

2018 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 28, 2018

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*)

- The New Online Priorities: Digital Trends You Can Use – Jessica Bybee-Dziedzic – Baron’s A
- Know Your Audience! Using Behavioral Sciences to More Deeply Understand Consumers – Ryan Thompson – Baron’s D
- Engineering Experiences from Concept to Competitive Advantage – Joe Veneto – 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*)

- Online Resources to Improve Your Marketing & Your Life – Jessica Bybee-Dziedzic – Baron’s A
- Sense of Place: Use it to Strengthen Your Visitor Experience – Vicky Soderberg – Baron’s D
- Brand Marketing: From Product to Human to Enlightened – Steve Atkins – Baron’s E

11:15 AM – 11:30 AM

Break

11:30 AM – 1:00 PM

Panel Discussion - Little Colony

Panelists: Davis Phillips, President & CEO of Phillips Entertainment Inc., Co-Chair of TTIA Legislative Committee, and Past Chairman of TTIA Board of Directors; Larry Woods, Director of Boerne Convention & Visitors Bureau and Member of TTIA Board of Directors; and Robert Jackson, Senior Vice President of Public Affairs, VisitHouston

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

1:00 PM – 2:00 PM

Networking Lunch - Little Colony

2:00 PM – 3:30 PM

Panel Discussion - Little Colony

Panelists: Marco Barros, President and CEO of San Antonio Area Tourism Council, and TTIA Tall in Texas Award Winner; Ashley Harris, Director of Industry & Government Relations for Visit San Antonio, and Co-Chair, TTIA Policy Council; and Cheri Huddleston, Legislative Consultant for Hance Scarborough and TTIA Lobbyist

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

3:30 PM – 4:45 PM

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

- What is Branding and Does It Matter? – Vicky Soderberg – Baron’s A
- Sales Impact & Influence with Social Styles – Joe Veneto – Baron’s D

6:25 PM

Class Photo – Meet in Hotel Lobby

6:30 PM – 8:00 PM

Networking Dinner and CTE Presentations – Baron’s Ballroom

Friday, June 29, 2018

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*)

- On-Line Packaging & Business-Ready Systems for Destinations & Travel Suppliers – Joe Veneto – Baron’s A
- Fundamentals of Research – Matt Clement – Baron’s D
- How Should the Travel Decision Funnel be Guiding My Marketing Decisions? #AskingForAFriend – Holly Russell – Baron’s E

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

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

- The Essentials of Travel Packaging Design – Joe Veneto – Baron’s A