

2025 SPRING TRAVEL FORUM SCHEDULE

All conference events will take place at the Paroquet Springs Conference Centre unless noted otherwise. Shepherdsville is in the Eastern time zone.

WEDNESDAY, MAY 14

10:00 a.m. – 2:00 p.m. **CERTIFIED KENTUCKY TOURISM
PROFESSIONAL (CKTP) PROGRAM SPRING FIELD
VISIT**

12:00 p.m. – 5:00 p.m. **“ON YOUR OWN” AREA ACTIVITIES**

THURSDAY, MAY 15

8:30 a.m. – 10:00 a.m. **CERTIFIED KENTUCKY TOURISM
PROFESSIONAL (CKTP) PROGRAM BREAKFAST**
John McDowell Room B

9:00 a.m. – 11:30 a.m. **“ON YOUR OWN” AREA ACTIVITIES**

9:00 a.m. – 12:00 p.m. **EXHIBITOR SET UP**
Salt River Room

10:00 a.m. – 11:00 a.m. **BOARD OF DIRECTORS MEETING**
John McDowell Room A

11:00 a.m. **REGISTRATION OPENS**
Lobby

12:00 p.m. – 1:00 p.m.

TRADESHOW OPENS
Salt River Room

1:00 p.m. – 1:15 p.m.

WELCOME REMARKS
Salt River Room

1:15 p.m. – 2:15 p.m.

7 PILLARS OF AMAZING CULTURE
Salt River Room

Speaker: CHRIS DYER, High Performance Culture

Based on years of research and countless interviews, during this interactive and dynamic session strategist Chris Dyer will share seven key ingredients that matter in every workplace. If you are stuck figuring out where to focus (WTF) to improve engagement, performance and overall culture, this session will offer answers and help you assess where you stand with each of the seven pillars. While the information will focus primarily on the workplace, much of the learning you will experience will also be applicable to your leadership with other stakeholders in your organizations and communities.

2:30 p.m. – 3:15 p.m.

MEDIA TRAINING: TELLING YOUR STORY AS YOU WANT IT REPORTED
Salt River Room

Speaker: DOMINIC MANECKE, Senior Director, Government Relations & Business Development, C2 Strategic Communications

Tourism is a lot about storytelling. But what about when the storytelling is for the media? This session will help you prepare and manage interviews and tell your stories in ways that result in fair and accurate coverage while effectively conveying your key messages to the public. The session will also help you understand the needs of news outlets, amplify messages effectively, and excel in sharing success stories. And as a bonus, some of the learning you will experience

will also be useful with presentations and other communication.

3:15 p.m. – 3:45 p.m.

TRADESHOW BREAK

3:45 p.m. – 4:30 p.m.

CRISIS COMMUNICATION: MAKING THE BEST OF BAD SITUATIONS

Salt River Room

Speaker: DOMINIC MANECKE, Senior Director, Government Relations & Business Development, C2 Strategic Communications

This follow-on presentation to the media training session will help you effectively navigate challenges that could impact your organization's reputation, operations, and stakeholder relationships. Crises can take many forms such as public relations disasters, legal challenges, natural disasters, and other unforeseen emergencies. This session will help you learn how to assess situations, address key concerns, and deliver accurate information in the best and most effective ways possible, while fostering trust and credibility with both internal and external stakeholders.

6:30 p.m. – 8:30 p.m.

ICEBREAKER

James B. Beam American Outpost

8:30 p.m. – 10:00 p.m.

AFTERGLOW

The Fish House

FRIDAY, MAY 16

7:30 a.m. – 8:30 a.m.

BREAKFAST

Salt River Room

8:45 a.m. – 9:30 a.m.

KENTUCKY: READY, SET, ACTION!

Salt River Room

Panelists:

- *LISA BRIN, Lead, FilmLEX*
- *BRANDON PENNINGTON, Executive Director, City of Harlan Tourism & KTIA Board Chairman*
- *KATIE SMITH, Deputy Secretary, Cabinet for Economic Development*

The enactment of SB1 by the General Assembly opens the door to major progress with film production in Kentucky, a longtime tourism industry area of interest and involvement. Our panel will discuss the basics of Kentucky's film incentive program, key elements of SB1, the current status of the film and television industry and what they are seeking, and opportunities that film production provides for tourism.

9:45 a.m. – 10:30 a.m.

GENERATIVE AI AND TOURISM: PRACTICAL APPLICATIONS FOR KENTUCKY'S GLOBAL FUTURE

Salt River Room

Speaker: *JANETTE ROUSH, Senior Vice President, Innovation and Chief AI Officer, Brand USA*

Cut through the AI hype with Janette Roush, Brand USA's SVP, Innovation and Chief AI Officer, as she delivers a straightforward look at how artificial intelligence is reshaping tourism. Whether you're already experimenting with AI or just getting started, gain real-world applications that organizations of any size can implement today. Learn how to work smarter, not harder, with AI tools while positioning your destination for success in an era of rapid technological change. No PhD required – just bring your curiosity and leave with practical insights you can put to work immediately.

10:30 a.m. – 11:15 a.m.

TRADESHOW BREAK

Salt River Room

11:15 a.m. – 12:00 p.m.

**EPIC GROUP TOUR EXPERIENCES: HOW TO
MAKE THEM HAPPEN**

Salt River Room

*Speaker: MELINDA HUNTLEY, Executive Director, Ohio
Travel Association*

Designed for DMOs, attractions, hotels, and restaurants, learn best practices for providing exceptional service to group tours. Starting with crucial fundamentals of what the tour company needs, the session will then cover the needs of their groups – clients they have entrusted to your care and service. Presented by the Executive Director of the Ohio Travel Association, which operates the Heartland Travel Showcase, you will also receive a preview of the 2025 edition of Heartland, which will be held in Kentucky (Owensboro) for the first time in the history of the event.

12:00 p.m. – 12:15 p.m.

CONFERENCE WRAP UP

Salt River Room

12:15 p.m.

TRADESHOW CLOSES