2020 Maine Governor’s Conference on Tourism

April 15-16, 2020
Cross Insurance Center | 515 Main St, Bangor, Maine

Join us as we make Bangor our campus for Maine’s 2020 Governor’s Conference on Tourism! Explore Bangor with the offsite workshops on day one and discover some of Bangor’s most unique and interesting spaces including the Bangor Arts Exchange and more! On day two, our home will be the Cross Insurance Center and the day will feature timely and relevant workshops, the Maine Office of Tourism’s annual report, the awards luncheon, a keynote address from Maine favorite Bill Green, and a welcome from DECD Commissioner Heather Johnson!

Don’t miss the Opening Reception on Wednesday Evening!
Hosted by the Maine Tourism Association
5:00p - 7:00p
Location: Bangor Arts Exchange
All are welcome to join us Wednesday evening, from 5:00p - 7:00p to celebrate the opening of the 2020 Governor’s Conference on Tourism. Delicious food and a cash bar will be available.

Ticket Prices
Tickets are $75 per person (early bird rate) until March 13th. After March 13th, ticket prices will be $90 per person. Ticket includes access to all meetings and workshops on Wednesday & Thursday, the Opening Reception on Wednesday and all meals on Thursday.

EXPO
Don’t forget to visit all of the exhibitors and sponsors participating in the EXPO on Thursday. You’ll find plenty of services to help your business thrive.

Interested in exhibiting at or sponsoring the conference? Contact Gregg Shapiro, Green Tree Event Consultants, at 207-781-2982 x130 or gregg@greentreeevents.com

Stay connected: #MaineGC2020
mainetourismconference.com
The Maine Office of Tourism presents the annual Governor’s Conference on Tourism, a two-day event for tourism and hospitality professionals from across the state. In addition to a presentation of the Maine Office of Tourism’s annual report, the conference features dynamic and relevant workshops, an inspiring keynote speaker, multiple networking opportunities and an exciting expo of services and resources for the tourism industry. This is Maine’s premiere tourism event and if you’re in the industry – we’ll see you there!

**THURSDAY, APRIL 16, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30a - 8:30a</td>
<td>Registration / Breakfast / EXPO</td>
</tr>
<tr>
<td>8:30a - 8:45a</td>
<td>Conference Opens with Wabanaki Drumming</td>
</tr>
<tr>
<td>8:45a - 9:15a</td>
<td>Welcome &amp; Opening Remarks</td>
</tr>
<tr>
<td>9:15a - 10:00a</td>
<td>MOT Report</td>
</tr>
<tr>
<td>10:00a - 10:45a</td>
<td>Break/EXPO</td>
</tr>
<tr>
<td>11:00a - 12:00p</td>
<td>Morning Breakout Sessions</td>
</tr>
<tr>
<td>12:15p - 1:15p</td>
<td>Awards Luncheon</td>
</tr>
<tr>
<td>1:15p - 1:45p</td>
<td>Dessert Break/ EXPO</td>
</tr>
<tr>
<td>1:45p - 2:45p</td>
<td>Keynote Speaker Bill Green</td>
</tr>
<tr>
<td>3:00p - 4:00p</td>
<td>Afternoon Breakout Sessions (Repeated from morning)</td>
</tr>
<tr>
<td>4:00p</td>
<td>Conference ends with a sweet treat!</td>
</tr>
</tbody>
</table>

