

North Louisiana Tourism Outlook Conference

Thursday, August 27, 2020

8:30 a.m. – 5 p.m.

Schedule of Events

8:30 a.m.	Introduction	Stacy Brown, President of the Shreveport-Bossier Convention and Tourist Bureau
8:45 a.m.	SWEPCO break	
8:50 a.m.	Featured Speaker	Adam Sacks, president of Tourism Economics
9:50 a.m.	Hilton Hotel Shreveport, Hotel & Lodging Association & Louisiana Office of Tourism break	
10:05 a.m.	Louisiana Tourism Economic Outlook	Lt. Gov. Billy Nungesser
10:20 a.m.	Break and giveaway	
10:30 a.m.	Panel discussion – Local Restaurants, Retail and Attractions	Moderator: Robin Jones (SBAA President), Ian Summers (Sci-port, outdoor events), Ashley Davis (Boardwalk), Grant Nuckolls (restaurants), Katy Larsen (The Agora Borealis)
11:15 a.m.	APS Payroll Break	
11:20 a.m.	Oil and Gas Industry Outlook	Kati Hyer, Director of Social Media for the Louisiana Oil and Gas Industry
11:40 a.m.	Barksdale Federal Credit Union break	
11:45 a.m.	Transportation Outlook	Wade Davis, Executive Director, Shreveport Regional Airport
Noon – 1 p.m.	Lunch break	
1 p.m.	Medical Industry Outlook	Dr. Christopher Kevil, LSU Health Sciences Center Shreveport
1:30 p.m.	Shreveport-Bossier Sports Commission break	

1:35 p.m.	Sports Tourism Outlook	Jon Schmeider, Founder & CEO of Huddle Up Group, LLC
2 p.m.	Break	
2:05 p.m.	Panel discussion - Black Business Outlook	Moderator: Taylor Jamison, Executive Director of Minority Supplier Institute, Brittney Dunn (B&D Accounting), Damien Chapman (Orlandeaux's Café)
2:30 p.m.	Chambers of Commerce break	
2:35 p.m.	Panel discussion: Outlook of Local Businesses	Moderator: Liz Swaine, Executive Director of Downtown Development Authority, Tim Magner (Shreveport Chamber of Commerce), Darrin Dixon (African American Chamber of Commerce), Zazelle Dudley (Port of Shreveport), Lisa Johnson (Bossier Chamber of Commerce)
2:55 p.m.	Good Guys Promotional Products Break	
3 p.m.	Panel discussion: Conventions/Meetings Outlook	Moderator: David Bradley, SBCTB Vice President of Sales/Tourism Marianne Nelson (Hilton Shreveport Hotel), Rebecca Bonnevier (Centurylink Center), Bobby Demby (Hospitality Performance Network Global), Erica Telsee (SBCTB)
3:25 p.m.	Sam's Town Casino and Hotel break	
3:30 p.m.	Gaming Industry Outlook	Wade Duty, Executive Director of Louisiana Casino Association
3:45 p.m.	Break and Staycation Giveaway	
3:50 p.m.	Panel discussion: Festivals and Outdoor Events	Moderator: Emerie Gentry (Lagniappe P.R.I.M.E. LLC. and other outdoor festivals), Chris Robinson (Shreveport Fire Marshall), Sylvester Marshall (Social Circle Events Management) and Linda Curtis-Sparks (Sabine Parish Tourist Commission)
4:30 p.m.	Questions and Comments	Stacy Brown