

**2017 TTIA Travel & Tourism College**  
**Hyatt Regency Lost Pines Resort – Austin/Bastrop**  
**Sophomore Class Schedule**

*\*Check-in, classes, breakfasts, lunches, and dinners will take place at Hyatt Regency Lost Pines Resort unless otherwise specified. Transportation to all venues is on your own.*

**Monday, June 26, 2017**

*\*Classes and lunch held in Baron's Ballroom.*

**11:00 AM – 12:30 PM                      Registration – Baron's Ballroom Prefunction Area**

**12:30 PM – 1:15 PM                      Welcome and Networking Lunch Luncheon**

**1:15 PM – 1:45 PM                      *You Are Our Best Advocate***

The common phrase, "All Politics is Local" couldn't be truer in Texas. TTIA's President & CEO, David Teel and Senior Vice President of Governmental Relations, Homero Lucero will share how you, the local advocate on the front lines, are the most important tool in our industries tool box. They will provide you with specific examples, using the recent legislative session and upcoming special session, of how TTIA engaged legislators through Grassroots efforts. You will learn how you can be a strong advocate and example for others in our industry. Speakers: David Teel, President/CEO, Texas Travel Industry Association and Homero Lucero, Sr VP of Government Relations, Texas Travel Industry Association

**1:45 PM – 2:45 PM**

***Building Loyalty Through Purpose-Driven Travel***

Learn about the growing economic impact of sustainable travel & tourism and why it's more than just the "right thing to do," it's good for business. This session will explain what sustainable tourism is (more than going green), and demonstrate how sustainable tourism practices are some of the best ways to build loyalty among your customers of today and tomorrow.

Keynote Speakers: Kelley Louise, Executive Director, Travel+SocialGood and Lisa O'Neill, Co-Lead, Travel+SocialGood (TSG) Austin and Principal at Newton O'Neill Communications

**2:45 PM – 3:00 PM                      Break**

**3:00 PM – 4:00 PM**

***Personal Branding***

Your personal brand reflects how you have utilized your education, skills, knowledge, experience, and passion – all uniquely yours – to build your career and establish your reputation. In this one hour session, you will learn how to create your personal brand, and its importance in all facets of your personal and professional life, both on-line and in-person. You will leave the session with real-life, easy-to-implement ideas to promote the brand called “you.”

Keynote Speaker: Mark Greenspahn, Founder, Two Feet in the Sand, LLC

**4:00 PM – 5:00 PM**

***Innovation and Shaping Perspectives***

Rob Wicall was widely considered an innovator in his approach to mascotting throughout his career. He constantly was creating new ways to interact with, and effectively connect with crowds. In his speech, he will explain the “why” to his methods, and what he learned over a 20-year career. Be prepared to be energized with a fresh approach as to how to be a game changer in business and in life.

Keynote Speaker: Rob Wicall, The Artist Formerly Known As The Spurs Coyote, Serial Entrepreneur, Speaker, Writer, and Connection Coach

**5:00 PM – 5:15 PM**

**Wrap-Up**

**6:00 PM – 7:15 PM**

**Dinner in Pecan Court at Hyatt Regency Lost Pines Resort**

**Tuesday, June 27, 2017**

*\*Classes, breakfast, and lunch held in Baron’s D only.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Delivering Effective Messages***

Whether speaking to a reporter with a television camera at a special event, or to an audience of business leaders, constituents or customers, delivering effective key messages in a compelling and memorable way can be a challenge. In this session, you will get a top-line media and presentation skills training that will focus on the fundamentals of delivering an effective message, including developing memorable content, ensuring effective body language and learning techniques to stay on message no matter what. This hands-on training will be packed with real-life examples and practical tips that will help you more effectively communicate on behalf of the travel and tourism industry at large, and your organization in particular.

