

OREGON GOVERNOR'S CONFERENCE ON TOURISM

Tuesday, March 15 – AGENDA

▶ 8:30 - 10:30 a.m. :: Opening Keynote

Rooted in our Legacy. Focused on the Future. ▶ [zoom](#) ◀

Oregon's travel and tourism industry has a legacy of collaboration and innovation like no other. Firmly rooted in this legacy, our future forward will be strengthened by harnessing our shared desire to inspire economic recovery, steward Oregon's natural beauty, and celebrate the stories of our people and cultures across the state.

▶ 11:00 a.m. - 12:00 p.m. :: Morning Breakout Sessions

The Brand Evolution Revolution ▶ [zoom](#) ◀ As destination marketers and place ambassadors, it's our goal to be welcoming to all. We'll explore how to develop your brand so it's welcoming to all travelers while continually incorporating new information, reaching new audiences, and remaining the trusted evergreen resource for your longtime fans.

Innovative Oregon: Projects Designed for the Future ▶ [zoom](#) ◀ Despite the pandemic, our industry has been more innovative than ever. Hear from industry professionals on exciting, new projects tackling sustainability and climate change, DEI, wildfire recovery, and partnerships to improve our industry and state.

DMO Advocacy & Leadership: Defining the priority 'M' in DMO / RDMO programs, and how this evolution will influence the future of the industry ▶ [zoom](#) ◀ Is it time to remove the "M" from Destination Organization Work? Statewide DMO case studies and open discussion about the evolving destination composition.

Speaking Tips from a TED X Speaker Coach ▶ [zoom](#) ◀ What is it about TED Talks that inspire millions around the world one idea at a time? In this engaging session where you will get a behind-the-scenes look at how a 10-18 minute talk is made. Leave this session knowing the number one reason a talk (or presentation) succeeds or fails. Learn the best way to win over your audience whether it's on a stage, across a board room table, interviewing or at a networking event. Also understand how to practically prepare for those opportunities. While you may never stand in the spotlight on the iconic TED red rug, your ideas (and how well you present them) matter.

▶ 2:15 - 3:30 p.m. :: Afternoon Keynote

National Parks Director, Chuck Sams ▶ [zoom](#) ◀

▶ 4:00 - 5:00 p.m. :: Afternoon Breakout Sessions

Why Guides Workshop ▶ [zoom](#) ◀ Tour operators, guides, and outfitters are a vital part of the tourism industry. This community is made up of local experts who help travelers discover unique experiences, follow destination management principles, and provide land stewardship throughout the state, creating a memorable and sustainable experiences for visitors. Join this interactive session to meet with industry peers and learn how to partner with guides in your region.

Tribal Gaming - Selling Fun ▶ [zoom](#) ◀ The session will focus on Oregon Tribal Gaming and Oregon Tribes contributions to Oregon rural and state economies. It will also include a presentation of Oregon Tribes spending and investment in Oregon and threats to Tribal gaming contribution to rural economies.

Strategies to Reduce Climate Impacts of Oregon's Tourism Industry ▶ [zoom](#) ◀ Tourism is responsible for roughly 8% of the world's carbon emissions. From plane flights to recreational vehicles, lodging electricity and impacts from restaurants, these activities contribute to tourism's carbon footprint. Climate change is impacting Oregon's tourism industry – and we need to be at the forefront of solving for our impact and fortifying our visitor experiences to withstand the changing world. This session convenes leaders who are taking an active role in programs and solutions that address climate impacts in Oregon and beyond.