

Western Iowa Tourism Region Meeting

Wednesday
Feb. 22, 2023
10:30 a.m.

Schedule:

10:00 a.m. Registration begins
10:30 a.m. Meeting & Updates
11:30 a.m. Networking & Lunch
12:30 p.m. David Faux, The Iowan
Jenni Mitten, AAA Home & Away



1520 East Lakeshore Drive
Storm Lake, IA
712-213-4500

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. **Register by FEB. 17!**
<https://form.jotform.com/230266803063046>



Jenni Mitten
Regional Sales
Manager, AAA

An experienced sales and business development manager specializing in travel related media, Jenni will enlighten us on

- Travel Trends for 2023
- Ad placement recommendations for print and digital
- How to get content in our publications and lead time



David Faux
Vice President
Publication Services
and Products
Heuss Printing
The Iowan Magazine

The Art & Science of Successful Advertisement Crafting an impactful advertisement

- Plan and design a cohesive message/branding
- Know your platform
- Know your audience or desired audience
- Impactful vs. distracting
- More on creating a great ad
- How to get your content or photos in our publications and deadlines are so important.

Have you submitted your information for the Western Iowa Visitors Guide?

New deadline for information is Feb. 12, 2023. Please submit your content, parks, attractions and events, as well as ads as soon as possible and we need great pictures as well.

For more information, contact Lori at design@harlanonline.com