Speaker: Jenifer Sarver, Principal, Sarver Strategies

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***Fundamentals of Research***

Speaker: Matt Clement, Director of Marketing, Arrivalist

**11:15 AM – 11:30 AM**

**Break**

**11:30 AM – 12:45 PM**

***Know Your Audience! – Using Behavioral Sciences to More Deeply Understand Consumers***

Know Your Audience - Your consumer is in control and while being bombarded with marketing messages, she has the ability to filter any noise that doesn't interest her. The imperative for the modern marketer is to know her better than she might know herself. Learn how the world's leading marketers are applying elements of Psychology, Anthropology, Behavioral Economics as well as Data Science to connect much more deeply with audiences to drive greater awareness, sustained engagement and more conversions.

Speaker: Ryan Thompson, Partner/VP, Growth, The Atkins Group

**12:45 PM – 2:00 PM**

**Lunch**

**2:00 PM – 3:15 PM**

***Sales Impact & Influence with Social Styles***

Your ability to impact and influence business, personal and social situations is directly linked to your sales skills. This program provides insights into the dynamics of social styles and the part they play on daily interactions. You will discover your social style and learn how to assess the styles of others. This insight will enable you to better understand your customers as well as their needs to generate results and develop stronger relationships.

Speaker: Joe Veneto, Founder and Principal, Opportunities Unlimited

**3:15 PM – 3:30 PM**

**Break**

**3:30 PM – 4:45 PM**

***The Power of Earned Media***

It's one thing to tell your story, it's another to have someone else tell your story. And when that someone else is a member of the editorial media, their words pack the one/two punch of reach and credibility. In this session, learn how to "get to" the writers, editors, producers on your wish list, and turn ideas into results. We'll practice "telling" your story in mock pitches, and share some real-life examples of great hits, and a few horror stories for laughs.

Speaker: Dee Dee Poteete, Director of Regional Communications, Visit San Antonio

**4:45 PM – 5:00 PM**                      **Wrap-Up**

**5:00 PM**                                      **Open Night**

**Wednesday, June 28, 2017**

*\*Classes and breakfast held in Baron's D only.*

**7:30 AM – 8:15 AM**                      **Breakfast**

**8:30 AM – 9:45 AM**                      ***Texas Friendly...or Not? The Tourism Professionals Role in Managing Visitors' Experience***

One of the more difficult challenges tourism professionals face is the fact that what we work so diligently to promote, other people actually deliver – and that delivery is not always in keeping with the message we are sending out. As professionals, we already know that the point-of-sale is just the beginning in what we hope will be a long, successful, and mutually beneficial relationship with our guests. Sadly, our interaction with guests typically ends at that critical point and their experience with our product is in the hands of complete strangers who may or may not grasp the significance of their part in keeping our products, businesses, communities, and state economically healthy. What can be done? This interactive, hands-on class will introduce students to the updated Texas Friendly Hospitality Program of the Texas AgriLife Extension Service at Texas A&M. Students will gain practical how-tos that can be immediately implemented toward impacting guests with true Texas hospitality.

Speakers: Kim Phillips, Vice President/Director, Denton Convention & Visitors Bureau

**9:45 AM – 10:00 AM**                      **Break**

**10:00 AM – 11:15 AM**                      ***Texas Friendly...or Not? The Tourism Professionals Role in Managing Visitors' Experience (Continued)***

**11:15 AM – 11:30 AM**                      **Wrap-Up**

**11:30 AM**                                      **Open Afternoon and Night**

**Thursday, June 29, 2017**

*\*Classes, breakfast, and lunch held in Baron's D only.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Content Marketing and Audience Development***

Content Marketing is one of the fastest-growing channels in the world of marketing. This year, more marketing dollars will be spent in an effort to engage audiences through stories, rather than traditional advertising, that any year in history. This class will provide an overview of the two most important aspects of this growing trend. First, we will look at the stories themselves. Story telling don't happen by accident, great stories have structure and design. They are developed in a way that will elicit emotions and inspire the reader to want to continue reading. The second part of the class will focus on audience development through targeted distribution channels and social media.

