

Lt. Governor's Travel Summit 2020

LOUISIANA RISING

Golden Nugget Lake Charles
August 18-20

LT. GOVERNOR'S TRAVEL SUMMIT SCHEDULE

TUESDAY, AUGUST 18

9 a.m.-5 p.m.	Registration & lounge open
noon-1 p.m.	TravelPAC lunch meeting Team Louisiana
12:30-4:30 p.m.	Area Familiarization Tours
1:30-3 p.m.	LACVB meeting
3-4 p.m.	LTDC/LTPD joint meeting Louisiana Tourism Coastal Coalition SELA Gumbo LBBA meeting
3-5 p.m.	Set-up for Partner Showcase
4-5 p.m.	Encore Louisiana
6-8 p.m.	Opening Reception

WEDNESDAY, AUGUST 19

7:45 a.m.-5 p.m.	Registration & lounge open
8-9 a.m.	Partner Showcase Breakfast
9:15-10:45 a.m.	4 Concurrent Breakout Sessions
10:45-11:15 a.m.	Break
11:15 a.m.-1:30 p.m.	Lt. Governor's Luncheon
1:45-3 p.m.	4 Concurrent Breakout Sessions
3-3:30 p.m.	Break
3:30-4:45 p.m.	General Session
6-until	Dine-Around
6-8:30 p.m.	Culinary Exploration in Louisiana's Playground (Optional Event)

THURSDAY, AUGUST 20

7:30-11:30 a.m.	Registration & lounge open
8-9:15 a.m.	Louisiana Travel Fair Breakfast (set up 7:15 a.m.)
9:15-9:45 a.m.	Bloody Mary Break
9:45-11:15 a.m.	4 Concurrent Breakout Sessions
11:30 a.m.-1:30 p.m.	Closing Luncheon

The Summit 2020 schedule may be impacted by Coronavirus. Please check LouisianaTravelAssociation.org for up-to-date information. Please note that the Louisiana Travel Association is working closely with the Golden Nugget to follow all health and safety protocols. Our top priority is the well-being of our attendees.

WEDNESDAY, 8-9 A.M. PARTNER SHOWCASE BREAKFAST

This tabletop tradeshow allows media partners to share information and network with fellow tourism professional attendees. Please register as an exhibitor online or contact Tiffany@LouisianaTravelAssociation.org for more information.

Each breakout is listed with a “track” denoting who would benefit most from that session:

• *Management* • *Marketing/Sales* • *Communications* • *Professional Development*

SESSIONS & SPEAKERS

WEDNESDAY, 9:15-10:45 A.M. CONCURRENT BREAKOUT SESSIONS



SALLY DAVIS BERRY, BRISTOL CREEK TOURISM CONSULTING LLC

The 80/20 Rule for Tourism Pros

Professional Development

The 80/20 rule shows us that 80% of your success comes from 20% of your efforts. Our changing economy will have many of us having to do more with fewer resources. How can you survive – and thrive? By implementing the 80/20 rule with your clients, your staff and most importantly, yourself. Attendees will walk away from the interactive and eye-opening session with concrete steps to take that will help them work more efficiently.



SHAWNA SUCKO, CUSTOMER BEHAVIOR EXPERT

Meetings Industry Sales Evolution & Business Recovery

Marketing/Sales

Join Shawna as she shares her latest findings on how consumers are shifting their behavior. She will share up-to-the-minute tools and strategies you can use now to connect with both group and leisure travelers. You'll learn the best ways to move toward recovery and put to rest old tools and strategies that just won't work right now.



JIM MATHIS, THE REINVENTION PRO

Hire & Market Like A Generational Genius

Management, Marketing/Sales

Millennials are the largest generation in human history and already playing a major role in successful management and marketing strategy, but they present challenges that have never been faced. Learn how to work with Millennials' unique style as they enter your workforce, and how you can communicate with this group to make a more productive workplace.



FACILITATED BY LAURA CATING, LOUISIANA TRAVEL ASSOCIATION

Workshop: Thought Leaders on Communications & Marketing

Communications

Join us for the first of three roundtable workshops as seasoned tourism professionals share tips and trade secrets with emerging leaders in an intimate setting. Industry thought leaders on communications, PR, media and government relations answer relevant open-ended questions and give participants the opportunity to discuss.



WEDNESDAY, 11:15 A.M.-1:30 P.M. LT. GOVERNOR'S LUNCHEON

LT. GOVERNOR BILLY NUNGESSER

A state of the industry address is the best way to inspire your efforts moving forward. Learn how Lt. Governor Nungesser, working with the Department of Culture, Recreation and Tourism, is elevating the state in the world marketplace in the midst of a global pandemic.

