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Rutherford County Tourism Development Authority "Special Event Edition"



Special Issue

July 2012

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CONFERENCE SCHEDULE

8:00 - 9:00:
Registration & Breakfast

9:15 - 9:45:
Welcome & TDA Update

10:00 - 11:00:
Session 1

11:00 - 11:15:
Break & Vendor Visit

11:15 - 12:15:
Session 2

12:15 - 12:30:
Vendor Visit

12:30 - 1:30:
Lunch & Keynote Speaker
Lynn Minges, Assistant Secretary of Tourism, Marketing, and Global Branding

1:30 - 2:30:
Session 3



Thursday, November 8, 2012

****FREE** Registration until JULY 15 - ACT NOW!**

Whether you have spent your entire career in the tourism industry, or are taking it one day at a time, there is always something new to learn about this dynamic business.

The inaugural 2012 TDA Alliance Conference on Tourism on Thursday, Nov. 8 is your chance to hear from industry experts and ask the questions that are floating in your mind.

FREE REGISTRATION!

From now until July 15, you can sign up for the 2012 Alliance Conference for FREE! After July 15, tickets are still just \$20 for a full day of training, seminars and networking. Breakfast, lunch and dessert social are included!

[Click here to register!](#)

2:30 - 3:30:

Closing Networking Social

As always, thank you for being a part of Lake Lure & the Blue Ridge Foothills and its wonderful network of accommodations, events, restaurants and attractions.

Please contact us with any questions, comments or concerns at:

***Rutherford County TDA
T: 828-287-6113***

Sincerely,

***Michelle Yelton
Communications Manager,
Rutherford County TDA***

If you do not have an email address or need help registering, please do not hesitate to contact Michelle Yelton at michelle@mccconnellgroup.biz or 828-980-2883.

Conference attendees will learn fascinating information from tourism industry leaders and experts about:

- What the TDA does, who we are and what we can offer you
- Networking opportunities throughout the day with industry experts and other area tourism businesses
- Prizes for you and your business throughout the day
- Travel trends and updates for Rutherford County, North Carolina and beyond
- Hospitality and customer service training
- Marketing and public relations workshops
- And more!

CONFERENCE SESSIONS:

Session 1:

- 1. Making the Web Work for You**
- 2. Niche Tourism:** Exploring the "growing" demand for agriculture, sustainable, heritage tourism and more
- 3. Welcoming from the Inside Out:** Customer service tips

Session 2:

- 1. It Pays to be Nice:** Providing the best visitor experience possible
- 2. Tomorrow's Tourism:** Industry Trends
- 3. It's a Sign:** Plugging into the TDA's Wayfinding and Guide Signs Program

Session 3:

- 1. Arts & Crafts:** Exploring ways for musicians and artists to plug into heritage tourism outlets
- 2. Intro to TDA Partner Programs:** Ways to give your

customers even more

3. **But I Don't Have a Marketing \$\$:** Social media & PR tricks of the trade anyone can do

Speaker details and bios coming soon!

TDA Staff & Board Members

Michelle Whitaker - Executive Director
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Jackie Wallace - Administrative Assistant
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Michelle Yelton - Communications Manager & Media Relations
The McConnell Group Public Relations
828-980-2883; michelle@mcconnellgroup.biz

TDA Board Members:

A directory of the current TDA Board members can be found by [clicking here](#).

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