

***SoundStage Theatre at The Lost Colony
located at Fort Raleigh National
Historic Site on Roanoke Island***

“The DNA of Tourism”

8:00 a.m. – 9:00 a.m.	OBX Summit Tourism Registration Pre-function area, breakfast items will be served.
9:00 a.m. – 9:15 a.m.	Welcome/Program Kick Off <i>Superintendent David Hallac, Outer Banks Group, National Park Service</i> <i>Bill Coleman, CEO, The Lost Colony</i> <i>Lee Nettles, Executive Director, Outer Banks Visitors Bureau</i>
9:15 a.m. – 10:30 a.m.	You Say More Than You Think: NBC Today Show Leading Body Language Contributor explains if your actions speak louder than words. <i>Presenter: Janine Driver</i>
10:45 a.m. – 11:45 a.m.	Outer Banks Visitors Bureau Updates <ul style="list-style-type: none">• Occupancy and Meals trends• Bureau marketing activity• Partner Promotional Opportunities
11:45 a.m. – 1:00 p.m.	Networking Lunch at the SoundStage Theatre
1:00 p.m. – 2:00 p.m.	How to speak to your Government Representatives: Explore the shifts in the General Assembly with an informative, visual and interactive look at the power plays underway. <i>Presenter: Vince Chelena & Brian Lewis</i>
2:05 p.m. – 3:00 p.m.	AirDNA: Use data to understand the disruption, trends and tax revenue opportunities presented by the growth of the vacation rental market. <i>Presenter: Kellen Kruse</i>
3:00 p.m.	Closing