



Monday, April 13	
2-3 p.m.	North Dakota Travel Alliance Partnership Meeting
3-6 p.m.	<i>Registration Open and Exhibitor Set Up</i>
3-4:30 p.m.	<p>Pre-Conference Grant Writing Workshop</p> <p>For a small additional fee, attendees can attend this workshop to better understand funding requirements, craft stronger applications, and increase their chances of securing financial support for tourism projects.</p>
4-5:30 p.m.	<p>First-Time Attendee Social</p> <p>Newcomers should head to Playmakers at our host hotel, the Canad Inn, for a social. Build connections and get a headstart on networking during this first-time attendee event.</p>
6-9 p.m.	<p>Opening Reception</p> <p>Our 2026 North Dakota Travel Industry Conference officially kicks off with an opening reception at The Olive Ann Hotel. Experience one of downtown Grand Forks' newest boutique destinations where historic architecture meets modern luxury, inspired by aviation pioneer Olive Ann Beech. The social features live music, great food, and opportunities to network.</p> <p><i>Shuttles from the Canad Inn will start at 5:30 p.m. and run continuously.</i></p>

Tuesday, April 14 – WEAR YOUR LOGO DAY	
7:45 a.m.	Registration Opens
8 a.m.-5 p.m.	Sponsor Exhibits Open
8-8:45 a.m.	<i>Breakfast Buffet with Exhibitors</i>
8:45-9 a.m.	WELCOME from our hosts at Visit Greater Grand Forks and the City of Grand Forks

9-10 a.m.	<p>General Session – How Savvy Destination Marketers are Augmenting Their Unique Talents Using the Magic of AI</p> <p>AI is truly awe-inspiring. But most AI-generated content, emails, and strategies are generic at best. That is, until you start building your Digital Doppelganger. Author and worldwide speaker Andrew Davis will show us how to be more productive and move from AI to IA: Intelligence Augmentation.</p>
10-10:30 a.m.	<i>Break with Exhibitors</i>
10:30 a.m.- 11:30 a.m.	<p>Breakout Sessions</p>
	<ul style="list-style-type: none"> • Capturing Your Community – Tips and Tricks for your Creative Assets Odney
	<ul style="list-style-type: none"> • Showing Up in Search in the Age of AI Miles
<ul style="list-style-type: none"> • Crafting Marketing that Resonates Destination Ann Arbor 	
11:45 a.m.-1 p.m.	<p>The State of the Industry Luncheon</p> <p>This annual industry luncheon features a presentation and latest updates from Tourism Director Sara Otte Coleman.</p>
1:15-2:15 p.m.	<p>General Session – Creative Risk isn’t Reckless – It’s Required.</p> <p>Is destination marketing today just a scroll-fight for attention in a world where AI-generated <i>meh</i> is becoming too common? Playing it safe, or wading into the sea of sameness won’t spark anything. This session featuring Madden Media’s Matt Sticker and Katy Livingston is designed to inspire some creative risk taking.</p>
2:15-2:30 p.m.	<i>Break with Exhibitors</i>
2:30-3:30 p.m.	<p>Breakout Sessions</p>
	<ul style="list-style-type: none"> • Beyond the Logo: Branding That Sticks The Good Kids
	<ul style="list-style-type: none"> • Insights on Today’s Travelers Sojern
<ul style="list-style-type: none"> • Working with Influencers and User Generated Content Shrpa 	
3:30-4 p.m.	<i>Break with Exhibitors</i>

4-5 p.m.	<p>NETWORKING ROUNDTABLES</p> <p>This isn't your typical roundtable session. Part networking, part social – rotate through roundtable conversations with industry peers while enjoying food, drinks and great company.</p>
5 p.m.	<i>Reception with Exhibitors</i>
	Free evening / dinner on your own

Wednesday, April 15	
7:45 a.m.	Registration Opens
8 a.m.-12 p.m.	Sponsor Exhibits Open
8-9:30 a.m.	<p>GOVERNOR'S AWARDS BREAKFAST</p> <p>Our final day of the 2026 conference begins by celebrating the people and organizations moving North Dakota's tourism industry forward. The Governor's Awards Breakfast is a new tradition, letting the day dawn in recognition of the outstanding achievements and efforts across the industry. Join Lt. Governor Michelle Strinden, Commerce Commissioner Chris Schilken, Tourism Director Sara Otte Coleman, and NDTIA President Julie Rygg as we honor the partners who help make North Dakota a remarkable place to visit.</p>
9:30-10 a.m.	<i>Break with Exhibitors</i>
10-10:45 a.m.	<p>General Session – Tourism Talks: A Legislative Conversation</p> <p>Advocacy starts with conversation. Hear directly from a panel of legislators about the issues shaping North Dakota's future and how the tourism industry can effectively engage in the process. Bring your questions and gain insight into how policy decisions connect to communities, attractions, and events across the state.</p>
10:45-11 a.m.	<i>Sponsor Prize Drawings</i>
11-11:45 a.m.	<p>Closing Session – Myth or Reality? Separating Tourism Fact from Fiction</p> <p>The travel industry is full of buzzy trends – but which ones should we act on, or worry about? <i>Wondering if websites will survive in the world of AI? Can classic attractions still draw a crowd? Who really uses social media to plan trips?</i> In this interactive session, we'll put some tourism topics to the test.</p> <p>This session concludes with a Grab-and-Go Lunch option.</p>