



M&C Committee Retreat
Friday, September 8, 2017
8:45 a.m. – 2:00 p.m.

Greater Madison CVB
22 East Mifflin Street, Suite 200
Madison, WI 53703

Retreat Objective: Work as a team to provide the Department of Tourism with strategic direction for promotion of Wisconsin as a meetings and conventions destination. Evaluate current strategies, explore ways to better connect with Wisconsin's tourism brand, and identify potentially powerful new approaches.

- 8:45 a.m. **Arrival, continental breakfast**
- 9:00 a.m. **Welcome** – Sarah Klavas, Deb Archer
- 9:15 a.m. **Industry trends, Q&A** – Janet Sperstad
- 10 a.m. **Introductions, warm-up activity** — Lynn Peters
- 10:10 a.m. **Facilitated planning process** – Lynn Peters
- 12 Noon **Lunch (provided)**
- 12:30 p.m. **Continue planning process, establish priorities**
- 1:40 p.m. **Wrap-up** – Lynn Peters, Sarah Klavas, Deb Archer
- 2:00 p.m. **Adjourn**

Governor Scott Walker
Secretary Stephanie Klett

201 West Washington Avenue P.O. Box 8690 Madison, WI 53708-8690 Telephone: 608.266.7621 FAX: 608.266.3403

TRAVELWISCONSIN.COM