

NJ

2017 Conference on Tourism

March
9—10

Resorts
Casino Hotel
Atlantic City



NJ 2017 CONFERENCE ON TOURISM

FEES

FULL REGISTRATION \$335

All Education Sessions
Lunch on Thursday
Networking Reception Thursday
Breakfast and Lunch on Friday

THURSDAY REGISTRATION \$225

Thursday Education Sessions
Lunch on Thursday

(Does NOT include Networking Reception)

THURSDAY HOMETOWN SECURITY \$70

Thursday morning workshop only

THURSDAY LUNCHEON \$70

RECEPTION REGISTRATION \$25

Thursday Evening Networking Reception

FRIDAY REGISTRATION \$100

Friday Education Sessions
Friday Breakfast & Box Lunch to go

STUDENT REGISTRATION \$60 (includes meals)

\$20 (no meals)

ADVERTISING

FULL PAGE \$500

10" height x 7.5" width
Color, due by February 8

HALF PAGE \$300

4.875" height x 7.5" width
Color, due by February 8

QUARTER PAGE \$200

4.875" height x 3.625" width
Color, due by February 8

EIGHTH PAGE \$150

2.375" height x 3.625" width
Color, due by February 8

SPONSORSHIPS

For sponsorship information, please go to
www.njtia2017.com.

HOTEL:



Resorts Casino Hotel is offering attendees of the New Jersey Conference on Tourism a special rate of \$69 per night (excluding taxes and fees) for Wednesday and Thursday evenings. Guests can call 1-888-797-7700 and use the **Group Code VNJT17** or go online:

<https://meetatresortsac.com/vnjt17>

The cut off date for the special rate is February 16, 2017.



TO REGISTER

Please go to:

<https://myprereg.com/Events/NJCT17>

Program

THURSDAY, MARCH 9, 2017

REGISTRATION

7:00 am—6:00 pm

NJTIA GENERAL MEMBERSHIP MEETING

8:30 am - 10:00 am

DIGITAL TOWN PRESENTATION

9:00 - 10:00 am

Description: *DigitalTown* provides municipalities with the online infrastructure to more effectively manage their brand, spur economic development, partner with community organizations, improve process efficiency, and serve residents and visitors

WORKSHOP

10:00 am - 12:15 pm

HOMELAND SECURITY STARTS WITH HOMETOWN SECURITY/HOW TO NAVIGATE CRISIS COMMUNICATION

Speakers: **Alison Tarnopol**, NJ Homeland Security and Preparedness, **Sara Brady**, Sara Brady Public Relations

Description: *The tragic lesson we learned in the wake of attacks around the world and here at home is that smaller venues where the public gathers—which have limited security and free movement—are often targets of choice for terrorists. We live in a world now where terrorism has become a part of our everyday lives. With the premise that homeland security begins with hometown security, the NJ Office of Homeland Security and Preparedness will discuss a new initiative designed to train and educate “Main Street” owner-operators of public gathering facilities like restaurants, night clubs, cafes, theaters, stores, and entertainment facilities. The result is a bottom-up approach to security and community preparedness, helping to increase community resilience, readiness, and security in municipalities and small businesses across New Jersey.*

Strategic communications during a public crisis is vital to ensuring that those involved in responding are prepared for the media tsunami that has become a part of our culture. Unlike trained first responders, members of the private sector are often unsuspecting, inexperienced and unprepared to meet the demands of an aggressive, relentless and insensitive media that operates 24 hours a day. This session includes information on how to prepare for and respond to varied audiences including those working in traditional and social media outlets, as well as community partners and first responder communication teams. We will share key points about having a crisis communication plan, reputation management in the darkest hours, the benefits of social media along with real life examples of when communication has failed and when it's been done right during tragic crises.

CELEBRATION OF TOURISM LUNCH

12:30 pm – 2:00 pm

Speaker: **Invited Guest Lt Governor Kim Guadagno**

Description: Enjoy an opportunity to network with fellow industry leaders while enjoying lunch. The NJTIA Tourism Excellence Awards will be announced and will the coveted Conference prizes.

