
UNITED STATES
SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D.C. 20549

FORM 8-K

CURRENT REPORT

Pursuant to Section 13 or 15(d) of the Securities Exchange Act of 1934

Date of Report (Date of Earliest Event Reported):

November 1, 2010

Viad Corp

(Exact name of registrant as specified in its charter)

Delaware

001-11015

36-1169950

(State or other jurisdiction
of incorporation)

(Commission
File Number)

(I.R.S. Employer
Identification No.)

1850 N. Central Avenue, Suite 800, Phoenix,
Arizona

85004-4545

(Address of principal executive offices)

(Zip Code)

Registrant's telephone number, including area code:

(602) 207-4000

Not Applicable

Former name or former address, if changed since last report

Check the appropriate box below if the Form 8-K filing is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions:

- Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
 - Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
 - Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
 - Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
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Item 5.02 Departure of Directors or Certain Officers; Election of Directors; Appointment of Certain Officers; Compensatory Arrangements of Certain Officers.

On November 1, 2010, Viad Corp (the "Company") announced by a press release the appointment of Mr. Steven W. Moster as President of Global Experience Specialists, Inc. ("GES"), a subsidiary of the Company. Mr. Moster, age 40, is an executive officer of the Company. He first joined GES in January 2004 as Vice President, Exhibitor Furnishings. Thereafter, from April 2005 until April 2006, he served as Vice President, Products and Services of GES. Thereafter, from April 2006 to August 2008, Mr. Moster served as Executive Vice President, Products and Services of GES. From August 2008 until he left GES effective as of February 1, 2010, Mr. Moster was Executive Vice President and Chief Sales & Marketing Officer of GES. During 2010, Mr. Moster provided marketing and sales consultation services to 3 Day Blinds Corporation, a leading manufacturer and retailer of custom window coverings in the United States.

A copy of the Company's press release regarding Mr. Moster is attached hereto as Exhibit 99 and incorporated herein by reference.

Item 9.01 Financial Statements and Exhibits.

(d) Exhibits

99 – Press release dated November 1, 2010.

SIGNATURES

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

November 3, 2010

Viad Corp

By: *G. Michael Latta*

*Name: G. Michael Latta
Title: Vice President - Controller (Chief Accounting Officer
and Authorized Signer)*

Exhibit Index

<u>Exhibit No.</u>	<u>Description</u>
99	Press release dated November 1, 2010

Moster Appointed President of GES

PHOENIX, November 1, 2010 — Viad Corp (NYSE:VVI) announced today the appointment of Steve Moster as president of its GES business unit. The role had been filled on an interim basis by Paul Dykstra, chairman, president and chief executive officer of Viad following the retirement of John Jastrem earlier this year.

Moster first joined GES in 2004 as vice president of exhibit furnishings and was promoted to executive vice president of products and services, where he led double-digit revenue growth from non-exclusive (or “discretionary”) exhibitor products and services such as furnishings and exhibits, installation and dismantling, and logistics. In 2008, Steve was promoted to executive vice president and chief sales and marketing officer at GES. Steve has been an advocate of superior customer service through the GES National Servicenter ® and developed creative solutions for clients leading to new sales wins. Prior to joining GES, Steve was an engagement manager at McKinsey & Company where he worked with a broad set of clients to create and implement growth strategies and implement Lean manufacturing processes.

“After an exhaustive search for the right leader, we are very happy to welcome Steve back to the GES organization to serve as its president,” stated Dykstra. “Steve is a strong leader with a tremendous amount of highly relevant experience and first-hand knowledge of our business, our clients and the exhibition and events industry. He embraces our core values and I look forward to working with him and the entire GES team to capture the maximum benefit from our integrated capabilities and global scale.”

“I’m excited and honored to lead the GES team,” said Moster. “The strength of our combined, global network is unmatched in the industry. I look forward to working with the team as we continue to leverage our creative, tactical and strategic talent to drive top-line growth, productivity improvements and service enhancements.”

Moster received his bachelor of engineering from Vanderbilt University and his master of business administration from the Tuck School of Business at Dartmouth College. Moster will be located in Las Vegas, GES’ corporate headquarters.

About Viad

Viad is an S&P SmallCap 600 company. Viad operates through its Marketing & Events Group, comprised of Global Experience Specialists, Inc. (formerly GES Exposition Services, Exhibitgroup/Giltspur and Becker Group) and affiliates, and its Travel & Recreation Group, comprised of Brewster and Glacier Park, Inc. For more information, visit the company’s Web site at www.viad.com.

About GES

Las Vegas-based Global Experience Specialists, Inc. (GES), a Viad Corp (NYSE: VVI) company, is a leading provider of exhibition, event and retail marketing services. As a result of its consolidation with Exhibitgroup/Giltspur and Becker Group, GES provides an even wider range of services, including turn-key official show services, cutting-edge creative and design, marketing and measurement services – all with an unrivaled global reach. GES partners with leading shows and brands, including the International CES, Spring Fair Birmingham, International Woodworking Fair, CONEXPO-CON/AGG and IFPE and WasteExpo, Bell Helicopter, Genzyme, L’Oreal, Warner Bros., and Simon Property Group. For more information, visit www.ges.com.