Voices of Montana Tourism Summit Agenda
November 12, 2026

Time	Session
8:00 – 8:30 a.m.	Registration, coffee, and networking
8:30 – 9:15 a.m.	Welcome and Opening Message provided by Voices Executive Director: Why Tourism's Voice Matters in Montana Policy
9:15 – 9:30 a.m.	Break
9:30 – 10:30 a.m.	Workshop Block 1 (choose one): • Legislative Advocacy 101: How a bill becomes law and where influence happens **Melissa Shannon and partners** • Crafting Your Tourism Story: Using data and personal impact effectively **Melissa Weddell and partners** • Media & Messaging: Working with press, social media, and public narratives **Jason Laird and partners**
10:30 – 10:40 a.m.	Break
10:40 – 11:40 a.m.	Workshop Block 2 (choose one): • The 70th Legislative Session: With the results of the election, learn from experts on anticipated structure **Melissa Shannon and partners** • Lodging Facility Use Tax partners collaborating on critical funding structure **Dax Schieffer and partners** • Federal Policy Priorities in Travel – Priorities and engagement **Chris Averill and partners**
11:40 – 12:00 p.m.	Lunch Served - Chili O'Briens catering
12:00 – 12:45 p.m.	General Session: "Montana Tourism by the Numbers" (economic impact, workforce, tax revenue, rural development) – **Melissa Weddell**
12:45 – 1:15 p.m.	Networking time & sponsor showcase
1:15 – 2:15 p.m.	Workshop Block 3 (choose one): • Testifying at the Capitol: Hearing preparation and public speaking **Kali Wicks and partners** • Building Coalitions: Partnering with chambers, tribes, and local governments **Racene Friede and partners** • Digital Advocacy: Email campaigns, grassroots mobilization, and legislator engagement tools **Ella Currier and partners**
2:15 – 2:30 p.m.	Break
2:30 – 3:15 p.m.	**Keynote: Follow the Money: Understanding Montana's Finances – Dr. Bryce Ward**
3:15 – 3:30	Building Tourism's Voice with Industry Digital Tools – MTTA Action Center
3:30 – 4:15 p.m.	Action Planning Session: Discussions and next-step commitments
4:15 – 4:30 p.m.	Closing remarks and call to action
5:00 – 6:30 p.m.	Evening networking reception with Lawmakers (Ten Mile Brewery)