

	Convention Area	American Room	Britain Room	Canadian Room	Montana/Alberta Room	Lewis Room (Upstairs)	Clark Room (Upstairs)	Field Trips - Board Bus at Front of Hotel	Missouri Room (Upstairs)	MT Internet Café (RM 108)
Wednesday, April 11, 2012										
Noon-8:00 pm	Conference Registration - Sponsor: , Room: Russell Room									
1:30-3:30 pm	Great Falls Trolley Tours									
2:00-5:00 pm						MT VIC Program Meeting				
2:30-4:00 pm					MLHA Hospitality Council Meeting					
3:30-5:45 pm		Afternoon at the Movies: MT PBS Film, "Playing for the World" 1904 Fort Shaw Indian Girls Basketball World Champion Team, with discussion and treats								
4:00-6:00 pm	Great Falls Trolley Tours									
4:00-5:00 pm									TIIP Grant Application Training	
4:30-6:00 pm			MT Tourism Business Improvement Districts Meeting							
5:45-7:00 pm		Afternoon at the Movies: The History Museum Production, "The Great Falls Story," along with discussion and treats.								
7:00-10:00 pm	Welcome Reception - Sponsor: MT State Parks, Location: Convention Area									

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Thursday, April 12, 2012										
7:00 AM	Conference Registration - Sponsor: , Room: Russell Room									
7:00-8:15 am	New Ambassadors Breakfast - Sponsor: ; 1st Time Conference Attendees Welcome & Orientation									
8:30-9:45 am	Domestic & International Travel Trends , Presenter: Dr. Suzanne Cook, Advisory, U.S. Travel Association, Washington, D.C. Sponsor: Yellowstone National Park Lodges - Xanterra									
9:45-10:30 am	Networking Break in French Quarter Exhibitor Area - Sponsor:									
10:30-11:45 am	Feature Presentation: Storytelling to Build Your Brand , Presenter: Bill Baker, BBandCo Strategic Storytelling, Vancouver, BC									
Noon-1:30 pm	Montana Grown Luncheon - Sponsor: Voices of Montana Tourism, Room: Convention Area									
1:30-2:45 pm		Putting TripAdvisor to Work For You , Presenter: Mark Mamber, National DMO Sales Manager, TripAdvisor	Social Media Beginners Training , Presenter: John Hope Johnstone, HPR Social Media, Corvallis, OR	MT Tourism 2012 Outlook, Visitor Expenditures, Geotourism MapGuide Use , Presenters: ITRR Staff	Voices of Montana Tourism Leadership Training , Presenter: Mary Paoli, Mary Paoli Communications, Bozeman, MT			WorkForce Training OR Regional Tourism Planning Project Presentation - TBD	Field Trip: The Ursuline Retreat and Conference Centre	
2:45-3:30 pm	Networking Break in French Quarter Exhibitor Area - Sponsor:									
3:30-4:45 pm		Sustainable Tourism Workshop , Presenters: Graduates of YBP's UnCommon Sense Program Present Their Case Study	Social Media Intermediate Training , Presenter: John Hope Johnstone, HPR Social Media, Corvallis, OR	Coming Together to Expand MT's Tourism Story , Presenters: MTOT & MercuryCSC Staff	Voices of Montana Tourism Leadership Training , Presenter: Mary Paoli, Mary Paoli Communications, Bozeman, MT	2012 AIANTA Conference in MT & Working With Tribes on Tourism Development , Presenters: Ed Hall, AIANTA Board Member/BIA Transportation Specialist, Jackie Yellowtail, Crow Nation			Field Trip: Lewis & Clark Interpretive Center	
4:45-7:00 pm	Networking Reception in French Quarter Exhibitor Area - Sponsor:									
7:00-9:00 pm	Montana Tourism Awards Banquet - Sponsor: Glacier Park, Inc., Room: Convention Area									
9:00-11:00 pm	Entertainment - 49th Street Blues Project									

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Friday, April 13, 2012										
7:00 AM	Conference Registration - Sponsor: , Room: Russell Room									
8:30-9:45 am	Feature Presentation: Brand USA, Inc. and the United States of Awesome Possibilities, Presenter: Diane Shober, Director, Wyoming Office of Tourism, Cheyenne, WY									
9:45-10:30 am	Networking Reception in French Quarter Exhibitor Area - Sponsor:									
10:30-11:45 am		Sustainable Tourism Workshop, Presenters: Graduates of YBP's UnCommon Sense Program Present Their Case Study	Social Media Advanced Training, Presenters: John Hope Johnstone, HPR Social Media, Corvallis, OR & MT Social Media Panel	Putting TripAdvisor to Work For You, Presenter: Mark Mamber, National DMO Sales Manager, TripAdvisor	MT Tourism 2012 Outlook, Visitor Expenditures, Geotourism MapGuide Use, Presenters: ITRR Staff	RMI Update: Latest in MT's International Tourism Efforts, Presenters: RMI & MTOT Staff		Field Trip: CM Russell Museum		
Noon-1:30 pm	Montana Grown Luncheon & Exhibitor Giveaway - Sponsor: ; Room: Convention Area									