

# KEYNOTES & PRESENTATIONS

Timely and topical insights for organizations, conferences and group meetings



Hello,

We're pleased to present the Coraggio/Miles Partnership speaker panel and current topics and presentations. Our experienced panel is comprised of dynamic industry experts who enjoy sharing their insights and perspectives on a range of interesting topics inspired by our many years of work across a variety of industries nationwide. Our speakers are happy to customize their presentations to match our clients' needs, including timely and relevant examples to best connect with and engage each audience.

We hope you will give us a call or reach out with any questions you have. We can be reached at **503-493-1452** or by email at **hello@coraggiogroup.com**. As you review our panel and their topics, you will notice their direct contact information as well.

Thank you for your interest!

*the Coraggio/Miles Team*



# TREVER CARTWRIGHT

An engaging and thought-provoking speaker, Trever helps leaders get clear, get focused and get moving on their most important leadership challenges. Trever’s background includes nearly 10 years as co-owner of a Sacramento-based advertising agency where his work was recognized nationally by Adweek, Newsweek and Success magazines. Trever is a member of the National Speakers Association, a published author, a Forbes.com contributor and has been a keynote speaker or presenter for many organizations, executive retreats and industry associations.



## PRESENTATION OVERVIEWS

### WHY WOULD ANYONE WANT TO BE LED BY YOU?

Regardless of role, position or tenure, strong leadership is essential to success in all aspects of our professional lives. With every business challenge comes the opportunity to positively influence situations and inspire others to be their best, whether they are our direct reports, our co-workers in other functional areas of our organization—or external partners and stakeholders who depend on us for our knowledge and expertise. In this lively and interactive presentation, Trever will share valuable insights that will help to better ground every individual who aspires to improve their personal influence and increase their leadership effectiveness.

## PRESENTATION OVERVIEWS

### LEVERAGING THE POWER OF YOUR INFLUENCE

Destination organizations and their leaders worldwide are embracing a new level of responsibility. A higher calling and a greater sense of purpose is driving new energy and inspiration to make the shift toward longer-term thinking and the importance of Destination Stewardship as the basis for a thriving future. The decisions tourism leaders make as industry influencers impact residents, the communities they live in and the natural environment and cultural resources they desire for generations to come. This reality requires something very different from all destination leaders and presents a critical question: How can I maximize my impact when I'm not in control? In this lively presentation, Trever will share practical and tactical insights on how tourism leaders can leverage their unique style of influence to engage and inspire others across industry sectors by starting important conversations that are waiting to be had and enlisting others to do the same.

### LOGISTICS AND PAST CLIENTS

<b>Contact</b>	503-493-1452   trever@coraggiogroup.com
<b>Traveling From</b>	Portland, Oregon
<b>Fee Range</b>	To be negotiated
<b>Formats</b>	In person and virtual; can include workshop experience with workbooks
<b>Audience Size</b>	Customized for groups and gatherings; can scale for large audiences
<b>Past Clients</b>	Arizona Governor's Conference on Tourism; Visit North Carolina Tourism Conference; Visit California Outlook Forum; California Travel Industry Association; Louisiana Travel Association; Travel South, USA; US Travel Association; Destinations International; Western States Tourism Policy Council; Benefit Corporations for Good



**SARA MEANEY**

Sara cultivated her unique and insightful perspective across her career while serving as a gubernatorial cabinet member and Wisconsin Tourism Secretary, a digital marketing entrepreneur, a partner and executive leader of marketing and advertising agencies, and an executive leader of an arts & cultural nonprofit. Sara's work and insights have received recognition in many national and industry publications, including The New York Times, Wall Street Journal, Bloomberg, Outside Business Journal, Smithsonian Magazine, PR Week, and Adweek, among others. Sara has also appeared as a thought leader and featured guest on a wide variety of podcasts, expert panels, and a multitude of radio, television, and print/digital media segments.



Sara's humorous perspective and engaging storytelling presentation style have provided valuable insight, inspiration, and engagement for a wide variety of audiences.

## **PRESENTATION OVERVIEWS**

### **HOW TO RETOOL FOR STEWARDSHIP**

As a destination organization professional, your job description has been stretched, now including more new expectations, new partnerships, and new strategies than ever before. Where to begin? This session will provide an overview of the key elements of destination stewardship, examples of destinations that are leading the way, and practical inspiration for steps you can take to move your destination in the direction of balanced destination management and stewardship.

