



**Please join us in Scottsdale as the Arizona Office of Tourism presents the  
AOT World Tour 2015**

@AZTourismPR on Twitter; Use #AOTWorldTour to connect with us on social

**WHEN:** 8:00 a.m. – 1:30 p.m., Wednesday, December 9, 2015

**WHERE:** The Scottsdale Resort at McCormick Ranch  
7700 East McCormick Parkway, Scottsdale, AZ 85258  
(480) 991-9000

**COST:** \$20.00 (includes lunch)

**REGISTRATION:** Please register online at: [www.aotworldtour.ezregister.com](http://www.aotworldtour.ezregister.com)

<b>AGENDA:</b>	8:00-8:30 a.m.	<b>Registration</b>
	8:30-9:00 a.m.	<b>Welcome by Debbie Johnson, Director, AOT</b>
		<b>Sky Harbor International Airport Updates by Deborah Ostreicher, Assistant Director, City of Phoenix – Aviation Department</b>
	9:00-9:50 a.m.	<b>Market Reports</b> The top five things you need to know and the top five things you probably didn't know in the international markets in which AOT has representation: United Kingdom, Canada, Mexico, France and Germany (please note: China will not be participating in this session).
	9:50-10:25 a.m.	<b>Case Studies</b> Case studies highlighting community successes in our targeted international markets.
	10:25-10:40 a.m.	<b>Break</b>
	10:40-12:20 p.m.	<b>Breakout Sessions (5 sessions at 20 minutes each)</b> These 20 minute sessions will allow you the opportunity to interact with our international representatives in a small group setting. (please note: China will not be participating in this session).

12:30-1:30 p.m.

**Lunch with Keynote Presentation on China's Outbound  
Tourism**

**Event Concludes**