

**2017 TTIA Travel & Tourism College**  
**Hyatt Regency Lost Pines Resort – Austin/Bastrop**  
**Freshman 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 and meals held in Baron’s ABC only.*

**7:30 AM – 8:15 AM**

**Breakfast – Baron’s Ballroom Prefunction Area**

**8:30 AM – 9:45 AM**

***On-Line Packaging & Business-Ready Systems for Destinations & Travel Suppliers***

The dynamics of consumer travel research, buying and the booking process have been changed by the Internet. To be competitive, DMOs, travel suppliers and travel packagers need to embrace the new on-line paradigm. This session uncovers the various on-line package and product models used by destinations and travel suppliers. You will tap into the Web trends, tools, techniques essential for on-line packaging success. In addition, you will discover the process to create compelling consumer packages and the “business-ready” systems suppliers need to implement, develop and deliver a seamless consumer experience. You will increase visitation and generate results.

Speaker: Joe Veneto, Founder and Principal, Opportunities Unlimited

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***The Essentials of Travel Packaging Design***

Learn the essentials of the packaging process to create compelling products that will resonate with customers. This session provides the tools and technique as well as the current marketplace packaging trends. Discover how to connect emotionally with your customers using a unique methodology that ties to your destination drivers. Uncover the most popular product types for consumers and review models of successful packages. You will be able to design compelling packages that wrap up your products, services and experiences and generate results!

Speaker: Joe Veneto, Founder and Principal, Opportunities Unlimited

**11:15 AM – 11:30 AM**

**Break**

**11:30 AM – 12:45 PM**

***Advocacy and Engagement: It's all about Relationships***

Lawmakers and political leaders make decisions on a regular basis that impact your industry, your employees and your customers. To ensure they make decisions that help – not harm – your business, it is important that you engage with them and advocate on behalf of your industry on a regular basis. But how? It's all about relationships. In this session, you will discover ways to successfully and practically engage in the public policy process by building relationships, being a resource and telling the story of the impact of travel and tourism on local economies, communities and citizens.

Speaker: Jenifer Sarver, Principal, Sarver Strategies

**12:45 PM – 2:00 PM**

**Lunch**

**2:00 PM – 3:15 PM**

***The New Online Priorities: Digital Trends You Can Use***

Is your online presence keeping up with consumer expectations? Are you often left with your head spinning when trying to determine how to spend your time? The speed of the Internet is like dog years! We'll help you make sense of it, and discuss some benchmarks and best practices for your website, social media, mobile, email and more. We'll also tell you what you should do this year to take advantage of the online landscape. You'll leave with specific priorities and a to-do list for "what to do next."

Speaker: Jessica Bybee-Dziedzic, Director of Partnerships, Saffire

**3:15 PM – 3:30 PM**

**Break**

**3:30 PM – 4:45 PM**

***Online Resources to Improve Your Marketing & Your Life***

In this fast-paced session, Jessica Bybee-Dziedzic will take you on a whirlwind tour of the latest and greatest online, smart phone & tablet tools and apps to help increase your efficiency, get control of your email, improve your communication and just have a better life! We'll specifically discuss tools for marketing more effectively and wowing your website visitors while saving your sanity. Get ready to start your afternoon off right, with lots of ideas and inspiration you can implement easily and immediately!

Speaker: Jessica Bybee-Dziedzic, Director of Partnerships, Saffire

**4:45 PM – 5:00 PM**

**Wrap-Up**

**5:00 PM**

**Open Night**

**Wednesday, June 28, 2017**

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

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Focus on What Matters***

Focus on What Matters is a special curriculum designed by Scott Carley that puts members back into the driver's seat of their professional and personal life. They'll learn the Power of Focus by getting unusual clarity on their primary, secondary and ongoing roles and responsibilities. Scott includes how to prioritize, time block and stamp out distractions. He will address the top 9 time thieves and how to arrest them. Key topics will include:

- The Power of Focus
- Clarity of roles, priorities and calendar dates
- Controlling the top 6 Distractions
- How to say a robust NO!
- 7 GET FOCUSED Questions

Scott has a unique ability to cut through the "stuff" and get to the heart of productivity. His fun, energetic and approachable mannerism puts the team at ease and creates a willingness to participate. He will pull answers from members who have hit a mental block! The group discussion, questions and worksheets are integral as part of his presentation.

