

2011 Rural Roundup to focus on tourism

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Desert Valley Times

The Nevada Commission on Tourism is hosting the 2011 Rural Roundup at the CasaBlanca from Wednesday through Friday.

In its 21st year, the roundup is a compilation of workshops that center on rural areas and how to create tourist-friendly destinations, as well as developing successful marketing campaigns to attract visitors.

"Everybody has their opinion about how Mesquite should be marketed, and who markets Mesquite and what message, and who you're trying to reach. And how you're going to find out if your message is being affective. They talk about all that stuff," Bryan Dangerfield said of the roundup.

"On Thursday morning, it's Michael Thomas, Every Place Has a Story ... What Makes Yours Different? The idea is, and the secret is that what differentiates you from every place else on the planet? Everywhere you go everybody's going to say that they've got the friendliest people, they've got the sun, beautiful sunsets, and a great place where you can do anything you want. We're in the middle of everywhere. And that does not differentiate yourself. Every town feels that same way," Dangerfield added.

The roundup is designed to educate small towns on marketing and attracting the tourists that would normally go to the bigger areas such as Las Vegas. It helps them see what is unique and capitalize on it.

Speakers include Donna Law, Southern Utah University; Mya Lake Reyes, Las Vegas Convention and Visitors Authority and Todd Skelton of TripAdvisor.

Subjects will include;

RURAL ROUNDUP SCHEDULE

The cost for the entire event is \$80.

WEDNESDAY, APRIL 6

- noon to 6 p.m. — Registration
- 1 to 4 p.m. — Golf Tournament
- 2 to 5 p.m. — Amazing Race, Mesquite style
- 6 to 8 p.m. — A Taste of Mesquite - Welcome Reception and BBQ

THURSDAY, APRIL 7

- 7:30 a.m. to 4 p.m. — Registration
- 7:30 a.m. to 8:30 a.m. — Breakfast
- 8:30 a.m. — Welcome and general session with speaker Michael Thomas
- 9:40 to 10 a.m. — Refreshment Break
- 10 a.m. to 12 p.m. Concurrent sessions
- 12 p.m. — Luncheon
- 12:30 p.m. to 1:30 p.m. — Multimedia storytelling with speaker Tanner Latham
- 1:40 p.m. to 3:40 p.m. — Concurrent sessions
- 3:40 p.m. — Refreshment break
- 4 p.m. — General session

Fundraising, Reaching the Las Vegas Resident, Tips and Tricks of Social Media, Dos and Don'ts for Putting on Special Events and The Power of Travel How Rural Nevada Can Use National Initiatives.

Seminars are open to businesses and municipalities. Registration takes place through 6 p.m. Wednesday in the CasaBlanca Showroom Lobby. Registration is also available online at www.ruralroundup.com/2011. The cost is \$80.