

Item 5.02 DEPARTURE OF DIRECTORS OR PRINCIPAL OFFICERS; ELECTION OF PRINCIPAL OFFICERS; ELECTION OF DIRECTORS; APPOINTMENT OF PRINCIPAL OFFICERS

Effective March 19, 2010, John F. Jastrem stepped-down as Group President - Marketing & Events of Viad Corp (the "Company") and is leaving the Company, as he has decided to retire. Paul B. Dykstra, Chairman, President and Chief Executive Officer of the Company, will assume the role as president of the Marketing & Events Group, which includes Global Experience Specialists, Inc. ("GES"), while a replacement search for the position is conducted. Mr. Dykstra served as President and Chief Executive Officer of GES from 2000 to 2006 before being named President and Chief Executive Officer of the Company in 2006. Mr. Jastrem will be available to the Company on a consulting basis to ensure a smooth leadership transition.

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 thereunto duly authorized.

VIAD CORP

(Registrant)

March 22, 2010 By: /s/ Scott E. Sayre
Scott E. Sayre
Vice President-General Counsel

and Secretary

Page 2