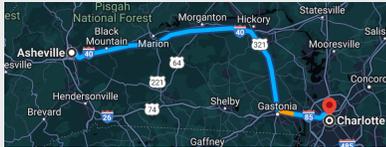




# NC TRAVEL NEWS

A weekly newsletter on North Carolina General Assembly news relevant to the North Carolina tourism industry

## Nov 14-17: Week of Great Conferences



Two tourism conferences are on the calendar the week of November 14-17.

The week kicks off with the [DYL Tourism and Local Marketing Workshop](#) in Asheville on November 14-15 and continues in Charlotte at the [NCTIA Tourism Leadership Conference](#) on November 16-17.

"Our members will be able to attend two informative conferences in one trip, which is especially helpful for our members on the coast," said NCTIA Executive Director Vince Chelena.

Chelena added that the pair of conferences will give attendees the latest in digital strategies, resources, legislative updates, and tools to reach potential visitors and motivate them to visit destinations across the state.

For more information on the DYL Tourism and Local Marketing Workshop in Asheville on November 14-17, [click here](#).

For more information on the NCTIA Tourism Leadership Conference, read the main article in this newsletter.

## NCTIA Tourism Leadership Conference Details

NCTIA is excited for this year's [NC Tourism Leadership Conference](#) at the Charlotte Convention Center on November 16-17. [Register today](#) for this [informative, engaging, and fun conference](#).

Below are some excerpts from three of the conference's education sessions on Thursday, Nov. 17. Full descriptions are on the [conference landing page](#):

### 360 Degree Branding | 10-11AM

Brand Strategist **Steve Chandler** at TMP leads a discussion on how branding can no longer be limited to advertising and graphic identity. Companies, organizations and destinations build their reputation in a transparent world that showcases every aspect of operations. This talk shows building a brand is not limited to our consumers, but also our businesses and stakeholders.

### Media Relations Panel | 11:15-11:45AM

**Allison Latos**, a veteran TV news anchor in Charlotte shares her thoughts on media relationships and the things you can do to establish yourself as the "go-to" contact for journalist. Joining Allison will be a few of North Carolina's most successful PR professionals: **Claire Simmons**, Senior Director of Clinical Communications at Atrium Health; **Barry Finkelstein**, SVP/Director of PR at Luquire; and **Karen Brand**, Director of Communications at CRVA.

### Social Districts Panel | 4-4:45PM

Social districts allow destinations to create contiguous areas where guests can walk with open, to-go containers of alcoholic beverages. This new legislation has various towns and cities across North Carolina rushing to establish the newly designated areas and small businesses are loving it. NCTIA lobbyist **Brian Lewis** leads a panel of DMO executives who were fully engaged in establishing the new Social Districts in their community: **Andrew Schmidt**, Visit Greenville - Pitt County; **Melody Burnett**, Visit High Point; and **Sarah Davis Jones**, Hickory Metro Convention and Visitors Bureau.

[Click for more information on all of the sessions featured at the NCTIA NC Tourism Leadership Conference.](#)

Time	Session
1pm	NCTIA Board Meeting
2pm	DMANC Board Meeting
3pm	Tourism Education Foundation of NC Board Meeting
5:30-6:30pm	Welcome Reception Sponsored by <i>MediaOne digital</i>
Thursday, November 17	
Time	Session
8:45am	Welcome
9 - 9:45am	"Visit NC Update" WIE Tuttle - Director, Visit North Carolina
10 - 11am	"360 Degree Branding" Steve Chandler - Owner/Brand Strategist, Chandler Thinks Sponsored by <i>Visit Rowan County</i>
11:15 - 11:45am	Media Relations Panel
12 - 12:45pm	Lunch Sponsored by <i>Visit Charlotte</i>
1 - 2:30pm	Legislative Session Senator <i>Todd Johnson</i>
3 - 3:45pm	Workforce Development Showcase
4 - 4:45pm	Social Districts Panel
6:30pm	Cocktail Reception
7pm	Awards Banquet