennial Commission's efforts to commemorate this milestone by exploring our history, celebrating our present and envisioning a prosperous future.*

- *Learn about the events and programs planned for the bicentennial commemoration, beginning this summer through 2020.*
- *Engage with the Maine200.org website and social media.*
- *Take a look back at a history of tourism promotion in Maine through the archival collections of the cultural agencies.*
- *Get inspired to join the Maine200 effort or "lead the way" with your own commemoration in your town, business, school or community group.*

*Presented by Maine State Librarian James Ritter and Maine State Archivist Dave Cheever*





## Keynote Speaker



Scott Stratten

### Un-Marketing Scott Stratten, Disruptive and UN-traditional Sales, Marketing, Branding & Relationship Expert

As the president of Un-Marketing, Scott Stratten provides radical insights on how to engage better with customers through social and viral marketing. Named a top 5 social media power influencer by Forbes.com, Scott elevates the conversation by putting the focus back on what matters most to current and potential buyers, values like trust, authenticity, relationships and service. With humor, passion and candor, Scott blends real world strategies with memorable stories that will completely change the way you market and sell, for the better.

As the ultimate sales and marketing truth slayer, Scott helps organizations see their business through a new lens with his unconventional “unmarketing” views and vanguard approach to building and maintaining real customer relationships.

As the president of Un-Marketing, he has transformed how corporations like PepsiCo, Century 21, Fidelity and Microsoft do business with radical insights on how to engage better with customers through social and viral marketing. In 2018, Scott was inducted into the National Speakers Association Hall of Fame.

Drawing from his experience as a marketing industry innovator and the author of four best-selling business books, he convinces audiences to look at the big picture, which is about creating loyal, repeat customers who become brand evangelists because they genuinely love the goods or services you provide.

## Breakout Sessions *(repeated in the afternoon)*

### Once They're Here: Enticing Visitors When They're In-Market

As consumers' travel planning behaviors continue to evolve, there are new opportunities and innovative ways to reach potential customers to drive business. In recent years, travelers have become increasingly spontaneous, planning trips in shorter time frames, and actively searching and booking even after arriving in-destination. In this session, we'll discuss the latest global travel planning trends that are changing the industry landscape, and what that means for Maine. Discover tangible tactics with a focus on mobile marketing, to help promote your business to visitors at optimal moments of receptivity as they explore Maine. Presented by Nicole Devine, Associate Research Director, DPA, and Rachel Whitt, Brand Experience Director, BVK

### International Spotlight on Maine & New England

Research shows that visitors from overseas stay longer, spend more, are less likely to cancel and more likely to visit during the “shoulder” seasons than the domestic market. Learn how MOT is reaching out to the overseas market, and how your business can work with this market. Moderated by Charlene Williams, Marshall Communications. Panelists include Lori Harnois, Discover New England; Sue Norrington-Davies, TourMappers; Troy Munford, Sunday River Ski Resort

### The Benefits of Sustainable Tourism

Overcrowding at popular destinations negatively impacts both the customer experience and the environment. How can Maine avoid the pressures and costs of overcrowding and increase the positive impacts of tourism across the state? Presented by John Francis, recently retired as Vice President for Research, Conservation, and Exploration at the National Geographic Society

### Beyond the Sea of Sameness: Personalizing the Travel Experience

Today's traveler wants a personalized experience, and Maine tourism is positioned to deliver. You already know what it is that you do best. This session will focus on how some Maine businesses are partnering with others with similar values to elevate the experience they provide and create memorable stories that travelers want to share. Moderated by Rauni Kew, Inn By The Sea. Panelists include Natalie Bogart, Amtrak Downeaster; Pamela Laskey, Maine Foodie Tours; Russell Walters, Northern Outdoors

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