



# Sturgis® Motorcycle Rally™

## Post-Rally™ Summit



Thursday, October 3, 2019  
8:00 am - 3:00 pm

8:00 - 8:30 am	Coffee, Donuts & Registration
8:30 - 8:40 am	Welcome - Sturgis City Manager, Daniel Ainslie
8:40 - 9:00 am	Review of 79 <sup>th</sup> Rally - Jerry Cole
9:00 - 9:45 am	Social Media, Website & Digital - Home Slice
9:45 am	Break
10:00 - 11:00 am	State of South Dakota Department of Tourism
11:00 - 11:45 am	Black Hills and Badlands - Michelle Thomson
11:45 am - 1:15 pm	Lunch (on your own)
1:15 pm - 1:45 pm	Demographics and Economic Impact of Attendees - Jerry Cole
1:45 pm - 2:15 pm	Final Numbers - Daniel Ainslie
2:15 pm - 2:45 pm	2020 Rally - Jerry Cole
2:45 pm - 3:00 pm	Q & A
3:30 pm	Social @ Loud American (Hors d'oeuvres & Cash Bar)

