

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

**All events to take place at Hyatt Regency Lost Pines Resort. Alumni Class held in Little Colony AB.*

Thursday, June 29, 2017

7:30 AM – 8:15 AM

Networking Breakfast in Little Colony AB

8:30 AM – 9:45 AM

May Choose one of the following classes to attend (*first come, first serve due to limited seats*)

- Creating Amazing Customer Service Using the FISH! Philosophy – Bob Phillips – Baron’s A
- Content Marketing and Audience Development – Daryl Whitworth – Baron’s D
- Don’t Just Splash. Make Waves – Gathan Borden – Baron’s E

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

May Choose one of the following classes to attend (*first come, first serve due to limited seats*)

- Search Engine Marketing: Organic, Pay-per-click, and Tracking – Daryl Whitworth – Baron’s A
- Anatomy of Successful Travel & Tourism Blogging Program – Sheila Scarborough and Ashley White – Baron’s D
- Traveler Segmentation Research – Baron’s E

11:15 AM – 11:30 AM

Break

11:30 AM – 12:45 PM

Alumni Leadership Panel - Little Colony AB

Ever wonder how or why some decisions in your organization are made? Or why leaders are constantly in search of new performance metrics? Or even why certain people are selected for new roles and responsibilities? Well you may just be able to find the answer at our Travel and Tourism College Alumni Leadership Panel. We are gathering some of the most renowned leaders in the travel and tourism industry to spend some time talking about these topics and more, moderated by Dan Decker, TTIA’s Chief Operating Office.

After the panel discussion, each of the leaders will be conducting an open roundtable discussion allowing Alumni participants to dive deeper into leadership questions.

Moderator: Dan Decker, Chief Operating Officer, Texas Travel Industry Association

Panelists: Paul Schultz, Vice President of Hospitality, Landry's, Inc.; Larry Woods, Director, Boerne Convention & Visitors Bureau; and Terri Adams, Chief Operating Officer, Schlitterbahn Waterpark Resort

12:45 PM – 1:45 PM

Networking Lunch - Little Colony AB

1:45 PM – 3:15 PM

Group Discussion - Little Colony AB

This session will focus on various issues in the travel and tourism industry. The class will be divided in groups and will be tasked to come up with a solution to the issue assigned. Afterwards, each group will take five minutes to present their solution to the class.

Facilitator: Dan Decker, Chief Operating Officer, Texas Travel Industry Association

3:15 PM – 4:00 PM

Open Discussion - Little Colony AB

4:00 PM

Wrap-Up - Little Colony AB

6:15 PM – 8:15 PM

Networking Dinner and CTE Presentations – Baron's Ballroom

Friday, June 30, 2017

NOTE: Alumni students can join the other students for breakfast and attend any of the classes listed below.

7:30 AM – 8:15 AM

Networking Breakfast

8:30 AM – 9:45 AM

May Choose one of the following classes to attend (*first come, first serve due to limited seats*)

- If You Build It, They Will Come – Gathan Borden – Baron's A
- Internal and External Analysis Tool YOU Can Use! – Roger Hanagriff – Baron's D
- Culinary Tourism-One Pathway to the Millennial Market – Ernie Loeffler – Baron's E

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

**Traveler Segmentation Research – Baron's E
(*first come, first serve due to limited seats*)**