



January 28-29, 2019
Albuquerque, New Mexico



AIANTA
American Indian Alaska Native
Tourism Association

3rd Annual GO INTERNATIONAL

AGENDA

In partnership with:



INTERNATIONAL
TRADE
ADMINISTRATION



Event Location: Indian Pueblo Cultural Center
2401 12th Street NW | Albuquerque, NM 87104

Monday, January 28

8:00 am – 9:00 am	Registration and Badge Pick-up
9:00 am – 9:15 am	Welcome and Introductions <i>Camille Ferguson, Aianta Executive Director</i>
9:15 am – 9:30 am	Program Overview <i>Emerson Vallo, Aianta Board Member (moderator)</i>
9:30 am – 10:15 am	Introduction to Aianta and Aianta’s International Programming <i>Camille Ferguson</i>
10:15 am – 10:30 am	Networking Break
10:30 am – 11:15 am	Product Ready <i>Valerie Dulin, Tauck Tours</i>
11:15 am – 12:00 pm	Pricing Your Tourism Product <i>Camille Ferguson</i>
12:00 pm	Lunch (on own)
1:00 pm – 2:00 pm	The Strategy of Familiarization Tours <i>Dawn Melvin, Arizona Department of Tourism</i>
2:00 pm – 3:00 pm	Creating Itineraries <i>Valerie Dulin, Tauck Tours</i>
3:00 pm – 3:15 pm	Networking Break
3:15 pm – 4:15 pm	Are You International Visitor Ready? <i>Mary Motsenbocker, International Tourism Marketing</i>
4:15 pm	End of Day

Tuesday, January 29

8:00 am – 8:30 am	Registration and Badge Pick-up
8:30 am – 9:30 am	Legal Framework for Contracts <i>Scott Sypolt, Akerman Law</i>
9:30 am – 10:30 am	Promoting Your Destination on NativeAmerica.travel <i>Sandra Anderson, Aianta</i>
10:30 am – 10:45 am	Networking Break
10:45 am – 11:45 am	Promotions Through Experiences & Marketing <i>Talia Salem, George Washington University</i>
11:45 am	Lunch (on own)
1:00 pm – 2:00 pm	Preparing for Successful Trade Show <i>Mary Motsenbocker and Camille Ferguson</i>
2:00 pm – 3:00 pm	Pitching Your Product or Destination <i>Monica Poling, Aianta</i>
3:00 pm – 3:15 pm	Networking Break
3:15 pm – 5:00 pm	Build and Pitch Your Custom Itinerary – A Hands-On Workshop <i>Mary Motsenbocker, Dawn Melvin, Valerie Dulin, Monica Poling and Camille Ferguson</i>
5:00 pm	Safe Travels