**WEDNESDAY, APRIL 15, 2020**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00a - 11:00p</td>
<td>Rural Destination Development</td>
</tr>
<tr>
<td>12:00p - 1:00p</td>
<td>Destination Weddings Meeting</td>
</tr>
<tr>
<td>12:00p - 1:00p</td>
<td>MOT Grant Program</td>
</tr>
<tr>
<td>12:00p - 1:00p</td>
<td>Workforce Development Programs</td>
</tr>
<tr>
<td>1:00p, 2:00p, 3:00p</td>
<td>SK Tours! Join one of these 45-minute small bus tours of Stephen King’s ‘Derry’ Maine, including famous landmarks from It, Pet Sematary, Night Shift and more!</td>
</tr>
<tr>
<td>2:30p - 4:00p</td>
<td>Mobile Friendly Marketing</td>
</tr>
<tr>
<td>2:30p - 4:00p</td>
<td>Maine Motorcoach Network - Trends in Group Travel</td>
</tr>
<tr>
<td>3:00p - 4:00p</td>
<td>Maine’s Cruise Industry</td>
</tr>
<tr>
<td>5:00p - 7:00p</td>
<td>Opening Reception</td>
</tr>
</tbody>
</table>

Register now at mainetourismconference.com
Meetings

Rural Destination Development
9:00a - 11:00a @ Cross Insurance Center
Join stakeholders from across the Maine Woods to explore ongoing development of high potential Rural Destination Areas across the region. The session will include discussion of the Community Destination Academy and how three communities – Bethel, Rangeley, Moosehead – have benefited from the program and follow-on activities to add practical value to their destinations.
Moderated by Donna Moreland, Maine Office of Tourism and Mike Wilson, Northern Forest Center

Destination Weddings Meeting
12:00p - 1:00p @ Cross Insurance Center
What capacity is there in Maine to host and support destination weddings, and how might members of Maine’s wedding industry collaborate to market their services? Join us for a discussion of how Maine can benefit from this growing industry trend.
Moderated by Chiara Moriconi, Maine Office of Tourism

MOT Grant Program
12:00p - 1:00p @ TBD
This workshop will review Maine Office of Tourism grant program opportunities and guidelines and provide tips on how to write a successful enterprise marketing or event grant application.
Presented by Hannah Collins, Maine Office of Tourism

Workforce Development Programs
12:00p - 1:00p @ Cross Insurance Center
Staffing continues to be an issue for many Maine tourism businesses. Learn what resources are available to help businesses find employees, both seasonal and year-round.
Moderated by Denise Garland, Deputy Commissioner, DECD with panelists from the Maine Department of Labor, Maine Tourism Association and Hospitality Maine

Workshops

Mobile Friendly Marketing
2:30p - 4:00p @ Cross Insurance Center
Today’s travelers are increasingly using mobile devices to research and plan trips, and in 2018, seven out of ten visitors to Maine reported using a mobile device (smartphone or tablet) to continue researching places to go or things to do while visiting. Is your marketing strategy mobile-friendly, and what does that mean for your website? Learn what steps you can take to focus your resources on a marketing strategy that is mobile-friendly in the age of the smartphone.
Presented by Elizabeth Sutherland and Kate Bielinski, Sutherland Weston Marketing Communications

Maine Motorcoach Network – “Trends in Group Travel”
2:30p - 4:00p @ TBD
Learn what tours are popular in today’s market and how your business can benefit.
Presented by Sally Davis Berry, Bristol Creek Tourism Consulting

Maine’s Cruise Industry
3:00p - 4:00p @ Cross Insurance Center
This workshop will present the findings of the 2019 research and discussion of next steps for the cruise industry in Maine.
Presented by Sarah Flink, CruiseMaine

Fun!

Hey Fans of Stephen King! Join an SK Tour!
1:00p, 2:00p, 3:00p
Departing from Cross Insurance Center
Join one of these 45-minute small bus tours, led by SK Tours of Maine. You’ll recognize landmarks and locations from It, Pet Sematary, Night Shift and more!

Welcome Reception
5:00p - 7:00p @ Bangor Arts Exchange
Maine Tourism Association (MTA) annual meeting and conference opening reception at Bangor Arts Exchange.
Keynote Speaker

Bill Green - Celebrating Maine

Bill Green will share some highlights from his years spent exploring the rich diversity of experience to be found in Maine and the natural beauty of our state.

Bill Green is Executive Director of the Maine Sports Hall of Fame having retired from his 47-year television career in November.

