

Tri-National Seminar, WI 2014 DRAFT Schedule

Marketing / Business of Culture & Heritage

Thursday , June 5, 2014

KKS and SWC guests arrive Milwaukee. Welcome from WCTC staff.

Transport to UW Milwaukee dorms

Overnight:UW Milwaukee Dorms

Friday , June 6, 2014

Morning: Tour Miller Stadium

Lunch: Old World Third Street

Early Afternoon: Lakefront – Art Museum

Late Afternoon: Tour & Welcome at WCTC

Evening: Waukesha Museum and Waukesha Live evening festival (dinner at festival)

Overnight: UW Milwaukee dorms

Saturday, June 7, 2014

Madison College Staff & Students arrive Milwaukee. Meet group at dorms early AM.

Morning: Harley Davidson Museum Tour (9:00 AM)

Lunch: Public Market (3rd Ward) and Milwaukee Ale House (11:00 AM – 1:00 PM)

Afternoon: Miller Brewery Tour (1:30-3:00 PM)

Evening: Boat Tour (3:30-5:30 PM) Cook out on the Lake Front after boat tour (weather permitting)

Overnight: UW Milwaukee Dorms

Sunday, June 8, 2014

Transportation: Coach by Meister's (Milw to Kohler to Mdsn)

American Club, Kohler, WI:

- Depart Milwaukee early 7:30 AM.
- Visit and tour the American Club 5-star resort. Learn about the management and marketing of the resort and how it relates to heritage.
- Team-building activity for all students on the American Club Challenge Course (geared toward all abilities)
- Lunch provided
- Travel to Madison
- Dinner: Nitty Gritty, informal for anyone who wants to meet there.
- Overnight: UW Madison Dorms

Monday, June 9, 2014

Transportation: Personal Vehicles (Holly, Jack & Janet K. can help transport)

Business & Industry Conference, Madison College TruaxCampus:

- Attend 1 day conference focused on Marketing of Culture and Heritage
- Speakers still being finalized; following are planned:
 - 9:00-9:30 Welcome & Opening: Bryan Woodhouse, Faculty
 - 9:30-10:15 Opening Keynote: Paul Dwight from Harley Davidson
 - 10:15-10:30 Break
 - 10:30-11:30 Panel Discussion
 - Indian Summer Fest Representative (Siobhan Marks)

- Irish Fest Representative (Ed Ward)
- Representative from Greater Madison Convention Visitors Bureau
- Noon – 1:00 Lunch provided
- 1:00 – 2:00 Closing Keynote: WI Dept. Tourism Deputy Secretary Dave Fantle (confirmed)
- 2-?? Free time at campus
- Mid – Late Afternoon Transport back to dorms
- Evening: Optional, informal activity planned by students. Free time.
- Overnight: UW Madison Dorms

Tuesday, June 10, 2014

Transportation: Rental vans.

Field trips to area businesses:

- Site Visits to area businesses to explore the management and marketing of their heritage based organizations. Students travel to site visits in their international groups. Lunch on own.
 - Group 1: Old World Wisconsin
 - Group 2: Devils Lake guided tour
 - Group 3: Monona Terrace (10 AM) Lunch (11:30) State Capital (12:30) State Historical Museum (2:00 PM)
 - Group 4: Taliesin & Wollersheim Winery
- Late afternoon / evening: Optional, informal activities planned by students. Free time.
- Faculty Planning Meeting and dinner early evening. Location: Jack & Beth's House
- Overnight: UW Madison Dorms

Wednesday, June 11, 2014

Transportation: None needed

Note: Damian departs today.

Working in International Groups:

- Whole group meeting where faculty lay out parameters of project and expectations
- Students work in international groups to prepare presentations on lessons learned from Tuesday's site visits. Location: DTEC Rooms D435 & D437
 - Faculty assist and guide as needed
 - Bring full group together for check in mid-way through the day.
 - Faculty meet to finalize planning for next year
- Late afternoon / evening: Optional, informal activities planned by students. Free time.
- Overnight: UW Madison Dorms

Thursday, June 12, 2014

Transportation: Personal Vehicles (Holly, Jack & Janet K. will help transport)

Showcasing our work. Celebrating successes and new friendships:

- Mid Morning: Student groups give presentations on site visit learning and insights
- Free time for shopping, exploring, etc.
- Evening: Celebration and Goodbye Dinner at Madison College
- End of seminar
- Overnight: UW Madison Dorms

Friday, June 13, 2014

Depart for Chicago