Speaker: Daryl Whitworth, CTE, Regional Account Manager, Madden Media

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***Anatomy of a Successful Travel & Tourism Blogging Program***

Congratulations, you're an online publisher, and now you want to start a blog to attract more visitors & guests. But...exactly how does one DO that? In this two-part session, we'll take you to the back end of blog publishing software & into the mind of an experienced blogger to show you the critical elements of a successful blog post, because content is only part of the package. Then, we'll demonstrate how to stitch all those posts (and maybe multiple authors) together into a blogging system that gets eyeballs on your work & attention for your destination, attraction or hotel.

Speakers: Sheila Scarborough, Co-Founder, Tourism Currents and Ashley White, Digital Communications Manager, Beaumont Convention & Visitors Bureau

**11:15 AM – 11:30 AM**

**Break**

**11:30 AM – 12:45 PM**

***Sense of Place - Use it to Strengthen Your Visitor Experience***

Imagine New Orleans without its spontaneous parades or Austin without its bats – they wouldn't be the same, would they? So, how are YOUR visitors' senses being engaged? We're not talking about your brand or your reputation for football. We're talking about the emotional and sensory experiences your community and attractions provide for residents and visitors.

In this interactive session, we'll use vivid examples as a springboard to identify how destinations, restaurants, attractions and even lodging properties can increase their appeal and outline specific ways to build upon the positives (even embracing the negatives) as you develop and market richer cultural and heritage experiences.

Speaker: Vicky Soderberg, Cygnet Strategies, LLC

**12:45 PM – 2:00 PM**

**Lunch**

**2:00 PM – 3:15 PM**

***Twitter for Tourism: How the Game is Changing***

Since its launch in 2006, Twitter has grown to 320 million monthly active users. Some say it is way too noisy now and almost not worth the effort, because data shows that brand engagement rates are not very high, especially in comparison to, say, Instagram. Despite these valid concerns, Twitter is still a huge opportunity for tourism and hospitality, not so much anymore as a place to broadcast, but as the best social platform for customer service as a digital Visitor Center/concierge. Learn how to make the most of today's Twitter, even with a limited staff and budget.

Speaker: Sheila Scarborough, Co-Founder, Tourism Currents

**3:15 PM – 3:30 PM**

**Break**

**3:30 PM – 4:45 PM**

***Give the People What They Want***

As destination marketing organizations, we are no longer in complete control of our destination marketing message. Travelers are less trusting of organizations and more trusting of people. Eighty-four percent of consumers say they either completely or somewhat trust recommendations from family and friends about products and services. Travel is no different, as it is both a product and a service. In this presentation, we will discuss how destination marketers can let go of the reins and utilize locals and past visitors to share the destination message and amplify your marketing campaigns.

Speaker: Gathan D. Borden, CHDM, Vice President of Marketing, VisitLEX

**4:45 PM – 5:00 PM**                      **Wrap-Up**

**6:10 PM**                                      **Class Photo – Meet in Lobby**

**6:30 PM – 8:00 PM**                      **Dinner in Baron’s Ballroom at Hyatt Regency Lost Pines Resort**

**Friday, June 30, 2017**

*\*Classes and breakfast held in Baron’s D only.*

**7:30 AM – 8:15 AM**                      **Breakfast**

**8:30 AM – 9:45 AM**                      ***Internal and External Analysis Tool YOU Can Use!***  
External and internal forces shape your business and community’s direction, but reacting to these forces makes you feel like you are chasing the rabbit. Would you rather create brainstorming sessions that help you predict the rabbits move...maybe even start to control the rabbit? Okay, we will not be talking about rabbits, but this session will bring in marketing tools that you use in your business, collaborate with co-workers and build a plan to develop business direction, perception and mindset that control the destiny of your business.  
Speaker: Roger D. Hanagriff, Professor in the Department of Agricultural Leadership, Education and Communications, Texas A&M University

**9:45 AM – 10:00 AM**                      **Break**

**10:00 AM – 11:15 AM**                      **Facilitated Roundtable Discussion**  
Facilitator: Dan Decker, Chief Operating Officer, Texas Travel Industry Association

**11:15 AM – 11:45 AM**                      **Closing Remarks and Certificate of Completion**