## PRESENTATION OVERVIEWS

### THE ULTIMATE NO-SWEAT 45-MINUTE WORKOUT TO STRENGTHEN YOUR RESILIENCE MUSCLES

Resilience is a form of destination immunity, and every destination organization leader needs more of it as they prepare their destinations for the future and whatever that future brings. The next big thing isn't an "if" thing—it's a "when" thing, and being prepared is key. In this session we will explore and examine the fundamental components of destination resilience. Participants will conduct a resilience self-assessment for their destination and take home practical inspiration for immediate action.

## LOGISTICS AND PAST CLIENTS

<b>Contact</b>	503-493-1452   sara@coraggiogroup.com
<b>Traveling From</b>	Milwaukee, Wisconsin
<b>Fee Range</b>	To be negotiated
<b>Formats</b>	In person and virtual; can include workshop experience with workbooks
<b>Audience Size</b>	Customized for groups and gatherings; can scale for large audiences
<b>Past Clients</b>	SXSW; TBEX Asia Pacific, Europe, and North America; Outdoor Retailer; Native American Tourism of Wisconsin Conference; U.S. Travel Association (ESTO, NCSTD Leadership Forum, DMO CEO Summit); City/Nation/Place Americas Conference; Western States Tourism Policy Council; State Tourism Conferences: Arizona, Arkansas, Delaware, Maine, Montana, West Virginia, Wisconsin; Women Leaders Conference; University guest lecturer: Marquette University, University of Wisconsin, Madison; University of Wisconsin, Oshkosh; University of Wisconsin, Whitewater; University of Wisconsin, Milwaukee



## SARAH LECHNER

Sarah brings a passion for values-based leadership and fostering engaging and effective workplace cultures. As a strategy, change, and leadership focused consultant, she helps organizations connect the dots and ensure alignment between their strategic goals and their day-to-day choices. As a speaker, she prompts personal reflection and inspires commitment to new ways of working and leading.

### PRESENTATION OVERVIEWS

#### FILL THE SEATS ON YOUR HIGHER LEARNING STRATEGY BUS

We believe strategic planning processes present a vital opportunity to build connection, engagement, commitment, and leadership across your institution. Rather than the traditional approach of leaders crafting the strategy behind closed doors and then unveiling it and expecting the rest of the organization to excitedly jump on the bus, we'll share practical approaches we've taken to make multiple stops along the way that open the doors for individuals from across the institution to get on the bus early and help shape the plan. This approach results in plans that are both innovative and achievable, and that perhaps most importantly, are truly invested in by the people it will take to implement them.

## PRESENTATION OVERVIEWS

### EMPLOYEE ENGAGEMENT IN AN ERA OF QUIET QUITTING

While employees rejecting the kinds of toxic work environments that fuel burnout cultures should be something we all celebrate, no one wants to end up with an environment where employees end up giving the bare minimum to their job. How can we foster workplace cultures where employees are invested and take pride in their work, ideally even enjoy it, without expecting employees to be defined by their work or to be “on” around the clock? What can we learn from quiet quitting to help us think differently about what it means to be engaged? Together, we’ll explore practical approaches to foster new workplace cultures.

### LOGISTICS

<b>Contact</b>	503-493-1452   sarah@coraggiogroup.com
<b>Traveling From</b>	Bend, Oregon
<b>Fee Range</b>	To be negotiated
<b>Formats</b>	In person and virtual; can include workshop experience with workbooks
<b>Audience Size</b>	Customized for groups and gatherings; can scale for large audiences





## MELISSA CHERRY

With 25 years of experience, Melissa Cherry is a seasoned executive with a demonstrated history of working in the travel and tourism industry with proficiencies in strategic planning, brand development, marketing and communications, event management and diversity, equity and inclusion. Melissa is committed to advancing innovation across the travel and tourism industry to help evolve equitable and inclusive marketing and destination stewardship practices.

### PRESENTATION OVERVIEWS

#### DESTINATION BRAND STEWARDSHIP, DEI & COMMUNITY ENGAGEMENT

It should be the responsibility of a destination management organization (DMO) to be the brand steward on behalf of a destination. But we must also recognize that a deliberate strategic approach to community engagement and diversity, equity and inclusion (DEI) within a destination will foster innovation and bring together a wide variety of voices and experiences when promoting tourism and sustaining local economies.

