



16th Annual Southern Oregon Tourism Marketing Symposium

PROGRAM – Monday, March 5, 2012

8:15-9AM	REGISTRATION / CONTINENTAL BREAKFAST
9AM	WELCOME AND ANNOUNCEMENTS - Carolyn S. Hill, CEO, Travel Southern Oregon
9:10AM	TRAVEL OREGON - Todd Davidson, CEO, Travel Oregon
9:45-10:35AM	DEVELOPING THE IN-BOUND CHINA VISITOR MARKET Teresa O'Neill, Vice President Global Sales, Travel Oregon Greg Eckhart, Asia Sales Manager, Travel Oregon Scott L. Hartcorn, Global Director Tour & Travel, Shilo Inns Suites Hotels
10:35-10:50AM	BREAK - MEDIA TRADE SHOW
10:55-11:40AM	MOBILIZING YOUR MARKETING MIX FOR 2012 & BEYOND Kent Lewis, President & Founder, Anvil Media
11:45AM	LUNCHEON
1:00PM	BREAK & MEDIA TRADE SHOW
1:15PM	CRATER LAKE NATIONAL PARK UPDATE - David Grimes, NPS Ranger
2PM	LODGING TRENDS, REPORTS, & METRICS Brittany Baldwin, STR Global & Smith Travel Reports
2:45PM	BREAK & MEDIA TRADE SHOW <i>LAST CHANCE TO ENTER THE DRAWING</i>
3PM	SUSTAINABLE TOURISM Kristin Dahl, Senior Manager Tourism Destination Development, Travel Oregon Keith Barnhart, Owner, Willow Springs Guest Ranch Barbara Steele, Owner. & Operator, Cowhorn Vineyard & Garden Danielle Amaratico, Owner, Standing Stone Brewing Company
3:50PM	FINAL ANNOUNCEMENTS & UPDATES FROM SOVA
4:30PM	ADJOURNMENT & DRAWINGS

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Email office@southernoregon.org to be added to our enewsletter list.