

**2017 Utah Tourism Industry
Conference Agenda
Vernal Conference Center
September 12-14, 2017**

TUESDAY, SEPTEMBER 12	
9:00 – 10:00 am	UHLA Board Meeting
10:00 - 11:00 am	UTIA Membership Meeting
11:00 am - 12:00 pm	UOT Board Meeting
12:00 - 5:00 pm	Registration open
1:00 - 4:00 pm	Exhibitor Move-in
1:00- 5:00 pm	Activities
6:00 pm	Opening Reception/Dinner
WEDNESDAY, SEPTEMBER 13	
7:30am - 5:30 pm	Registration open Silent Auction open
7:30 - 8:30 am	Full Breakfast
8:30 – 9:45 am	Opening General Session-Keynote Speaker-
9:45 – 10:15 am	Break #1
10:15 - 11:30 am	Breakout Sessions
11:45 am - 1:00 pm	Opening Luncheon – Keynote Speaker –
1:00 - 1:45 pm	General Session - Keynote Speaker
2:00 - 3:15 pm	Breakout Sessions
3:15 – 3:45 pm	Break #2
4:00 - 5:15 pm	Breakout Sessions
5:15 - 5:45 pm	Brochure Exchange
Evening	Open – Dine Around Options

THURSDAY, SEPTEMBER 14	
8:00 am – 10 am	Registration open
8:00 am – 11 am	Silent Auction open from 8:00 – 11 am. Final bids at 11 am
8:00 - 9:15 am	Breakfast - Tourism Works Awards International Market Update (UOT Contractors)
9:15-10:15	General Session -Keynote Speaker
10:15-10:30	Break #3
10:45-11:30	Breakout sessions
11:30-12:15	General Session- Keynote Speaker
12:30 pm - 2:00 pm	Closing Luncheon <ul style="list-style-type: none"> • Hall of Fame • UTIA Update • UOT Year in Review
2:00pm	Conference ends