

Western Iowa Tourism Region Meeting

Wed., April 26, 2023 • 10:30 a.m.

Schedule:

- 10:00 a.m. Registration begins
- 10:30 a.m. Meeting & Updates
- 11:30 a.m. Networking & Lunch

Featuring: Diane Stamp, humorous, motivational speaker, sponsored by Harlan Newspapers

12:30 p.m.: Panel discussion on events, how to start them, market them, continue to improve them while providing economic impact.



C.G. Therkildsen Activity Center

706 Victoria St. • Harlan

Prepare to be entertained during lunch, Diane Stamp specializes in delivering a meaningful message with humor and laughter.

“Stuff. I’ve got Stuff. You’ve got Stuff! We’ve all got Stuff!”

Registration is online! Just click on the link, fill out the information and it registers you for the meeting. It even sends you an email.

<https://form.jotform.com/230888523439062>

Just hit Ctrl & click on the link. If you have questions, email shrley@visitwesterniowa.com

Pick up your Western Iowa Visitors Guides at the meeting

Learn how to share your events & attractions on Traveliowa.com. They report that their website gets 25% of the traffic from the calendar of events.

Events!!

The first step to planning a community event is to establish an event objective. Do you want to build a more tight-knit community, raise money for a worthy cause or improve public spaces? Learn how to partner with local businesses, organizations, and community leaders to sponsor and cross promote your events.

You'll discover insights on how these local events have continued to grow and how they've changed over the years. Learn how to incorporate local foods and beverages in your event. Do you know what permits and insurance you need? Bring your questions.

