

**2023 AGLOW Conference Schedule
September 17-21, 2023
Hampton Inn & Suites, Bemidji, MN**

Sunday, September 17

**Board of Directors Meeting -
1:00pm**

**Presidents Reception -
5:30pm-8:00pm**

Monday, September 18

**Registration Open
8:00am - 10pm**

**Breakfast -
8:00-9:00am**

**Meet the 2025 Conference Bidders -
9:15-10:45am**

**New Member Orientation -
11:00am-11:45am**

**Spouse Reception -
11:00am-11:45am**

**Spypoint Welcome Lunch -
12:00-1:00pm**

**Corporate & Tourism Rep Speed Dating
2:00pm-2:55pm**

**Corporate & Tourism Break - Out-
3:00-5:00pm**

**Bemidji Welcome Reception -
6:00pm - 7:00pm**

**Bemidji Welcome Dinner -
7:00pm - 9:00pm**

**Hospitality Room
9:00pm - Midnight**

Tuesday, September 19

Lake Bemidji Fishing Tournament

7:00am-11:00

Spouse Tour Departs

9:30am

Lunch -

12pm - 1:00pm

General Membership Meeting -

1:00-1:45pm

Learn-it / Do-it Sessions

2:00pm-2:45pm

3:00pm-3:45pm

4:00pm-4:45pm

Golden Glow Awards Cocktail Reception -

6:00pm - 7:00pm

Golden Glow Awards Dinner -

7:00pm - 9:00pm

Hospitality Room

9:00pm - Midnight

Wednesday, September 20

Breakfast -

8:00am - 9:00am

Spouse Tour Departs

9:15am

2022 Kickoff Panel - Getting the most of your AGLow membership in 2023

9:15am - 10:45am

It's been 67 years since the first AGLow Annual Conference. While much of what makes this organization great is what hasn't changed, more than a few things have. There are more opportunities and benefits to membership than ever before, but in reality, very few members take full advantage of those benefits. You may not even

know what you are missing out on. This session brings you up to speed on all AGLow has to offer so you can get every bit of benefit out of your membership.

Session Block 1

11:00-11:45am

Session A – Affiliate Marketing Deep-Dive – Kevin Paulson

Back by popular demand to give even more insight, Kevin is here to get you up to speed with the ins and outs of affiliate marketing. Kevin has been on the cutting edge of affiliate marketing for years, and he has the know-how to help you jump start your own program, and answer the questions that have been holding you back.

Session B – Zombie Content – Trent Marsh

Are you writing articles? Doing videos? Publishing podcasts? How many lives are you giving your content? We all struggle to keep the content hopper full and fresh, but in reality we're probably making more work for ourselves by being incredibly inefficient. Revive old content and fill multiple channels with the same content by working smarter, not harder.

Lunch -

12:00-1:00pm

Session Block 2

1:15 - 2:00pm

Session A – 10 Tips for a Better Podcast Episode – Carrie Zylka

Whether you're a veteran podcaster, or launching your very first show, every episode has room for improvement. Carrie Zylka has hosted podcasts for over a decade and has made every mistake possible. She hosts four shows in four different industries, but the fundamentals are the same. She's studied statistics, algorithms and podcast tactics and is happy to share the hard won knowledge with you, saving you time and headache.

Session B – What are AGLow Writer's Camps and How Do I Use them? – Mark Smith

AGLOW is committed to giving members opportunities to generate content. Be it for their platform as media, their brand as corporate partners, or their destination as a CVB. COVID slowed us down, but we're back with a vengeance, and you need to understand how the AGLow Writer's Camp program can benefit you to create awareness, excitement, and strengthen your perception in the industry and with customers, users, or your audience.

Session Block 3

2:15 - 3:00pm

Session A – Affiliate Marketing Deep-Dive – Kevin Paulson

Back by popular demand to give even more insight, Kevin is here to get you up to speed with the ins and outs of affiliate marketing. Kevin has been on the cutting edge of affiliate marketing for years, and he has the know-how to help you jump start your own program and answer the questions that have been holding you back.

Session B – Point-Counterpoint – AI Content Generation – Blessing or Curse

ChatGPT and other AI sources like it are all the rage right now. What are the benefits? What are the pitfalls? Can your platform, brand, or destination benefit, or is it a problem waiting to happen? We tackle both sides of the issue and do our best to answer questions and facilitate discussion.

2023 Wrap-up Panel – Taxes Suck – How Can We Make Them Suck Less?

3:15-4:45pm

We all live with a healthy fear of what can happen if the IRS man comes knocking, but we still want to make sure we are taking advantage of all the tools and programs we can to lessen our tax burden. Multiple accounting professionals join us to answer questions, share insights, and provide insight into how to navigate the choppy waters of our tax system.

AGLOW Auction Cocktail Hour and Preview -

6:00 – 7:00pm

AGLOW Silent Auction Opens -

6:00pm

Toyota AGLOW Auction, Raffles, & Dinner -

7:00-9:00

Hospitality Room

9:00pm – Midnight

Thursday, September 21

Bemidji Day Afield

7:00am - 5:00pm

This will be a full day of Fishing and other outdoor activities in and around Branson.

Board of Directors Meeting -

5:00pm - 5:30pm

AIC Awards Cocktail Reception -

6:00 - 7:00pm

AIC Awards Dinner -

7:00pm - 9:00pm

Hospitality Room

9:00pm - Midnight