

Helen Wick, Group Marketing Manager  
Wisconsin Dells Visitor & Convention Bureau

The Wisconsin Dells Visitor & Convention Bureau continues to grow their convention services to meet the needs of today's planners. Helen will talk about complimentary programs that save planners money and keep the participants informed. She has been with the bureau for over two years and is responsible for managing a half million-dollar budget. She works on advertising plans, participates in regional and national trade shows and assists planners with bringing their events to Wisconsin Dells. In addition to meeting and convention services, Helen works with motor coach groups and sporting events. Prior to working with the bureau, Helen was the Director of Sales for the Great Wolf Lodge.

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