Speaker: Scott Carley, Keynote and Certified Vistage Speaker and Executive Business Coach

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

**10:00 AM – 11:15 AM**                      *Focus on What Matters (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 ABC only.*

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

**8:30 AM – 9:45 AM**                      *Creating Amazing Customer Service Using the FISH! Philosophy*  
The FISH! Philosophy has helped millions of people bring team work, enthusiasm, and a positive attitude not only to their work place, but to their personal lives as well. Bob will lead you on a fun and interactive session that introduces four simple, yet powerful practices that anyone can learn to use to build team success and personal excellence. Microsoft, Zappos, AT&T, and Harley Davidson are a few of the thousands of organizations worldwide who have adopted this vital philosophy and are providing amazing customer service, making their **customers want to come** back, again and again.  
Speaker: Bob Phillips, President and CEO, Improving Your Success

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

**10:00 AM – 11:15 AM**                      *Search Marketing: Organic, Pay-per-click, and Tracking*  
This class will be designed to provide a Tourism Professional with an overview of Search Marketing. Key elements of a good campaign will be defined and demonstrated so that the attendee will have a clear understanding of what makes make a good campaign work and how to measure results. The emphasis will be on using tools within Google that help a marketing professional reach the most qualified consumers with the most cost-effective campaigns.  
Speaker: Daryl Whitworth, CTE, Regional Account Manager, Madden Media

**11:15 AM – 11:30 AM**                      **Break**

**11:30 AM – 12:45 PM**

***Social Media for B2B: LinkedIn and More***

Yes, OK, LinkedIn is a logical place to start for B2B networking, but don't stop there. Blogs, Twitter hashtags, Facebook, Instagram....there are many places to connect, build relationships and develop leads via social media. Sure, you can keep cold-calling and sending emails into the void, but there's a better way. Let's talk about it!

Speaker: Sheila Scarborough, Co-Founder, Tourism Currents

**12:45 PM – 2:00 PM**

**Lunch**

**2:00 PM – 3:15 PM**

***What is Branding and Does It Matter?***

Branding remains a buzzword in the travel industry. You're constantly being told it's something you MUST do. But why? And how? This nuts and bolts session provides an overview of branding, along with alternative approaches and ideas. You'll learn from seeing what works, and what doesn't, as you cheer, jeer and cringe at a broad range of examples and case studies. We'll also take an honest look at where your community or business is in terms of your "brand" and what your options are for moving forward.

Speaker: Vicky Soderberg, Cygnet Strategies, LLC

**3:15 PM – 3:30 PM**

**Break**

**3:30 PM – 4:45 PM**

***Economic Values: Capturing the Value and Communicating the Results***

Have you ever had the conversation in your community...I am just not sure spending money promoting tourism or an event is really worth the money...I mean is there any value in it? This session will help you build an answer with some data to back up your claim! This session is about developing visitor surveys and capturing the economic value of your event. Once you collect, we will talk about how to analyze the results and then ideas to help communicate the end product. Be proactive and develop your plan before someone else values your effort for you!

Speaker: Roger D. Hanagriff, Professor in the Department of Agricultural Leadership, Education and Communications, Texas A&M University

**4:45 PM – 5:00 PM**

**Wrap-Up**

**6:00 PM**

**Class Photo – Meet in the 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 ABC only.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***If You Build It, They Will Come***

Destination marketers are tasked with doing more with less. And social media continues to be a marketing tool that organizations still struggle with when it comes to investing dollars and allocating resources. In this presentation, we will discuss how to organize and build an internal social media team using everyday employees and/or industry partners.

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

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***Are You Ready for Your Next Crisis?***

Bad news travels at the speed of a Tweet, so smart organizations need to prepare BEFORE their next crisis. In this session, you will learn the basics about crisis planning for tourism organizations, look at key industry case studies to learn best practices, and work in teams on advance preparation. You will leave with a simple checklist of what you need to make sure your organization is crisis-ready.

Speaker: Fran Stephenson, Principal, Step In Communication

**11:15 AM – 11:45 AM**

**Closing Remarks and Certificate of Completion**