

# iLEAD

## LEADERSHIP SYMPOSIUM

*A program of Iowa Travel Industry Partners*

**February 23 - 24, 2023**

**The Cardiff Center | 3232 1st Ave S | Fort Dodge**

*iLEAD is designed to support Iowa's tourism professionals with the growth of their leadership skills and the ability to network with other tourism professionals. The sessions will motivate and rejuvenate both a veteran of the industry and a newcomer. Participation is open to both iTIP members and non-members.*

*A list of event presenters and topics is shared below. An additional session is being secured to discuss board of directors development and engagement. As well as a think tank session to allow for attendees to learn from each other.*

### REGISTRATION COSTS:

**REGISTER  
TODAY**

The registration cost includes participation in all sessions, February 23 meals (*breakfast, lunch, dinner, snacks*), February 24 meals (*breakfast, lunch*), attendee gifts, and the option to receive a free professional headshot (*valued at \$99*).

**MEMBER: \$175 | NON-MEMBER: \$225**



### Hotel Guestrooms

*Please call 515-206-1591 before February 1 & reference Iowa Travel Industry Partners to receive a rate of \$109++.*

**IowaTravelIndustry.org**



# SPEAKERS

	SPEAKER	ILEAD SESSION TOPIC	DESCRIPTION
	Julie Thorson	Gallup Strength Finders	You Are Unique. You Are Powerful. Be Confident With Who You Are. Understanding your strengths unlocks your potential and leads you to greater performance.
	Carla Eysink	Partnerships & Collaboration Leads into Fundraising	Successful organizations understand how to match partnership strategies with programs. Learn about different structures for partnerships, how to identify partners, how collaboration can build mission / branding and tools for building collaboration.
	Lisa Schaefer	Leading Through Crisis: Mental Health & Empathetic Listening	The last few years have been difficult on everyone, which has impacted mental health and empathetic listening abilities, but has not allowed for leaders to stop. How do we keep going? This session will provide best practices on how to create a mentally stable environment for yourself and your team.
	Richard J. Bryan	Handing Over the Reigns: Demystifying the Succession Planning Process	In this interactive session, Richard shares how to create a seamless leadership transition from one generation to the next. He will share not only what to do, but what NOT to do to guarantee business continuity for years to come.
	Jill Anderson	'F' Your Shoulds	Shoulds hide in plain sight and hijack your life. We think we should keep doing XYZ thing so we don't upset anyone, fail, screw up the kids....the excuse list goes on for miles. Learn how to transform shoulding habits into patterns of empowered choice using the 'F' Your Shoulds framework