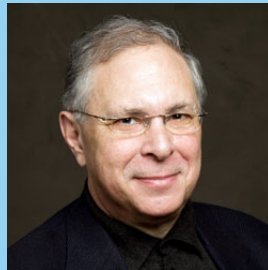


September 21-23, 2011
Embassy Suites Concord
Concord, North Carolina

Challenging economic times have prompted a return to the solid foundation of research and accountability and their importance in driving ROI for destinations. Come rediscover and discuss how to implement these principles of good business sense at the Tourism Leadership Conference, jointly hosted by the North Carolina Travel Industry Association (NCTIA) and Destination Marketing Association of North Carolina (DMANC), Wednesday-Friday, September 21-23, 2011, at the Embassy Suites Concord in Concord, NC. Join other key players and leaders in North Carolina's travel industry for presentations and exhibits that revisit the strategic importance of research, measurement and ROI in destination marketing, as well as for updates on the state of North Carolina's travel and tourism industry.

Dr. Bill Siegel
Longwoods International



Dr. Siegel received his PhD from the University of Michigan in 1970, and taught psychology, research methods and statistics at the University of Western Ontario and the University of Western Australia, where he was Distinguished Visiting Lecturer. He switched to market research in 1976, when he was invited to design and manage a multimillion dollar advertising ROI study for the CEOs of the telephone companies across Canada. Since founding the Longwoods Group of Companies in 1978, Bill has consulted leading Fortune 500 companies and governments around the world, including recent work for the State of North Carolina. Dr. Siegel will show you how to prove that your marketing and advertising create results, and help you to defend your budget when the budget butchers start chopping.

The Honorable Thom Tillis
Speaker of the House
NC House of Representatives



Thom Tillis became speaker of the N.C. House - and one of North Carolina's three most powerful politicians - after just two terms in the General Assembly. No one has risen faster. His ascension came amid the post election shift that put 68 Republicans in the 120-member House. Now only 27 have more seniority than Tillis. Speaker

Tillis went into the job seeking better ways to deploy capital and establish a more fiscally efficient government. A growing deficit and political ideology sparked a spirited debate this session between Republicans and the Governor's office. Speaker Tillis will share the issues and provide an insider's view of future economic growth and public policy.

N.C. Division of Tourism Mid-Year Marketing Update



Lynn Minges
N.C. Department of Commerce

The N.C. Division of Tourism's Mid-Year Marketing Update (MYMU) unites industry leaders from all sectors of North Carolina's travel industry to highlight recent performance trends within North Carolina's travel industry, provide updates on the Division's marketing and co-op initiatives through the end of the current fiscal year (June 2012), and signal the beginning of the Division's planning for FY 2012-2013.

With the recent transition to a new advertising agency, the MYMU takes on even more importance this year. To allow industry partners to learn about the new agency, and to help the agency learn about partners, the Division is hosting multiple region-based Mid-Year Marketing Updates this fall in the mountains, coast and piedmont.

In addition to an industry update and Division marketing overview, the event will include a forum for industry partners to hear about the new agency's culture and process, and to provide a facilitated discussion between partners and the Division about specific regional needs, issues and goals.

Speakers include:

Lynn Minges, Assistant Secretary for Tourism, Marketing, and Global Branding, N.C. Department of Commerce
Wit Tuttell, Director of Tourism Marketing, N.C. Division of Tourism, Film and Sports Development
Peggy Brookhouse, President/Partner, Luquire George Andrews



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Young Professionals – Don't Make My Mistakes - Lessons Learned

Young Professionals is a new and exciting opportunity for tourism professionals between the age of 20-35 who are seeking networking and educational classes designed specifically for their development. This group of future leaders can network with veteran professionals and attend basic leadership seminars. The Tourism Leadership Conference is pleased to announce the inaugural seminar "Lessons Learned" featuring a panel of CEOs from tourism destinations.

The panel includes:

- Dennis Edwards, President & CEO of the Greater Raleigh CVB
- Kim Hufham, President & CEO of the Wilmington/Cape Fear Coast CVB
- Richard Geiger, President & CEO of Visit Winston-Salem
- Donna Carpenter, President & CEO of the Cabarrus CVB

There will also be a Young Professionals "Meet and Greet" prior to the Awards Banquet for any young professionals attending the conference.



Dennis Edwards



Kim Hufham



Richard Geiger



Donna Carpenter

Research for ROI – Justify Your Plan

Dr. Dana Clark, Appalachian State University
Mike Applegate, Visit Charlotte

Do you have confidence in your marketing plan? If you have any doubt, adjust your plan by using these simple research tools specific to North Carolina and your destination. Dr. Dana Clark and Mike Applegate show you how to apply research to measure ROI and justify your plan. Those who have this information are more competitive. Those that don't will just lack confidence. Learn where to get research that is readily available and then learn how to integrate it into your marketing for the best ROI.

Technology Tune-up – Round Table Discussions

There is no doubt everyone must keep-up with technology to remain successful, but it's such a broad field and there are so many different forms of technology – how can we possibly address everyone's specific needs? Well, table discussions that include a wide variety of technology topics are a good start! Join this session of small groups covering several technology topics where you can ask your questions, learn the latest and share your experiences with experts who are your table hosts. Hop from table to table to learn more about the specific issues that are hot on your list. Topics such as Google Analytics, Mobile Media, and Social Media ROI are just a few of the table discussions that will be discussed in this technology mini-camp. Join this session and go home with the confidence you need to power your technology.

