

OBX 2017 TOURISM SUMMIT

Presented by **The Outer Banks Visitors Bureau**

May 11, 2017

8:00 - 8:45 **OBX Summit Tourism Registration**
Pre-function area

9:00 - 9:10 **Welcome/Program Kick Off**
Lee Nettles, Executive Director

9:10 - 9:20 ***The Lost Colony Outdoor Drama – celebrating 80 years in 2017!***
Paul Green's Symphonic Outdoor Drama, *The Lost Colony*, has been performed each summer since 1937. Under the direction of Ira David Wood, III, a company of over 100 actors, dancers, singers, and technicians create a magical evening for your guests to enjoy! Bill Coleman, Executive Director, will give us a brief overview of what's in store for the upcoming 80th Anniversary Celebration. Did you know that *The Lost Colony* won a TONY in 2013 for Theatre in Excellence? It will be on-hand for you to see!

9:20 - 10:20 **Jim Spellos, It's App-tastic! 60 Apps in 60 Minutes**
You think you have all the apps you need? Perhaps you may, but as more and more mobile apps are developed, business professionals are finding new ways of saving time and increasing productivity. Whether you're looking for tools to help manage your social channels, connect and communicate with your team, supercharge your office, or find that needle in a haystack to save you endless time, this session is sure to deliver. Bring your mobile device and be prepared to share your favorite apps with your peers.

10:20 - 10:55 **Outer Banks Visitors Bureau Updates**

- Occupancy and Meals trends
- Bureau marketing activity
- Social Marketing Initiatives
- Website advertising information

10:55 - 11:10 **Meeting Break**

11:10 - 11:55

Brian Matson, Content Development and Digital Marketing

As Marketing Director for the Fargo Convention and Visitors Bureau he pioneered several digital and social media promotional programs that included various forms of content development and distribution. True passion is education and has worked with several organizations – large and small – on specific education initiatives to advance tourism industry partner’s sophistication in the areas of digital and social media marketing. He’s currently the Senior Director of Strategy and Education for TWO SIX Digital.

11:55 - 1:10

Networking Lunch at the Pier

1:10 - 1:55

David Oakley, How to Tell Your Story and Get Noticed

Founder and creative director of BooneOakley, he built his agency by helping brands tell their stories in ways that get noticed, talked about and shared. How are we able to do this? We look at things from a different perspective and see things that normally go unnoticed. That’s one of the reasons why brands like Bojangles’, the Charlotte Hornets, the Wells Fargo Championship, Goodwill and Autobell partner with his agency to help tell their stories. David is also the author to Why is Your Name Upside Down?

1:55 - 2:55

Jim Spellos, Hot Technologies 2017

How are you keeping up with the technological advancements that impact your job and career? Do you find that you’re barely able to keep pace with the latest developments? Jim reviews what’s new and way cool in technology in this fun, fast-paced look at what’s here for us to use now and what’s coming in the near future, including the latest information about virtual & augmented reality, artificial intelligence, and other important tech trends.

2:55 - 3:00

Closing

**NATIONAL
TRAVEL &
TOURISM
WEEK** MAY 7-13, 2017



National Tourism Week commemorates tourism industry professionals, businesses and communities across the nation who help promote travel to and within the United States. #nttw17

Did You Know?

The tourism industry in Dare County employs 1 out of 3 residents.