

2018 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 25, 2018

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

- | | |
|---------------------------|---|
| 11:30 AM – 1:00 PM | Registration – Baron's Ballroom Prefunction Area |
| 12:30 PM – 1:45 PM | Networking Luncheon |
| 1:45 PM – 2:15 PM | Welcome and Orientation |
| 2:15 PM – 3:15 PM | <p><i>Leverage Your Opportunities: Current Tourism Trends</i>
What is happening here and now? This talk reveals burgeoning trends in travel and tourism. Using national and local data from a variety of sources, the economy is scrutinized and put into perspective. A broad range of data is delved into and interpreted from multiple travel segments such as hotels, restaurants, attractions, air travel and more. Marketing, technology, social media, generational differences, and other tourism industry influencers are also explored. Learn how business, the economy and hospitality are connected and how your organization can capitalize on trends.
<u>Speaker:</u> Neville Bhada, Founder & CEO, Tourism Skills Group</p> |
| 3:15 PM – 3:30 PM | Break |
| 3:30 PM – 4:15 PM | <p><i>The State of Travel</i>
A conversation and Q&A with TTIA President & CEO David Teel on the State of Travel in Texas. David will provide an overview of the most pressing economic issues and challenges facing the Texas Travel Industry, as well as potential public policy solutions that will help your community become a more prosperous visitor destination.
<u>Speaker:</u> David Teel, President and CEO, Texas Travel Industry Association</p> |

4:15 PM – 5:15 PM

Get Swept Away

How a television meteorologist got swept away into traveling the world. Jennifer Broome shares her story of going from the green screen to wide open spaces, including how she weathered a personal tragedy and turned to travel to heal. From desolate deserts of the Southwest to faraway lands like Cambodia and Iceland, get ready to get swept away on a whirlwind journey.

Speaker: Jennifer Broome, Television Host, Meteorologist, & Reporter; Travel Writer, Blogger, & Photographer; and Travel, Adventure, & Weather Expert

5:15 PM – 5:30 PM

Closing Remarks and Wrap-Up

6:15 PM – 7:15 PM

Dinner in LBJ Pavilion at Hyatt Regency Lost Pines Resort

Tuesday, June 26, 2018

**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

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, Director of Business Development, Madden Media

11:15 AM – 11:30 AM

Break

11:30 AM – 12:45 PM

DIY Data: A User-Friendly Guide to Research

If your eyes tend to glaze over when reviewing research, this talk will clear up your view. Don't be intimidated by metrics and measurements! Free and low-cost research platforms are discussed, including easy-to-implement solutions such as Survey Monkey and Qualtrics. Attract even more visitors/customers by learning why people visit your destination or organization, a crucial element of any marketing plan. An interactive Q&A session will prepare you to dig into research on your own. But if you decide to hire help, you'll also get insights into organizations that might be a good fit for your needs.

Keynote Speaker: Neville Bhada, Founder & CEO, Tourism Skills Group

12:45 PM – 2:00 PM

Lunch

2:00 PM – 3:15 PM

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

3:15 PM – 3:30 PM

Break

3:30 PM – 4:45 PM

Roundtable Discussion

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

4:45 PM – 5:00 PM

Wrap-Up

5:00 PM

Open Night

Wednesday, June 27, 2018

**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

11:45 AM

Private Back of the House Tour of the Hyatt Regency Lost Pines

Join the team of the Hyatt Regency Lost Pines for a look behind the scenes at how the resort operates. The special tour will cover a variety of areas, giving participants the opportunity to see how Lost Pines brings hospitality from the heart of the house to the front of house in order to provide a memorable guest experience. Tour participants will hear about HR training, housekeeping, purchasing, maintenance, and more. The tour will also include samplings highlighting Lost Pines cuisine prepared by Executive Chef Michael Barber. The Hyatt Regency Lost Pines opened its doors on June 1, 2006 and has been providing a truly Texas experience ever since. *(Space is limited, RSVP Required)*

Thursday, June 28, 2018

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

7:30 AM – 8:15 AM

Breakfast

8:30 AM – 9:45 AM

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

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

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 day off right, with lots of ideas and inspiration you can implement easily and immediately!

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

11:15 AM – 11:30 AM

Break

11:30 AM – 12:45 PM

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

12:45 PM – 2:00 PM

Lunch

2:00 PM – 3:15 PM

Social Media Content Planning: Build a Social Media Content Calendar for Next Week

Who hasn't woken up and said something like, "It's Wednesday, and I have NO idea what I'm going to post on Facebook today?" Let's fix that, at least for next week. Starting with your business' overall goals and marketing objectives, we'll hammer out a week's worth of relevant posts (including ideas for visuals to go with them) for Facebook, Instagram, and Twitter, plus maybe a little Pinterest and some blog post ideas thrown in. Get ready for a focused hour on the process of building a real content calendar that you can use immediately.

Speaker: Sheila Scarborough, Co-Founder, Tourism Currents

3:15 PM – 3:30 PM

Break

3:30 PM – 4:45 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

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 29, 2018

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

7:30 AM – 8:15 AM

Breakfast

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 this 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 design 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 – 11:45 AM

Closing Remarks and Certificate of Completion