

# wigcot2010 registration

Register on-line at [wigcot.org](http://wigcot.org)

## Badge Information

\*This is how your badge will read. Please print clearly!

\*First name: \_\_\_\_\_

\*Last name: \_\_\_\_\_

\*Title/Position: \_\_\_\_\_

\*Company: \_\_\_\_\_

Address: \_\_\_\_\_

\*City: \_\_\_\_\_

\*State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

E-Mail: \_\_\_\_\_

*Our preferred method to send registration confirmations is via e-mail, please include yours.*

Emergency contact: \_\_\_\_\_

Phone: \_\_\_\_\_

Please check here if you prefer a vegetarian meal.

## Registration Fees

**Early-Bird Registration Fees** (Postmarked on or before 2/5/10)

Early-Bird Fee - \$185.00 (1-3 participants from an organization)

Early-Bird Fee - \$175.00 (4 or more participants from an organization)

**Registration Fee AFTER 2/5/10**

Full Registration - \$235.00 (1-3 participants from an organization)

Full Registration - \$225.00 (4 or more participants from an organization)

## Special Registration Fees

Please note, the Executive Program offered below is limited to 75 participants.

**Executive Leadership Program**

Monday, 3/15 - \$50.00

Tuesday, 3/16 - \$50.00

**Executive Sales Leadership Program**

Tuesday, 3/16 - \$50.00

**Special Registrations**

One-Day Registration - \$100.00

Registration for Governor's Awards Dinner only - \$60.00

Registration for Opening Day Reception only - \$50.00

Guest Registration - \$130.00 (participation in social functions only)

## Method of Payment

Check  VISA  Master Card  Purchase Order

Amount Enclosed: \$ \_\_\_\_\_

Credit Card # \_\_\_\_\_

Exp. Date \_\_\_\_\_ MC or VISA only (Please circle)

Signature: \_\_\_\_\_

**Please make checks payable to the Governor's Conference on Tourism.**

**Mail to:** Governor's Conference on Tourism  
PO Box 8690  
Madison, WI 53708-8690

**OR fax: (608)266-3403 Questions? Call Dawn Zanoni at (608)266-3978**

For administrative purpose only:

PM: \_\_\_\_\_ RCVD: \_\_\_\_\_ CH#: \_\_\_\_\_ Initial: \_\_\_\_\_ Date: \_\_\_\_\_

## Agenda-at-a-Glance

Check [wigcot.org](http://wigcot.org) for program descriptions.

### SUNDAY, MARCH 14

6:00pm – 10:00pm Opening Reception

### MONDAY, MARCH 15

7:45am – 9:00am: Kick-off Breakfast

9:15am – 10:30am: Keynote – An Owner's Guide to the Future

10:45am – 11:30am: Dr. Suzanne Cook

11:45pm – 12:30pm: Lunch

12:45pm – 2:00pm: Best Practices/Exchange of Information

- Advertising/Marketing/Public Relations
- Business Travel/Meetings & Conventions
- Small Destination/Small Business
- Going Green
- Social Networking

1:00pm – 3:30pm: Executive Leadership Program

2:15pm – 3:30pm: Repeat Best Practices/Exchange of Information

3:30pm – 6:00pm: Marketplace/Taste of Wisconsin

### TUESDAY, MARCH 16

7:45am – 9:00am: Breakfast (Council Address)

9:15am – 10:30am: Keynote – Accelerating Growth

10:45am – 12:00pm: General Session – Expanding Your Market Share

12:15pm – 1:15pm: Lunch - Hosted by 2011 Destination

1:30pm – 2:45pm: Workshops/Breakout Sessions

- Secretary's Vision (this session does not repeat)
- Top 10 Online Tourism Marketing Programs For 2010
- Moving the Mobile Masses
- Integrating Direct Marketing

1:30pm – 4:00pm: Executive Leadership Program – Dan Burrus

1:30pm – 4:00pm: Sales Leadership Program – Dave Mitchell

3:00pm – 4:15pm: Repeat Workshops/Breakout Sessions

- Governor's Council on Tourism Panel – This panel is only offered during this time segment.

6:00pm – 7:00pm: Pre-Reception

7:00pm – 9:30pm: Governor's Dinner and Awards Celebration

## WIGCOT policies

### Cancellations

To receive a full refund, your request must be made in writing and e-mailed to Dawn Zanoni, [dzanoni@travelwisconsin.com](mailto:dzanoni@travelwisconsin.com), by Friday, March 5, 2010. Refunds after that date will be given in the form of a credit to be used at WIGCOT 2011.

### Lodging

Blocks of rooms are designated for conference attendees at the following Milwaukee hotels: Hilton Milwaukee City Center (Host Hotel) (414) 271-7250; Hyatt Regency Milwaukee (414) 276-1234; DoubleTree Hotel – Milwaukee City Center (414) 273-2950; Ramada City Center (414) 272-8410

For a listing of other accommodations available in the Greater Milwaukee Area, please call Visit Milwaukee at 800/554-1448 or [visitmilwaukee.org](http://visitmilwaukee.org). Please be sure to mention that you are coming in for the 2010 Governor's Conference on Tourism to receive the special conference rate. Lodging rates do not include taxes.

### Registration Information

Early-bird and full registration fees include: official programmed events, materials, social events and all scheduled meal functions (including Governor's Dinner) as outlined in the program. To save money, we recommend that you take advantage of the special early-bird rate. Please note, in order to qualify for the early-bird rate, your registration form must be returned to us postmarked on or before 2/5/10. Any registration forms postmarked after 2/5/10 will be billed at the full conference registration rate.