WEDNESDAY, 1:45-3 P.M. CONCURRENT BREAKOUT SESSIONS

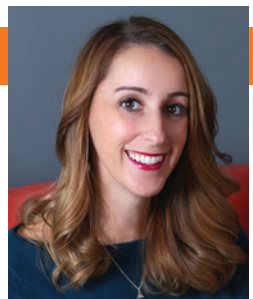


SALLY DAVIS BERRY, BRISTOL CREEK TOURISM CONSULTING

Group Tour Sales & Tactics for the New Reality

Marketing/Sales

The group tour market has been affected by the coronavirus but will not disappear forever. In this session we will talk about new ideas for sales strategies, tactics your business can implement now to be ready for a rebound, and how to find new clients. Change can be difficult but those that are willing to embrace new strategies will be the first to rebound.



LISA MITCHELL, POWER BODY LANGUAGE

Mastering Your First Impression

Professional Development, Communications

Join body language expert, Lisa Mitchell, as she shares with you the science behind first impressions. Learn how to improve your presentation skills, communicate confidence and power your presence! You'll leave with applicable skills to help you master your first impression and increase your influence.



FACILITATED BY JILL KIDDER, LOUISIANA TRAVEL ASSOCIATION

Workshop: Thought Leaders on Leadership & Advocacy

Management, Professional Development

Join us for the second of three roundtable workshops as seasoned tourism professionals share tips and trade secrets with emerging leaders in an intimate setting. Industry thought leaders on organizational leadership, advocacy and board management answer relevant open-ended questions and give participants the opportunity to discuss.

WEDNESDAY, 3:30-4:45 P.M. GENERAL SESSION



BERKELEY YOUNG, YOUNG STRATEGIES INC

2020 has been a complicated year for the travel industry – to say the least! Travel expert Berkeley Young will break things down for us, examining where we have been and how we move forward into the “next normal.”

WEDNESDAY, 6-8:30 P.M. CULINARY EXPLORATION IN LOUISIANA'S PLAYGROUND (OPTIONAL EVENT) \$125

An exclusive evening consisting of a sit-down multi-course dinner full of flavorful cuisine and an elegant atmosphere with the best view of sunset in the Lake Area. Join Lt. Governor Billy Nungesser and acclaimed chef Lyle Broussard to support the vibrant and resilient tourism industry. This will truly be a night to remember and the place to be on August 19!

THURSDAY, 8-9:15 A.M. LOUISIANA TRAVEL FAIR BREAKFAST

This tabletop tradeshow allows tourism suppliers to share information and network with fellow tourism professional attendees. For more information, please email Josie Evans at Josie@LouisianaTravelAssociation.org.

THURSDAY, 9:45-11:15 A.M. CONCURRENT BREAKOUT SESSIONS

GET OUTDOORS IN LOUISIANA

Marketing/Sales, Communications

Hear from a panel of experts about the role parks and outdoor attractions are playing in the recovery effort. What new developments are underway in Louisiana's parks? What new ways are visitors experiencing the outdoors in Louisiana? How can we best highlight and market all of Louisiana's outdoor experiences?



ERIK HASTINGS, ERIK THE TRAVEL GUY

Attracting Visitors Through Video Content

Marketing/Sales, Communications

Everyone is talking about video, but how do we use it? Meaningful video campaigns give leaders proven tools to capture and create videos that tell their organization's unique story. Learn how to make your destination/attraction camera-ready, while maintaining a realistic viewpoint and without breaking a budget.



FACILITATED BY LAINE GARNER, LOUISIANA TRAVEL ASSOCIATION

Workshop: Thought Leaders on Sales & Group Tours

Marketing/Sales

Join us for the final roundtable workshop as seasoned tourism professionals share tips and trade secrets with emerging leaders in an intimate setting. Industry thought leaders on sales and group tours answer relevant open-ended questions and give participants the opportunity to discuss.



BOB WENDOVER, COMMON SENSE ENTERPRISES

Work Wise: Boosting Productivity in Today's Driven, Demanding and Distracting Workplace *Professional Development*

Do constant interruptions rob you of time and energy? Does discomfort fog your thinking when you're making decisions? Let decisions expert, Bob Wendover, show you what the best thinkers do to manage the pressures we all feel in navigating today's crazy-busy workplace. Attend this high-energy session and overcome the obstacles that thwart effective problem-solving.

THURSDAY, 11:30 A.M.-1:30 P.M. CLOSING LUNCHEON



DOUG BOURGEOIS, ASSISTANT SECRETARY, LOUISIANA OFFICE OF TOURISM CHRIS THOMPSON, PRESIDENT & CEO, BRAND USA

Assistant Secretary Doug Bourgeois will cover the sales and marketing plan for the Office of Tourism for 2020-2021 including programs, key market events, shows and opportunities for partnership. Brand USA's Chris Thompson will join Doug to speak specifically about the international market. When and how will international travel resume?



