

**2018 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 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                      *Leverage Your Opportunities: Current Tourism Trends***

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.

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

**3:15 PM – 3:30 PM                      Break**

**3:30 PM – 4:15 PM                      *The State of Travel***

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.

Speaker: David Teel, President and CEO, Texas Travel Industry Association

**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 EFG Ballroom.*

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***Disruption vs. Innovation: The Future of the Restaurant Industry***

Panelists: Richie Jackson, CEO, Texas Restaurant Association; and Anna Tauzin Rice, Vice President, Marketing & Innovation, Texas Restaurant Association

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***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

**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**

***Defend Your Budget***

What can you do if your budget is on the chopping block? Don't panic: Be proactive! Arm yourself with facts before legislators come to cut your budget. Learn how to say "no" to those who want to usurp your resources; learn how to effectively demonstrate tourism's value to stakeholders, elected officials and your community. Do the legwork ahead of time to avoid last-minute scrambling. Learn tips including the value of a ROI and/or economic impact study, the benefits of testimonials from community members, and more.

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

**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 27, 2018**

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

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 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.

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

***Get Your Events Off Life Support***

All events have a natural life cycle and, eventually, each reaches a decision point—keep doing things the way you always have and watch the event gradually die OR take an honest look at the event and make bold changes. We all know it can be scary to implement change, especially to long term events. This session will help you start looking at your events with fresh eyes and learn ways to re-ignite the experience, bring in more attendees, and deal with the “but we've always done it this way” conversation.

Speaker: Vicky Soderberg, Cygnet Strategies, LLC

**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 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**

***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

**11:15 AM – 11:30 AM**

**Break**

**11:30 AM – 12:45 PM**

***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

**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 29, 2018**

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

**7:30 AM – 8:15 AM**

**Breakfast**

**8:30 AM – 9:45 AM**

***How Should the Travel Decision Funnel be Guiding my Marketing Decisions? #AskingForAFriend***

How do I know if I am maximizing my marketing and advertising budget? Is our media plan reaching our target audience at each phase of the travel decision funnel? How can I explain the value and ROI of our marketing spend to board members and/or stakeholders? How do I know if my team is providing the most relevant reporting for our marketing efforts?

If you have a “friend” who asks questions like these, do that “friend” a solid and attend this session. You’ll be able to inform your “friend” about the most impactful, effective media channels for each phase of the travel decision funnel. Additionally, you’ll gain invaluable insight to help your “friend” educate board members and/or stakeholders on budget allocations and the value and ROI of their efforts. And, in case you are wondering, there will be plenty of time for Q&A, because we know you are there #AskingForAFriend.

Speaker: Holly Russell, Regional Sales Manager, Digital & Emerging Markets, AJR Media Group

**9:45 AM – 10:00 AM**

**Break**

**10:00 AM – 11:15 AM**

**Capstone Project Overview**

Speaker: Paul L. Serff, TTIA President Emeritus

**11:15 AM – 11:45 AM**

**Closing Remarks and Certificate of Completion**