



June 4-5, 2026

Kryzsko Commons | Great River Ballroom & Solarium
Winona State University, Winona

AGENDA

Thursday, June 4, 2026 | 9 AM – 4 PM

9:00 AM REGISTRATION – VENDOR EXPO OPENS

9:45 AM Conference Welcome

10:00 AM **Opening Keynote: Culture Over Data**

Eric Hultgren, Advance Travel & Tourism

In an age of AI, traditional audience segmentation misses what's really happening. Culture forms in the contradictions between what people say they want and what they're actually doing. You'll learn to spot the gaps, where real meaning is being made, and build strategy around what's emerging rather than what we've always done. Using examples across culture Eric shows why most marketers miss inflection points and how paying attention to live cultural shifts, not historical datasets, is what actually moves visibility and trust.

10:45 AM **Session: Effective Communication: Dialing in High Level Conversations**

Anna Tanski, Fired Up! Culture

Say what needs to be said—clearly, confidently, and constructively. Build the confidence and communication skills needed to address challenges head-on while maintaining trust and respect. Anna shares real-life examples of tough conversations.

11:30 AM **Session: Lodging Tax in the Modern Era**

Rachel Thompson, Visit Greater St. Cloud

There is plenty of grey area in lodging tax expenditures. This facilitated discussion dives into Minnesota's lodging tax statute and best practices for ensuring your expenditures comply with the spirit of the law.

12:00 PM NETWORKING LUNCH – VENDOR EXPO



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Friday, June 5, 2026 | 9 AM – 11:30 AM

8:00 AM BREAKFAST BUFFET AVAILABLE - VENDOR EXPO

8:50 AM Welcome Back

Quick Hits for Tourism Professionals

Buckle Up! Tourism quick hits are designed to give you a lot of information in a quick 20-minute session. You don't want to miss these information-packed sessions.

9:00 AM **Award Winning Marketing Campaigns**

Ashlee White, Visit Mankato and Kelly Nygaard, Discover Stillwater

Recognized at the Explore Minnesota Tourism Conference for their marketing campaigns, Ashlee and Kelly share their strategy for creating marketing that demands attention.

9:20 AM **Tech Gadgets to Produce Quality In-House Video Fast**

Brian Matson, TwoSix Digital

Brian will show a "perfect setup" for capturing high-quality video and audio for use on social media channels to promote your destination on a shoestring budget. You don't have to break the bank to ensure that you get a quality result.

9:40 AM **Destination Swag: An Alternate Revenue Source**

Kate Carlson, Visit Winona

Looking for an alternative revenue source that doesn't have the restrictions of lodging tax dollars? Kate shares her secrets and best practices for creating an alternate revenue stream by selling branded apparel and souvenirs.

