

# ND | TRAVEL INDUSTRY MARKETING SUMMIT



10.05.23

North Dakota State Museum  
and Heritage Center, Bismarck.

9 AM

## DMAND meeting

11 AM

## Cooperative Roundtables

Join Tourism program managers and your peers in discussion of travel trends and cooperative partnerships for 2024.

Topics to include:

- Website analytics and partner portal
- Sales, familiarization tours and itineraries
- Public relations and social media
- Find The Good Life workforce initiative

Noon

## Networking lunch

1 PM

## Leslie Holbrook, VP at Fahlgren Mortine

Hear the latest insights on consumer behavior for travel planning and media consumption.

2 PM

## 2024 Media Plan

Marketing & Tourism Division Director Sara Otte Coleman will unveil the advertising plans for 2024 and the research used in strategy and planning.

2:45 PM

## 2024 Co-op Plan

Marketing Manager Heather LeMoine will briefly highlight the cooperative marketing options recommended for 2024.