For 19 years, Bill was host and executive producer of “Bill Green’s Maine” which became appointment TV on Saturday nights for thousands of Mainers.

Beginning in 2014, he began entering regional awards competition and was nominated for 11 Emmys and won two as well as an Edward R. Murrow Award for his feature reporting.

A lifelong Mainer, Bill was born in Bangor, educated in Bangor schools and the University of Maine and is holder of its prestigious Black Bear Award. He holds three honorary degrees including an Honorary Doctorate from the University of Maine at Farmington.

He is an inductee into the Maine Broadcasters’ Hall of Fame, Maine Sports Hall of Fame and the Silver Circle of the New England Chapter of the National Academy of Television Arts and Sciences.

He is a Registered Maine Guide, Senior Warden at Trinity Episcopal Church of Portland and serves on the board of the Maine Sports Hall of Fame.

Bill and his wife Pam reside in Cumberland. They have two grown children, Sam and Emily.

Breakout Sessions (repeated in the afternoon)

Food Tourism
Moderated by Nancy Harmon Jenkins, Writer, Food Authority, Historian
Panelists: Sam Hayward, Mindy Fox, Michael Terrien

Food is one of the four pillars of Maine tourism. Learn how Maine restaurants, food producers and craft beverage makers are leveraging access to locally-sourced ingredients and building a national reputation for Maine as a culinary destination.

Tourism in Rural Communities; the Outdoors Connection
Presented by Bryan Perry, Director, Great Allegheny Passage

The Outdoors is one of the four pillars of Maine tourism. This session presents a case study in how the Great Allegheny Passage, a 150-mile bike trail through sections of Maryland and Pennsylvania, has succeeded in bringing an increase in visitors to the region and helped to revitalize businesses in the communities it connects. The GAP was strategically designed to link with its sister trail in Maryland, the C&O Canal Towpath. Combined they connect rural sections of these states with Washington, DC.

“We will be here”; Telling Our Story
Presented by Lt. Tim Cotton, Bangor Police Department

Purposeful Progress is one of the four pillars of Maine tourism. Learn how Lt. Tim Cotton has gained a 300,000+ following for the Bangor Police Department Facebook page through his unique approach using honest, compassionate and often humorous posts that celebrate the Maine value of community.

Cultural Tourism
Moderated by Linda Nelson, Portland Ovations

Arts/Culture is one of the four pillars of Maine tourism. This panel will demonstrate how cultural organizations and the arts can serve as a catalyst for growth in visitation in Maine communities seeking to diversify their economy with an increase in tourism. Learn how tourism businesses can benefit from partnering with and supporting cultural resources in their communities.
THURSDAY, APRIL 16, 2020

DIRECTOR 1:1 MEETINGS

CONNECT WITH THE OFFICE OF TOURISM!

DIRECTOR 1:1 MEETINGS
Steve Lyons, Director, MOT
11:00a - Noon and 3:00p-3:30p

Do you have input to share? Make an appointment for an 8-minute one-on-one meeting with MOT Director Steve Lyons to share your thoughts.*

(9 start times: 11a, 11:10a, 11:20a, 11:30a, 11:40a, 11:50a, 3:00p, 3:10p, 3:20p)

Steve Lyons

Not able to make one of these times? Sign up for a follow up from Steve Lyons when you register for the conference!

* Meetings reserved for industry input.

Thank you to our speakers:

Sally Davis Berry
Kate Bielinski
Hannah Collins
Lt. Tim Cotton
Sarah Flink
Denise Garland
Nancy Harmon Jenkins
Donna Moreland
Chiara Moriconi
Linda Nelson
Bryan Perry
Elizabeth Sutherland
Mike Wilson

Photo by Justin Russell Photography
Exhibiting Companies:

Interested in exhibiting or sponsoring? Contact Gregg Shapiro, Green Tree Event Consultants, gregg@greentreeevents.com/207-781-2982 x130