



TIAK 2008 Legislative Day Activities • Topeka, Kansas

Fax Completed Registration to TIAK at: 785-232-5705

Tuesday, January 29, 2008 • KANSAS DAY!

10:00am

8 Wonders of Kansas Announcement!

Capitol Rotunda • Topeka, Kansas

For info: www.kansassampler.com

6:30pm

Tourism Pep Rally with special guest Bill Geist

Capitol Plaza Hotel • Party Deck

1717 SW Topeka Blvd • Topeka, Kansas

Wednesday, January 29, 2008



8:30 - 11:30am - FREE Seminar!

Capitol Plaza Hotel • Wheat Room

featuring **Bill Geist** of Zeitgeist Consulting

"Today's Trends are Tomorrow's Dollars!"

Primary Topic: *Change*

Secondary Topics: *Marketing & Management*

Instead of whining about how things have changed, Bill Geist exhorts audiences to identify the trends behind those changes...and take advantage of them! Changes in the way consumers choose the products they crave, how experience is becoming a hotter commodity than possessions, the time poverty that drives us all...and more.

In *Today's Trends*, Bill suggests ways to capitalize on these and other changes in lifestyle to increase sales, appreciation, buzz and brand awareness. From traditional media to internet, from Customer Service to facility design, audiences will come away with ideas that they can begin to implement within the week, such as:

- How to develop "Blue Ocean" products and services to create word-of-mouth evangelism
- How to make the feeling of Time Poverty work in your favor
- Matching media messages and vehicles with the generations that use them
- Developing experiences, products and marketing messages that are relevant
- How to integrate new communications strategies into your marketing mix



For every change, there is an emerging market opportunity. Seize the day...and the dollars!

Noon Hour - Lunch on your own, or with make plans with your LEGISLATOR!

Afternoon - Press Conference - *Details tba*

3:30 - 5:30pm - Joint Committee Hearing • State Capitol, Room 123-S

(Senate Commerce Committee & House Economic Development and Tourism)

Watch your email for additional instructions on how to prepare, submit, sign up to testify on Wednesday. Coordination of this event will be the key to our success!

YES, of course I'll be there!

Name: _____

Organization: _____

Phone: _____ Email: _____

I plan to attend (*check all that apply*):

8 Wonders Announcement Tourism Pep Rally

FREE Tourism Topics Seminar Committee Hearing

Questions? Email carterjr@cox.net

Hotel Information

Topeka Capitol Plaza

1717 SW Topeka Blvd

Reservations:

Call 800-579-7937

Rate: \$85

Single or Double

Ask for the **TIAK Block!**