

**2017 TTIA Travel & Tourism College**  
**Hyatt Regency Lost Pines Resort – Austin/Bastrop**  
**Senior 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 EFG Ballroom.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***We Need Each Other – So Why Can’t We All Get Along?***

It’s sad, but true - some people just don’t play well together. Co-workers, peers, members of an organization, competitors, city administrators, boards or volunteers, the challenges are the same. Resistance to change, budget fights, inability to appreciate another’s perspective, distrust, protecting their turf, tunnel vision - all resulting in major heartburn for anyone striving to successfully accomplish goals and implement plans. It doesn’t have to be like this. Learn from the successes and failures of others and join the conversation about challenges encountered by your classmates. You’ll leave with ideas for strengthening and rebuilding relationships along with tools for more effective collaboration now and into the future.

Speaker: Vicky Soderberg, Cygnet Strategies, LLC

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***International Sales and Tourism Promotion***

In today's globally connected world, it is imperative that all travel professionals have a clear understanding as to what it takes to sell and market their product internationally. This class will show you a few of these resources and will then take a deep dive into how travel is bought and sold in the international markets. Additionally, the course will focus on the ever-growing international meetings market which presents enormous opportunity for those looking for a little adventure.

Speaker: Jorge Franz, Senior Vice President of Tourism, Visit Houston

**11:15 AM – 11:30 AM**

**Break**

**11:30 AM – 12:45 PM**

***Whale Done***

Whale Done! explores how positive reinforcement techniques used by SeaWorld animal trainers on marine mammals can have a dramatic effect on our human relationships both at work and at home. This presentation will give participants a basic understanding of human behavior and how to shape it with positive reinforcement and redirection. These techniques have proven successful in animal training, the corporate environment, and can be applied equally well with friends and loved ones.

Speaker: Jason Dees, Senior I Animal Trainer, SeaWorld San Antonio

**12:45 PM – 2:00 PM**

**Lunch**

**2:00 PM – 3:15 PM**

***Storytelling: How to Leverage the Media to Bring in Visitors***

Everyone loves a good story. And good stories are usually memorable. Learning how to effectively tell your story through the media can help bring in visitors and drive interest in your organization. In this session, Jenifer Sarver will help you build upon what you've learned through earlier sessions to effectively knit together your organization's story and pitch it to the media. This session will provide you with hints and tips for building a story and creatively attracting media, and then walk you through some higher level techniques for staying on message and effectively using the media to tell your story.

Speaker: Jenifer Sarver, Principal, Sarver Strategies

**3:15 PM – 3:30 PM**

**Break**

**3:30 PM – 4:45 PM**

***Developing and Nurturing of Partnerships and Stakeholders***

This presentation will cover how to develop beneficial relationships with elected officials, community leadership, hospitality industry partners and stakeholders. Kim Phillips will provide ideas on how to educate these leaders & stakeholders to move missions and goals forward. Gain insight into how to build a community wide team to promote the hospitality industry and increase the top line for destination marketing organizations and city budgets.

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

**4:30 PM – 4:45 PM**

**Wrap-Up**

**5:00 PM**

**Open Night**

**Wednesday, June 28, 2017**

*\*Classes and breakfast held in Baron EFG Ballroom.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Engineering Experiences from Concept to Competitive Advantage***

Visitors select destinations, attractions, cultural components and travel products, but what they really want are experiences. Learn what your destination and travel partners must do to create competitive advantage by engineering UFEs, Unforgettable Experiences for your visitors. Discover the Experience Formula to design and develop experiences that impact customers' emotional bank accounts.

Uncover the five stages of customer interaction to assess and develop meaningful customer connection points. Learn the experience product types to incorporate into your destination offerings to engage and immerse your visitors. Finally review models of successfully staged experiences created in Philadelphia, PA; Columbus, OH; Virginia Beach, VA; Dutchess County, NY, Baltimore, MD and Minneapolis, MN. You will turn your visitors into destination ambassadors and generate marketplace buzz.

Speaker: Joe Veneto, Founder and Principal, Opportunities Unlimited

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***Analyses Of & Quantifying New Ideas***

Whether you're a leader trying to decide which great idea to use, or you're trying to sell your boss on the next big thing you are sure to gain insight and solid takeaways from Phillips Entertainment's proven and working decision model. Davis Phillips will show you how they have time and time again selected highly profitable solutions and how they are currently using it to decide on their next expansion.

Speaker: Davis Phillips, President and CEO, Phillips Entertainment, Inc.

**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 EFG Ballroom.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Don't Just Splash. Make Waves***

People don't quit organizations, people quit people. Building and maintaining an office culture is critical to employee and organizational success. In this session, we will talk about going beyond the splash and making waves in your organizations to increase employee morale and ensure long-term success as a leader.

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

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***Traveler Segmentation Research***

Who are my visitors? A clear understanding of your destinations visitors allows you to make more informed marketing and advertising decisions. In this session, Texas Tourism research and other sources will be used to illustrate traveler segmentation research techniques and identify trends that may impact your destination.

Speaker: Nate Gieryn, Tourism Research Manager, Office of the Governor Economic Development and Tourism

**11:15 AM – 11:30 AM**

**Break**

**11:30 AM – 12:45 PM**

***BRAND MARKETING: From Product to Human to Enlightened***

Your brand is more than your logo. It is how the world perceives you. Brand development and marketing is a critical investment in your future success. In this interactive session, Steve Atkins will take you through the process of brand development – the how and the why; humanizing the brand to build loyalty and empathy; and determining and communicating how the brand improves lives and our world. He will provide a multitude of interactive exercises and examples during the course of the session.

Speaker: Steve Atkins, President, The Atkins Group

**12:45 PM – 2:00 PM**

**Lunch**

**2:00 PM – 3:15 PM**

***Lights, Camera, Crisis***

In this capstone seminar, seniors will be organized in teams to solve individual simulated crisis situations and learn to navigate the fluid nature of a crisis response. Each group will prepare to “meet the cameras” and their online stakeholders to test of their crisis readiness. Mock interviews will be videotaped and critiqued as part of the simulation.

Speaker: Fran Stephenson, Principal, Step In Communication

**3:15 PM – 3:30 PM**

**Break**

**3:30 PM – 4:45 PM**

***Lights, Camera, Crisis (Continued)***

Speaker: Fran Stephenson, Principal, Step In Communication

**4:45 PM – 5:00 PM**

**Wrap-Up**

**6:20 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 EFG Ballroom.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Culinary Tourism --- One Pathway to the Millennial Market***

Using a broad definition of culinary tourism encompassing both food and drink, the presenter will review how Fredericksburg – The Texas Hill Country has been able to encourage development of culinary product and then promote that product to attract the attention of the millennial market in Texas and beyond. Being named one of the “10 Best Wine Travel Destinations in 2014” in the world by *Wine Enthusiast Magazine* certainly does not hurt your marketing efforts!

Speaker: Ernie Loeffler, President/CEO, Fredericksburg Convention & Visitors Bureau

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

**Capstone Project Overview**

Speakers: Jennifer Roush, Sr. Director of Operations and Events, Texas Travel Industry Association

**11:15 AM – 11:45 AM**

**Closing Remarks and Certificate of Completion**