This session will take a deeper dive into why it is critical to understand the intersection of destination brand stewardship, DEI, and community engagement. These three pillars should not happen in isolation. Collectively, they embody what it means to be inclusive. Destinations need to work to build a community engagement process that is diverse and inclusive in terms of stakeholder engagement, and equitable in terms of building sustainable tourism models that are accessible and not predictable. When we think of destination brand stewardship, DEI must be fundamental to our approach and process. We must be intentional about who participates and contributes, and know that as an outcome, we are building a pathway for stakeholders to support a destination brand that has both social and economic impact. Through this approach, DMOs can create a space where voices can contribute to the larger idea that is ultimately strategic, leading to advocacy, governance and policy to implement meaningful change.

## PRESENTATION OVERVIEWS

### WHY DIVERSITY, EQUITY AND INCLUSION MATTERS FOR TRAVEL AND TOURISM

Responsible tourism is about reducing social and economic inequalities and building awareness. Centered on internal and external commitments that are not always perceived as being measurable, this session will help attendees understand concepts and insights on how organizations should internally implement strategies to operationalize DEI within their company culture and externally look to execute strategies in their local community.

### LOGISTICS AND PAST CLIENTS

<b>Contact</b>	312-282-0072   melissa.cherry@milespartnership.com
<b>Traveling From</b>	Atlanta, Georgia
<b>Fee Range</b>	To be negotiated
<b>Formats</b>	In person and virtual; can include workshop experience with workbooks
<b>Audience Size</b>	Customized for groups and gatherings; can scale for large audiences
<b>Past Clients</b>	State Tourism Conferences: Colorado, Maine, Arizona, North Dakota; CVB Annual Meetings: Chattanooga, San Francisco; Associations: Travel Unity, Destinations International, Events Industry Council, CENSTATES and Greater Western TTRA Conference, National Coalition of Black Meeting Professionals, PCMA Capital Chapter; Corporate: Encore Global, NorthStar Media Group



**DEBBIE JOHNSON**

Debbie has spent nearly 30 years in travel and tourism leadership roles. Her background and experience as Director of the Arizona Office of Tourism and President & CEO of the Arizona Lodging & Tourism Association provide a unique perspective to help leaders navigate the challenges and opportunities facing our industry. Debbie brings real world examples and shares relatable experiences for insightful and engaging presentations with impactful takeaways.

## **PRESENTATION OVERVIEWS**

### **LEADING THE WAY WHILE NAVIGATING THE EVER-CHANGING POLITICAL LANDSCAPE**

Our political landscape—at state, city and national levels—is in constant flux. This session will take a close look at understanding its impact on the tourism sector and how destination leaders can turn their position, team, and stakeholders to effectively influence and navigate the changing dynamics. No matter the cause of the disruption—from challenging election cycles to shifts in sentiment toward tourism—Debbie will share real-world experiences and ideas, discuss the importance of connections within your arsenal, and outline how you can stay positive, make a difference and lead the way for your team and destination.

## PRESENTATION OVERVIEWS

### PLANNING FOR THE UNPLANNED: ART OR SCIENCE?


We all know the unplanned will happen, so why aren't we more prepared when it occurs? Whether it's a small PR crisis or a life-changing pandemic, this session will help you anticipate and be better prepared for the next disruption to your destination or organization with practical tools you can put in place right away to ensure your team is prepared. Debbie will share insights from her years at the helm of a state tourism office that will help create awareness and understanding for how you can keep focused despite uncertainty, and effectively lead through any unplanned events that may alter your existing strategy.

### LOGISTICS

<b>Contact</b>	303-867-8308   <a href="mailto:debbie.johnson@milespartnership.com">debbie.johnson@milespartnership.com</a>
<b>Traveling From</b>	Phoenix, Arizona
<b>Fee Range</b>	To be negotiated
<b>Audience Size</b>	Customized for individuals, groups and gatherings, can scale for large audiences
<b>Past Clients</b>	Arizona Hospitality Sales & Marketing Association; International Society of Hotel Association; Kentucky Tourism Industry Association; Northern Arizona Council of Governments; US Travel Association; Utah Tourism Industry Association, as well as numerous state government agencies and other industry associations nationwide.



get clear | get focused | get moving™

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coraggiogroup.com | 503.493.1452 | 2240 N. Interstate Avenue, Suite 300, Portland, OR 97227