



PROGRAM

Monday, October 16



12:00-5:00pm Registration / Information Open

12:00pm Exhibitor Setup | Conference Center
Silent Auction Setup

1:00-2:00pm TIAK Board Meeting | Meeting Rm 1-2

2:30-3:30pm First-Time Attendee Orientation | Meeting
Rm 1-2

3:30pm Conference Welcome | Conference Center

3:35pm Opening Keynote: Paul Long
Connecting to Life Through FUN

4:30pm Exhibitor Welcome Reception &
Networking | Lobby/Breeze Way

6:00pm Evening Community Event
Come in your best western attire



PROGRAM

Tuesday, October 17

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|---------|--|
| 8:00am | Registration / Information Open
Breakfast (Coalition meeting time)
Meeting Rm 1-2 |
| 9:00am | Conference Welcome Conference Center |
| 9:15am | General Session: Donnie Campbell
What's Your MVP? Leadership Lessons
from the Coach who Inspired Ted Lasso |
| 10:15am | Refreshment Break / Visit Exhibit Area |
| 10:30am | General Session: Lt. Gov. & Sect. of
Commerce David Toland |
| 11:45am | Buffet Luncheon / Visit Exhibit Area
Speed Dating with Kansas Tourism |
| 1:30pm | General Session:
Bridgette Jobe, Director of Tourism
Kansas Tourism: State of Tourism in Kansas |
| 3:00pm | Refreshment Break / Visit Exhibit Area |



PROGRAM

Tuesday, October 17

3:15pm

Roundtable Discussions

- *SUITE LEVEL: Sports with Holly Leiker*
- *MEETING ROOM 1-2: Sales with MeetKS*
- *CONFERENCE CTR LEFT: Marketing with Holly Lofton*
- *CONCOURSE: What If...Tourism Undefined with Julie Roller Weeks & LeLan Dains*
- *CONFERENCE CTR RIGHT: Data with Sean Dixon & Brandy Evans*

5:00pm

Optional Exhibitor Tear Down

5:00pm

SportsKS Mixer

Dinner on Your Own

Wednesday, October 18

8:00am

Registration / Information Open
Breakfast (Coalition meeting time)

9:00am

General Session: Gathan Borden,
Destination International
Welcoming Visitors to Your Community
Conference Center BC

10:30am

Break



PROGRAM

Wednesday, October 18

10:45am

Breakout Session / Track 1

- *MEETING RM 1-2: Rural Communities, you have something people want!* Marci Penner, Kansas Sampler Foundation
- *CONFERENCE CTR AE: How to use AI to write better content for social media:* Autumn Denham, Topeka Partnership
- *CONFERENCE CTR DF: Best practices when filling out a grant application:* Jonathan Clayton

11:30am

TIAK Annual Meeting / Lunch
Conference Center BC

1:15pm

Breakout Session / Track 2

- *MEETING RM 1-2: Principles and practices in Tourism and Hospitality Management:* Dr. Stacey Smith, FHSU
- *CONFERENCE CTR AE: Marketing to dual language speakers:* LeLan Dains, Visit Emporia partnership with Visit Wichita
- *CONFERENCE CTR DF: How DEI is a key component to responsible tourism, sustainability and growth:* Ricki Ellison, Greater Wichita Partnership



PROGRAM

Wednesday, October 18

2:15pm

Breakout Session / Track 3

- *MEETING RM 1-2: Media & Hosting 101:* Colby Sharples-Terry, Kansas Tourism
- *CONFERENCE CTR AE: How to use AI to write better content for social media:* Autumn Denham, Topeka Partnership
- *CONFERENCE CTR DF: Crisis Preparedness:* Dr. Stacey Smith, FHSU

3:15pm

Breakout Session / Track 4

- *MEETING RM 1-2: Best practices when filling out a grant application:* Jonathan Clayton
- *CONFERENCE CTR AE: How to get the most out of a trade show:* Panelists Mike Bell, Roger Hrabe, Jim Zaleski, and Lindsay Gulley
- *CONFERENCE CTR DF: How DEI is a key component to responsible tourism, sustainability and growth:* Ricki Ellison, Greater Wichita Partnership

4:30pm

Set Table Decorations

5:30pm

Reception | Lobby/Breeze Way

6:00pm

Kansas Tourism Dinner &
Marketing Awards Banquet