

Travel & Words Conference 2017 Program, Salem Convention Center

Sunday, April 23

6:00-8:00 p.m., **Welcome Reception** in the Willamette Foyer on Second Floor. Check in, pick up your conference packet, sign up for workshops and be our guest for wine and gourmet bites. *Wines sponsored by Maryhill Winery.*

6:00-9:00 p.m., **Exhibitor set up** in Willamette B-C.

Monday, April 24

When	What	Who	Where
8:00 – 8:30	Registration Check-in	<i>Tote bags sponsored by Tillamook Coast</i> <i>Notebooks sponsored by Albany Visitors Association</i>	Willamette Foyer
8:30-9:00	Welcome to Travel & Words 2017 Exhibitor Introductions	Dave Peterson Allen Cox	Willamette B-C
9:00-10:15	Experienced Track: Workshops 1A, <i>Business Planning for Freelance Writers</i> or 1B, <i>Find Your Writing Niche</i>	Sophia McDonald Bennett Dale Miller	Workshop 1A: Croisan A Workshop 1B: Croisan B
	Beginning Track: Workshop 1, <i>Travel Writing 101</i>	Allen Cox	Croisan C
	DMOs: Workshop 1, <i>Get Your Destination Published</i>	Dan Weeks	Pringle Creek
10:15-10:45	Break & Visit Exhibit booths	<i>Break sponsored by Travel Pendleton</i>	Willamette Foyer, Willamette B-C
10:45-11:45	DMO Panel	Yakima Valley Tourism,	Willamette B-C

	Facilitator: Sheryl Kelsh, Chehalem Valley Chamber of Commerce	Travel Pendleton, Tillamook Coast, Albany Visitors Association, Eugene Cascades & Coast	
11:45-12:45	Lunch with Wine Tasting Guest Speaker: Jade Helm Wine consultant, writer, educator Presentation: <i>Oregon Wines and Wine Country for the Travel Writer</i>	<i>Lunch sponsored by Travel Lane County, Wines sponsored by Willamette Valley Visitors Association</i>	Willamette A-D
12:45-1:45	Editors Panel Facilitator: Allen Cox	Irene Edwards, Dale Miller, Dan Weeks, Virginia Smyth, Mattie John Bamman	Willamette B-C
1:45-2:30	Keynote Presentation: <i>Writing for Consumer Magazines in 2017 and Beyond</i>	Irene Edwards	Willamette B-C
2:30-3:00	Break & Visit Exhibit booths	<i>Break sponsored by Travel Pendleton</i>	Willamette Foyer, Willamette B-C
3:00-4:15	Experienced Track: Workshop 2A, <i>Advanced Social Media for Travel Writers</i> or 2B, <i>Writing for Meetings and Events Publications</i>	Mattie John Bamman Ron Engeldinger	Workshop 2A: Croisan A Workshop 2B: Croisan B
	Beginning Track: Workshop 2, <i>How to Make Editors Love You</i>	Dale Miller	Workshop 2: Croisan C

	DMOs: Workshop 2 <i>Working with National Media</i>	Irene Edwards	Pringle Creek
4:30-4:45	Wrap-up	Allen Cox	Willamette B-C

5:00-7:00 p.m., **Networking Mixer** in the Willamette Foyer on Second Floor. Join us at this informal gathering for wine and cheese pairings, a hearty appetizer buffet, and plenty of camaraderie with travel writers, editors and tourism professionals, sponsored by Travel Salem, Salem Convention Center and Grand Hotel.

Tuesday, April 25

When	What	Who	Where
8:30-8:45	Welcome to Day 2	Emcee, Allen Cox	Willamette B-C
8:45-10:00	Beginning Track: Workshop 3, <i>Using Social Media to Build Your Writer Brand</i>	Mattie John Bamman	Croisan C
	Experienced Track: DMO-Writer Matchmaking Session 1		Croisan A, B Pringle Creek
10:00-10:30	Break & Visit Exhibit booths		Willamette Foyer, Willamette B-C
10:30-11:45	Beginning Track: Workshop 4, <i>Crafting Pitches that Work</i>	Virginia Smyth	Croisan C
	Experienced Track: DMO-Writer Matchmaking Session 2		Croisan A, B Pringle Creek

11:45-12:45	Lunch Guest Speaker, Niki Terzieff, Leading Edge Public Affairs Presentation: <i>Cannabis Tourism</i>	<i>Lunch sponsored by Yakima Valley Tourism</i>	Willamette A-D
12:45-1:30	Keynote Presentation: <i>What I Learned at the Iowa Writer's Workshop About Being a Travel Writer</i>	Dan Weeks	Willamette B-C
1:30-2:45	Beginning Track: Workshop 5, <i>Double Your Income: A Travel Writer's Introduction to Editorial Photography</i>	Dan Weeks	Croisan C
	Experienced Track: DMO-Writer Matchmaking Session 3		Croisan A, B Pringle Creek
2:45-3:15	Break & Visit Exhibit booths		Willamette Foyer, Willamette B-C
3:15-4:30	Beginning Track: Q&A Session	Allen Cox, Dale Miller, Virginia Smyth, Mattie John Bamman	Croisan C
	Experienced Track: DMO-Writer Matchmaking Session 4		Croisan A, B Pringle Creek
4:30-5:00	Wrap up and Door Prizes	Dave Peterson	Willamette B-C