

Idaho Conference on Recreation & Tourism May 8 – 10, 2012

Host hotel – Coeur d'Alene Resort, Coeur d'Alene

Registration:

Early bird through March 2: \$150.00

March 2- April 15: \$175.00

April 15 – May 8: \$200.00

Attire: Business Casual

Wireless Internet: Available at the Conference Center

TWITTER: @icort #icort **FACEBOOK:** facebook.com/idahoconference

Evaluations: We value your opinion and are interested in receiving your input to assist us in making ICORT the best. Please complete the evaluation form and bring to Thursday's closing Awards Luncheon to participate in an ICORT raffle.

Tuesday, May 8th

9:00 - 6:00 pm CDA CONFERENCE CENTER

Idaho Travel Council Meeting, Grant Presentations, Public Welcome

Noon – 5 pm: CDA CONFERENCE CENTER

Registration Desk is open, Exhibitors set-up

5:30 – 8:00 pm: CDA CONFERENCE CENTER

Evening Reception with Exhibitors, Local Food Showcase – No host bar

8:00 pm: Evening at Splash. The hottest new club scene in Coeur d'Alene - with food, drinks, a dance floor and street-side action that never stops. http://www.cdaresort.com/dining_nightlife/splash

Wednesday, May 9th

7:00 am – 5 pm: CDA CONFERENCE CENTER

Registration Desk is open

7:30 – 8:30 am Breakfast CDA CONFERENCE CENTER

Minute Connections with North Idaho Tourism Summit

Sponsored by:

8:30 am

Welcome

Master of Ceremonies: Karen Ballard, Administrator, Idaho Division of Tourism
Governor and/or Lt. Governor (invited)

Jeff Sayer, Director of Idaho Department of Commerce (invited)

Nancy Merrill, Director, Idaho Department of Parks and Recreation (confirmed)

8:45 – 10:15 am CDA CONFERENCE CENTER

General Session

"Mastering Online Reviews and Reputation Management" Keynote: Jay Karen

Marketing is no longer just having rack cards and a pretty website. In the age of Web 2.0, marketing now includes monitoring and influencing your reputation all the various new forms of social media web sites, i.e. Trip Advisor, Yelp, Twitter, Facebook, Flickr, BedandBreakfast.com, You Tube and even Google. Learn the do's and don't's, and be a confident player in the new age of marketing.

Sponsored by:

10:15 - 10:45 am Coffee break with Exhibitors

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11:00 am Depart for Silverwood

11: 45am – 1 pm **General Session**, Lunch Keynote: Tim Brady ???

11:00 - 11:45 am Breakout Sessions II

How to extend stays - Capturing low hanging fruit

SPEAKER: TBA

What's in it for them. How to teach, inspire, motivate great customer service (REPEAT TRACK)

SPEAKER: TBA

Customer service – How to Say No

SPEAKER: TBA

What the new market of guests want from you and what you can do to deliver (REPEAT TRACK)

SPEAKER: Jay Karen

The lodging industry has done a phenomenal job taking care of the Silver Generation and the Baby Boomers – but what about Gen X & Y? There is a whole new generation of travelers out there with more choices in front of them than ever – and if you're not in the game, they might completely bypass you. We'll discuss everything from décor to databases and food to the "f" word.

Recreation topic (REPEAT TRACK)

SPEAKER: Emilyn Sheffield – Invited

12:00 - 1:30 pm CDA CONFERENCE CENTER

Awards Luncheon

Idaho Travel Council Choice Awards

The Governor's Lifetime Achievement Award

Sponsored by:

2:00pm: Idaho Scenic Byway Meeting

2:30 pm: Idaho Lodging and Restaurant Association Golf Tournament Fund Raiser benefitting the Larry J. May Hospitality Scholarship Fund.

About the Larry J. May Hospitality Management Scholarship Fund: Created by family and friends to memorialize this long time hotel entrepreneur to provide scholarships for Idaho students pursuing a degree in a hospitality related program at their choice of an accredited public or private college or university. Hospitality related programs include (but are not limited to) hotel/lodging, culinary, restaurants, entertainment/golf club, resort, business, and the travel and tourism industries. Scholarships from the fund are awarded to a student graduating from an Idaho high school or to a student that has been employed in the hospitality industry in Idaho for a minimum of two years. Scholarships from the fund are awarded primarily on the basis of a student's sincere desire for further education, and individual achievement as evidenced through participation in outside interests and activities, leadership roles and/or work experience. Grade point average or academic standing shall not be the primary determinant.