GENERAL SESSION ONE

TASTE OF TOURISM

2:00 pm – 3:15 pm

Speaker: **Cheryl Schutz**, MMGY Global

Panelists: **Tom Consentino**, Garden State Wine Growers Association
Ryan Krill, Cape May Brewing Co., **Darren De Blasi** - Cecil Creek Farm

Description: *The growing popularity of unique dining, cuisine from local farms and libations from local wineries, breweries and distilleries has led many proprietors and destination marketing organizations to seek more information about visitors who engage in these culinary activities. Leveraging data from DK Shifflet and MMGY Global's travelhorizons study, Cheryl will delve into the characteristics of those who engage in culinary activities during their travels and the impact this audience has on local tourism, particularly the value these travelers bring to the destination. Hear from local venues including New Jersey wineries, craft breweries, farm to table restaurants and much more.*

BREAK OUT SESSION ONE

3:30 pm – 4:30 pm

TOURISM AND THE SINGLE TRAVELER

Speaker: **Brenda Lee Sieglitz**, Freelance Travel Writer

Description: *It's not just couples and families that find themselves in your town. It's solo travelers and they have a unique set of needs. As a travel writer, widow, solo traveler and owner of Widow Voyages, a group tour company for widows and widowers, Brenda Lee Sieglitz has shown many people the art of traveling solo. Solo Travel is up 37% with 24% of the population now traveling on their own. Discover ways that your town can welcome solo travelers by offering unique, safe, and affordable options for them to stay overnight and invest their money in local tourism.*

BREAK OUT SESSION TWO

3:30 pm – 4:30 pm

PREPARING TO RIDE THE VIRAL WAVE

Speaker: **Dave Serino**, TwoSix Digital

Description: *In this session, we will review key trends that are impacting the way travelers utilize digital and social media to plan and research travel. We will discuss the importance of these trends and what networks are growing in popularity. Each trend will be delivered with tactical tips on how to leverage them for promotion of your travel, tourism and hospitality business.*

GENERAL SESSION TWO

MANAGEMENT THAT COOKS

4:45 pm – 5:45 pm

Speaker: **John Kennedy**, John Kennedy Consulting

Description: *Join John Kennedy as he presents this timely topic based on his book “Management That Cooks!” The need to adapt and “shift” to the ever-changing workforce in the tour and travel industry has never been more relevant than today. As technology evolves, employees change, clients innovate and the industry shifts, so too should our leadership abilities. The attraction and retention of both employees and clients should drive every culture of leadership in our great state of New Jersey. John will present the tools and techniques needed to address the three key areas of influence—Vision, Values, and Volition. Where are you headed, what cultural values do you have as a compass, and what motivation and leaderSHIFT do you have to drive your team to excellence? Are you ready for the next economic contraction and what strategies are you implementing now to navigate the shift?*

NETWORKING RECEPTION

HARD ROCK CAFE

6:30 pm – 8:00 PM

FRIDAY, MARCH 10, 2017

REGISTRATION

8:00 am - 1:00 pm

CONTINENTAL BREAKFAST

8:30 am - 9:30 am

TOURISM STATISTICS

Speaker: **Adam Sacks**, Tourism Economics

9:30 - 10:15 am

JERSEYARTS.COM PEOPLE'S CHOICE AWARDS

ArtPride New Jersey Foundation / Discover Arts New Jersey

Award Presentation

Join us in celebrating New Jersey's amazing arts! Now in its ninth year, these awards honor our state's vital, vibrant and diverse cultural community.

GENERAL SESSION THREE

10:15 am – 11:15 am

BRINGING THE ARTS TO YOUR VENUE

Speaker: **Sarah Gonzales Triplett**

Description: *Learn how Michigan House. A roving pop-up space, can be adapted to New Jersey. Michigan House travels to bring the best of its State to the rest of the world, including SXSW. An experiment in collaboration and design, it transports the experience of an authentic Michigan through its experience of dynamic companies, organizations, artists and entrepreneurs.*

GENERAL SESSION FOUR

11:30 am – 12:30 pm

BREACHING THE DIGITAL HORIZON: WHAT TO EXPECT AT THE CROSSROADS OF TOURISM & TECHNOLOGY

Speaker: : **Luke Johnson**, Simpleview

Description: *How will visitors arrive at your destination in the not-so-distant future? Will Google's new Destinations feature monopolize their electronic wanderlust, or will travelers demand a virtual experience before ever setting foot in your city? Simpleview has a few thoughts on the matter. Buckle up as Senior Account Manager Luke Johnson guns it to 88 and shares the resources, trends and opportunities you can expect within the tourism technology arena in the coming years.*

TO GO BOX LUNCH

MANAGEMENT THAT COOKS

12:30 pm—1:00 pm

