



January 28-29, 2019  
Albuquerque, New Mexico



**AIANTA**  
American Indian Alaska Native  
Tourism Association

# 3<sup>rd</sup> Annual **GO INTERNATIONAL**

In partnership with:



## PRELIMINARY AGENDA

### Sunday, January 27

9:00 a.m. to 4:00 p.m. **Mobile Workshops to Kasha-Katuwe Tent Rocks National Monument and Cochiti Pueblo**

The Kasha-Katuwe Tent Rocks National Monument offers an opportunity to observe, study and experience the geologic processes that shape natural landscapes. Our workshop hosts will be representatives from the national park and the Pueblo of Cochiti, offering insight on their partnership on managing the park. So, pack your sneakers or hiking shoes and wear comfortable clothes for a day on the trail.

Fee: \$60 per person, includes lunch | Limited to 50 participants

### Monday, January 28

#### *Welcome and Introduction*

- 8:00 a.m. **Welcome and Introductions** | *Camille Ferguson, Executive Director*
- 8:15 a.m. **Program Overview** | *Emerson Vallo, Board Member (moderator)*
- 8:30 a.m. **AIANTA's International Programming** | *Camille Ferguson and International Outreach Coordinator*

#### *Introduction to International Tourism*

- 9:00 a.m. **Funding through the NATIVE Act** | *Ed Hall, BIA*
- 9:30 a.m. Break & Networking
- 9:45 a.m. **Data Information for International Market** | *Julie Heizer, Industry Relations National Travel and Tourism Office*
- 10:45 a.m. **Product Ready** | *Valerie Dulin, Tauck Tours*
- 12:00 p.m. Lunch

#### *Preparing and Welcoming Your International Guests*

- 1:00 p.m. **Creating Itineraries** | *Valerie Dulin, Tauck Tours*
- 2:00 p.m. **The Strategy of Familiarization Tours** | *Dawn Melvin, Arizona Department of Tourism*
- 3:00 p.m. Break and Networking
- 3:15 p.m. **Working with Tour Operators** | *Mary Motsenbocker, International Tourism Marketing*
- 4:30 p.m. End of Day



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### Tuesday, January 29

#### *Legal Issues*

- 8:00 a.m.            **Legal Framework for Contracts** | *Scott Sypolt, Akerman Law*
- 9:00 a.m.            **Exporting Your Tourism Services** | *Robert Queen, U.S. Commercial Service Export*
- 9:30 a.m.            Break and Networking

#### *Reaching the International Marketplace*

- 9:45 a.m.            **Promoting Your Destination on NativeAmerica.travel** | *Sandra Anderson, AIANTA*
- 10:45 a.m.          **Developing A Cultural Experience** | *Seleni Matus, George Washington University*
- 11:45 a.m.          Lunch

#### *Marketing and Packaging Opportunities*

- 1:00 p.m.            **Preparing for Successful Trade Show** | *Mary Motsenbocker and Camille Ferguson*
- 2:00 p.m.            **Pitching Your Product or Destination** | *Monica Poling, AIANTA*
- 2:45 p.m.            Break and Networking

#### *Hands-on Workshop*

- 3:00 p.m.            **Build and Pitch Your Custom Itinerary** | *Mary Motsenbocker, Dawn Melvin, Valerie Dulin, Monica Poling and Camille Ferguson*
- 5:00 p.m.            Safe Travels