It's all about Me: Why Being Sustainable is Selfish, but that's OK

Carol Kline and Alex Naar
*East Carolina University Center
for Sustainable Tourism*

There was a time when all that was expected of businesses was to generate a profit. But expectations are changing. Consumers are no longer only looking for the lowest prices, but they now also expect environmentally preferable options and are looking for ways to give back with their purchases

This raises difficult questions for destination marketing organizations, attractions, and accommodations that have often seen themselves as the original stewards of their community. How do you improve environmental and social performance when your biggest impact is printing a travel guide? How do you justify spending limited staff time and funding to implement sustainable practices when your budget is already reduced? How do you measure the return of being a good citizen? And even if you know that corporate social responsibility is integral to remaining competitive, where do you start? Who can I turn to for help? This session will address these questions as well as show why being socially and environmentally responsible is an integral part of being profitable.



POWER

Your Destination



September 21-23, 2011
Embassy Suites Concord
Concord, North Carolina

Wednesday - September 21, 2011

1:30pm	University Educators Forum
3pm	Exhibit Set-Up
3:00pm-4:00pm	NC Tourism Education Foundation Board Meeting
4:00pm-5:00pm	NCTIA Board Meeting
4:00pm-6:00pm	Registration
4:00pm-6:00pm	Exhibits Open
5:00pm-6:00pm	DMANC Board Meeting
6:00pm-7:00pm	Hospitality Suite

Thursday - September 22, 2011

8:00am-9:00am	Continental Breakfast & Exhibits Open
8:00am-6:00pm	Registration
9:00am-10:45am	The Honorable Thom Tillis <i>Speaker of the House</i> <i>NC House of Representatives</i>
11:00am-12:00pm	Breakout Sessions
	Young Professionals CEO Panel Measurements - ROI
12:15pm-1:00pm	Luncheon
1:00pm-2:00pm	Keynote Speaker
	Defending Your Budget <i>Dr. Bill Siegel, Longwoods International</i>
2:00pm-2:30pm	Afternoon Break and Exhibits Open
2:30pm-4:30pm	Breakout Sessions
	Social Media/Technology Workshop Sustainability
5:30pm-6:00pm	Young Professionals Meet and Greet
6:00pm-7:00pm	Reception
7:00pm-9:00pm	Awards Banquet

Friday - September 23, 2011

8:00am-9:00am	Exhibits Open
8:00am-9:30am	Breakfast and Capnote Speaker
9:30am-10:00am	Industry Updates
	DMANC - <i>Dennis Edwards</i>
	NCTIA - <i>Kim Hufham</i>
10:00am-12pm	NC Division of Tourism Mid-Year Marketing Update *Open to the Public free of charge
12:00pm	One on One Sessions with NC Division of Tourism and Luquire George Andrews

Accommodations

Embassy Suites Hotel Concord
5400 John Q. Hammons Dr. NW
Concord, NC 28027
704-455-8200
www.embassysuitesconcord.com



Overnight accommodations are arranged with Embassy Suites Hotel Concord. The room rate per night is \$129.00 plus tax. To make your reservation call 800-362-2779 and identify yourself as a Tourism Leadership Conference attendee. Cut-off date to receive the TLC rate is Monday, August 29, 2011 or until the group block is sold out, whichever comes first.

Directions

85 North:

85 North, get off onto Exit 49 Bruton Smith Blvd. proceed to go right ¼ of mile left onto John Q. Hammons Drive to Embassy Suites Golf Resort & Spa.

85 South:

85 South, get off onto Exit 49 Bruton Smith Blvd. proceed to go left at the traffic light. Proceed to right ¼ mile left into John Q. Hammons Drive to the Embassy Suites Golf Resort & Spa

77 North:

77 North to 85N to Greensboro to Exit 49 Bruton Smith Blvd. make a right at the traffic light. Proceed ¼ mile make a left into John Q. Hammons Dr. to Embassy Suites Golf Resort & Spa.

77 South from Statesville:

77 South to 85N Greensboro to Exit 49 Bruton Smith Blvd. make left at traffic light proceed ¼ mile make a left into John Q. Hammons Drive to the Embassy Suites Gold Resort & Spa.

September 21-23, 2011
Embassy Suites Concord
Concord, North Carolina

Name: _____
Title: _____
Organization: _____
Address: _____
City: _____ State: _____ Zip: _____
Phone: _____ Fax: _____ Email: _____
Emergency Contact: (Name) _____ (Phone) _____
Medical Conditions: _____

The cut-off date for early registration is Monday, September 12, 2011.

DMANC/NCTIA Members:
Early Registration: \$175
Late Registration: \$185

Non-Members:
Early Registration: \$200
Late Registration: \$210

Thursday Day Rate:
Early Registration: \$100
Late Registration: \$110
*This includes all Thursday events prior to the Reception and Awards Banquet

Fax registration to 704-333-6927

Mail complete registration form and payment to:
NC Tourism Leadership Conference
1800 Camden Rd., Suite 107, #213
Charlotte, NC 28203

Make Checks payable to the Tourism Leadership Conference

Payment Method: Check # _____ CC

Name as it appears on card: _____

Card #: _____

Expiration Date: _____ CVV code: _____

Signature: _____

Cancellation Policy:

Conference registration fees will be refunded, less a \$50 processing fee, if requested in writing by September 12, 2011. Registration fees are subject to full forfeiture if the Management Office is notified of cancellation on or after September 12, 2011.

Please direct all questions to The Management Office by email at staff@themanagementoffice.com or call 704-333-8445.

Please indicate which functions you plan to attend and any special dietary needs:

- Wednesday Welcome Reception
- Thursday Breakfast
- Thursday AM Breakouts
- Thursday Luncheon
- Thursday PM Breakouts
- Thursday Awards Banquet
- Young Professionals Meet & Greet
- Friday Breakfast
- Friday Industry Updates

Special Dietary Needs: _____