SUMMIT HOST: VISIT LAKE CHARLES

Known as Louisiana's Playground, Lake Charles is a blend of contrasts from the natural beauty of the great outdoors to luxurious gaming resorts and everything in between. The people of Lake Charles have big Cajun personalities with a Texas flair, and the ever-present delicious Cajun/Creole cuisine will make your mouth water. The downtown area is alive with many locally owned restaurants, live music venues and shops, and a walk along the lakefront is the perfect place to catch a vibrant sunset. Rich in history and steeped in cultural traditions, there is so much to explore.

#VisitLakeCharles #LouisianasPlayground



photo credit Lindsey Janies



VISIT LAKE CHARLES FAMILIARIZATION TOURS

Each tour departs from the Golden Nugget at 12:30 p.m. and returns at 4:30 p.m.

PLEASE REGISTER FOR FAMS ONLINE.

FAM 1: Majestic, Flavorful Southern Romance

Enjoy the enchanting view of lush, live oak trees adorning Lake Charles' historic neighborhoods including Shell Beach Drive, the epitome of Southern romance along the shores of Lake Charles. Decades of history all wrapped into one, Central School is brimming with culture and intricately decorated regalia worn by Mardi Gras Royalty. A tradition for many, the Mardi Gras king cake is a delicious treat that everyone will be able to enjoy along with a tasting of some of the delicious brews created by Crying Eagle Brewery, Lake Charles' premier brewery named for the Attakapas' Indian word "Calcasieu" or – Crying Eagle.



photo credit Steven Perez



FAM 2: Western Trails & Rails

This FAM will head West for a tour of the brand-new Vinton Welcome Center. While on the west side of the parish we will do a quick boudin stop to taste Southwest Louisiana's favorite finger food. Next, we will head over to DeQuincy to visit the Railroad Museum. Housed in the 1923 Kansas City Southern Depot, which is listed on the National Register of Historic Places, the museum has on display a large and varied collection of railroad memorabilia, including a restored 1913 steam locomotive, a 1947 passenger coach, and two vintage cabooses. Last stop on this train will be the Creole Nature Trail Adventure Point where we will briefly acquaint you with what you could experience out on the trail.



FAM 3: Explore Historic Southwest Louisiana

Enjoy a step back in time with a tour of the Charpentier Historic District, 40 blocks in downtown Lake Charles on the National Register of Historic Places, and the amazing Shell Beach Drive. This tour will stop at 1911 City Hall Arts & Cultural Center in the heart of downtown Lake Charles. After checking out the exhibits there will be time to explore downtown Lake Charles' eclectic shops and eateries.



photo credit Lindsey Janies

FAM 4: Gators, Rum, Museums, & More

This tour will head slightly east to our neighbors in Jeff Davis Parish. First stop, Gator Chateau where you will learn about, and hold, baby alligators. Next, we're off to the W. H. Tupper General Merchandise Museum and Louisiana Telephone Pioneers Museum, both amazing time capsules in downtown Jennings. Then it's on to the Zigler Museum whose collection surveys and celebrates the development of visual art in Louisiana. Full of knowledge we'll head to Bayou Rum® Distillery & Event Center for a tour and tasting!



For more FAM Tour details,
visit LouisianaTravelAssociation.org/Summit

CONFERENCE HOTEL: GOLDEN NUGGET LAKE CHARLES

2550 Golden Nugget Boulevard | Lake Charles, LA 70601 | rate \$145; cut-off date August 11, 2020.

Make your reservations by visiting LouisianaTravelAssociation.org/Summit

REGISTER ONLINE AT LOUISIANATRAVELASSOCIATION.ORG/SUMMIT **#LaSummit20**

CONFERENCE RATES & DEADLINES

	Members	Non-Members
Pre-registration rates:	\$425	\$525
Pre-registration one-day rates:	\$295	\$325
Late/on-site rates:	\$525 (full) \$325 (one-day)	

Student rate: \$45 per day (must have valid student id)

Premium Partners: Please contact Josie@LouisianaTravelAssociation.org to register

Culinary Exploration in Louisiana's Payground: \$125 per person

Pre-registration cut-off: August 10, 2020 | **Conference attire:** Business casual

Questions: Call 225-346-1857

Cancellation policy: 50% refund through August 10, 2020

If the Governor declares a state of emergency and restricts travel OR if you become ill with symptoms of COVID-19, a full refund will be given through August 13, 2020.

Online Auction

Register for the online auction at LouisianaTravelAssociation.org/summit. You may begin bidding August 3, 2020 and continue placing bids through the last day of the conference.

Need a way to showcase your business at Summit? Donate an item to the Online Auction! Email your **donation form** to Kaitlyn Gallegos at kgallegos@visitlakecharles.org by July 24. Proceeds from the auction go toward LTA's advocacy efforts.

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