



May 16, 2007

Tourism Marketing: Getting Down to Basics Workshop

1:30 p.m. – 4:00 p.m.

Roe Cross Conference Room, Cremer Hall, ESU

**Presented by the ESU Center for Business and Economic Development
In partnership with the Flint Hills RC& D Agritourism Initiative, the ESU Small
Business Development Center, and the Flint Hills Tourism Coalition**

Agenda

Welcome and Introductions – Bill Smith

Participants introduce selves – name, location, and affiliations

Session One: Tourism Marketing: Getting Down to Basics - Richard Smalley

Break – drinks, snacks, and good conversations

**Session Two: Discussion, including Questions and Answers, with full
involvement by each workshop participant**

Workshop Leadership:

**Dr. Bill Smith – Professor and Director, Center for Business and Economic
Development; Flint Hills RC&D Agritourism Initiative Executive Committee
wsmith@emporia.edu; 620-341-5729**

**Richard Smalley, Tourism Marketing Manager, Kansas Department of Commerce,
Travel and Tourism Division; rsmalley@kansascommerce.com; 785-296-5403**

Marketing the Topic at Flint Hills Training Workshop, May 16

Richard Smalley, Tourism Marketing Manager, Kansas Department of Commerce, Travel and Tourism Division, was the guest speaker for the Workshop held in Cremer Hall. His topic was: Tourism Marketing: Getting Down to Basics



Photo Courtesy of Bill Smith



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