

2010 West Virginia Governor's Conference
Sept. 20 - 22, 2010

Tentative Agenda:

SUNDAY, SEPTEMBER 20, 2010

12:00 p.m. **Golf Tournament** Sponsored by West Virginia Group Travel Association
For details contact: Abbey Withrow at awithrow@pocahontascountywv.com
or 1-800-336-7009

MONDAY, SEPTEMBER 20, 2010

9:30 a.m. – 5:00 p.m. **Registration**
Hotel Wharf A

9:00 a.m. – 5:00 p.m. **Silent Auction**
Hotel Waterfront A

10:30 a.m.– 12:00p.m.. **WVACVB Meeting**
Hotel Conference Room F

10:30 a.m. – 12:00 p.m. **WHTA Meeting**
Hotel Conference Room G

1:00 p.m. – 3:00 p.m. **Matching Advertising Partnership Program**
Hotel Conference room A, B, & C

3:30 p.m.- 5:00p.m. **Commission Meeting**
Hotel Conference room A, B, & C

5:30 p.m. **Opening Ice Breaker** Sponsored by Morgantown CVB
Event Center Exhibit Hall A

Evening
On your own

TUESDAY, SEPTEMBER 21, 2010

8:00 a.m. – 9:30 p.m. **Buffet Breakfast**
Hotel Terrace Lobby

9:00 a.m. – 5:00 p.m. **Registration**
Hotel Wharf A

9:00 a.m. – 5:00 p.m. **Silent Auction**
Waterfront A

9:00 a.m. – 5:00 p.m. **WVACVB Basket Raffle**
Hotel Wharf B

9:00 a.m. – 9:15 a.m. **Opening Remarks**
Hotel Conference rooms A thru H

- 9:15 a.m. – 10:30 a.m. **General Session -**
Signspotting: “The Art of Miscommunication” –
Doug Lansky National Geographic Award Winning Author and Travel Expert
Hotel Conference Rooms A Thru H
- 10:30 a.m. – 11:00 a.m. **Break**
Hotel Terrace Lobby
- 11:00 a.m.- 12:00 p.m. **General Session**
Confessions of a Street Fighter – Marketing on a Shoestring
Jeff Slutsky *Street Fighter Marketing*
Hotel Conference Room A thru H
- 12:00 p.m. – 1:30 p.m. **Lunch**
Event Center Exhibit Hall A
Presentation by Steve McGowen Boy Scouts of America
- 1:30 p.m.– 2:30 p.m. **Breakout Session**
- *Session 1 Doug Lansky*
Creating Great Content, Colorful Writing
Hotel salon A,B, C
 - *Session 2 Jeff Slutsky*
Creating Your Street Fighter: Plan-Of-Attack
Hotel salon D
 - *Session 3 Workshop - Matching Advertising Partnership Program*
Hotel Salon E
 - *Session 4 Marketing Buzzword Bingo: Cutting Through the Jargon*
Brandon Holmes WELD
Hotel Salon F,G, H
- 2:30 p.m. – 3:00 p.m. **Break** *Hotel Terrace Lobby*
Sponsored by The Media Center
- 3:00 p.m.– 4:00 p.m. **Breakout Session**
- *Session 1 Doug Lansky*
Creating Great Content, Colorful Writing
Hotel salon A,B, C
 - *Session 2 Jeff Slutsky*
Creating Your Street Fighter: Plan-Of-Attack
Hotel salon D
 - *Session 3 Workshop - Matching Advertising Partnership Program*
Hotel Salon E
 - *Session 4 Marketing Buzzword Bingo: Cutting Through the Jargon*
Brandon Holmes WELD
Hotel Salon F,G, H
- 4:30 p.m. – 5:30 p.m. **Legislative Panel**
Event Center Exhibit Hall A
- 5:30 p.m. **Reception- Sponsored by Stonewall Marketing Group**

Evening
On your own

WEDNESDAY, SEPTEMBER 22, 2010

- 8:30 a.m. **Breakfast Buffet**–
Hotel Terrace Lobby
- 9:00 a.m. – 10:30 a.m. **General Session – When To Say It; Why To Say It and How To Say It.** - Media Panel
Event Center Exhibit Hall B
Joe Stevens, The Media Center; Nikki Bowman, WV Living; Ernie Copper Thunder Press, Vicki Smith, Associated Press
- 10:00a.m. 12:00 p.m. **Talkline With Hoppy Live – Hoppy Kercheval Metro News**
- 10:30a.m. – 11:00 a.m. **Break**
Exhibit Hall B Foyer
- 11:00 a.m. – 11:30 a.m. **What's New – West Virginia University**
Event Center Exhibit Hall B
Nancy McIntyre, Mindy Wall and Martina Bison-Huckay
- 11:30 p.m. – 1:30 p.m. **Awards Luncheon**
Event Center Exhibit Hall A
- 1:30 p.m. **Pick up Silent Auction Items**
Pick up Basket Raffle Items