

2018 TTIA Travel & Tourism College
Hyatt Regency Lost Pines Resort – Austin/Bastrop
Sophomore 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, breakfast, and lunch held in Baron's D only.*

7:30 AM – 8:15 AM

Breakfast

8:30 AM – 9:45 AM

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

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

#SociallyEngaged

Travel blogger, social media influencer, and television personality Jennifer Broome shares a road map for creating your own social buzz. Facebook, Twitter, Instagram, Snapchat, LinkedIn, Pinterest – confused on which to use? Get tips on upping your social game from someone who has thousands of followers across multiple platforms.

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

11:15 AM – 11:30 AM	Break
11:30 AM – 12:45 PM	<p><i>Connecting the Dots on Content Marketing</i> Content Marketing is one of the fastest-evolving channels in the world of tourism marketing. Every year, more marketing resources are spent on engaging and inspiring audiences to visit destinations and the relevant content of these methods is the key. This presentation will discuss the approach of curating all content of a destination into an omni-channel approach and connect the dots from OVG's to website content and digital marketing. Research will be shared regarding eliciting emotional reactions to inspire travelers to select a destination. Part of the class will focus on audience development through targeted distribution channels and social media.</p> <p><u>Speaker:</u> Daryl Whitworth, CTE, Director of Business Development, Madden Media</p>
12:45 PM – 2:00 PM	Lunch
2:00 PM – 3:15 PM	<p><i>Fractured Teams from Broken Trust</i> Do you ever feel your team is fractured, suspicious and uncooperative? Is everyone walking on eggshells around a huge elephant in the room?</p> <p>When someone keep dropping the ball and trust is broken on a team, the flow of productivity crumbles, the atmosphere is tense and the return is marginal. Progress stalls and cooperation declines.</p> <p>Scott will introduce the Star Characters of a Fractured Team: Drama Queen Darla, Dishonest Dan, Soapbox Sam, Missing Martha and others. Then watch as he unveils his 3 Actions to Remarkable Teamwork. YES.. there is a simple solution. You will hear stories you'll never forget!</p> <p><u>Speaker:</u> Scott Carley, Keynote and Certified Vistage Speaker and Executive Business Coach</p>
3:15 PM – 3:30 PM	Break
3:30 PM – 4:45 PM	<i>Fractured Teams from Broken Trust (Continued)</i>
4:45 PM – 5:00 PM	Wrap-Up
5:00 PM	Open Night

Wednesday, June 27, 2018

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

7:30 AM – 8:15 AM

Breakfast

8:30 AM – 9:45 AM

Texas Friendly...or Not? The Tourism Professionals Role in Managing Visitors' Experience

One of the more difficult challenges tourism professionals face is the fact that what we work so diligently to promote, other people actually deliver – and that delivery is not always in keeping with the message we are sending out. As professionals, we already know that the point-of-sale is just the beginning in what we hope will be a long, successful, and mutually beneficial relationship with our guests. Sadly, our interaction with guests typically ends at that critical point and their experience with our product is in the hands of complete strangers who may or may not grasp the significance of their part in keeping our products, businesses, communities, and state economically healthy. What can be done? This interactive, hands-on class will introduce students to the updated Texas Friendly Hospitality Program of the Texas AgriLife Extension Service at Texas A&M. Students will gain practical how-tos that can be immediately implemented toward impacting guests with true Texas hospitality.

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

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

Texas Friendly...or Not? The Tourism Professionals Role in Managing Visitors' Experience (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 D only.*

7:30 AM – 8:15 AM

Breakfast

8:30 AM – 9:45 AM

Know Your Audience! – Using Behavioral Sciences to More Deeply Understand Consumers

Know Your Audience - Your consumer is in control and while being bombarded with marketing messages, she has the ability to filter any noise that doesn't interest her. The imperative for the modern marketer is to know her better than she might know herself. Learn how the world's leading marketers are applying elements of Psychology, Anthropology, Behavioral Economics as well as Data Science to connect much more deeply with audiences to drive greater awareness, sustained engagement and more conversions.

Speaker: Ryan Thompson, Partner/VP, Growth, The Atkins Group

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

Sense of Place - Use it to Strengthen Your Visitor Experience

Imagine New Orleans without its spontaneous parades or Austin without its bats – they wouldn't be the same, would they? So, how are YOUR visitors' senses being engaged? We're not talking about your brand or your reputation for football. We're talking about the emotional and sensory experiences your community and attractions provide for residents and visitors.

In this interactive session, we'll use vivid examples as a springboard to identify how destinations, restaurants, attractions and even lodging properties can increase their appeal and outline specific ways to build upon the positives (even embracing the negatives) as you develop and market richer cultural and heritage experiences.

Speaker: Vicky Soderberg, Cygnet Strategies, LLC

11:15 AM – 11:30 AM

Break

11:30 AM – 12:45 PM

Anatomy of a Successful Travel & Tourism Blogging Program

Congratulations, you're an online publisher, and now you want to start a blog to attract more visitors & guests. But...exactly how does one DO that? In this two-part session, we'll take you to the back end of blog publishing software & into the mind of an experienced blogger to show you the critical elements of a successful blog post, because content is only part of the package. Then, we'll demonstrate how to stitch all those posts (and maybe multiple authors) together into a blogging system that gets eyeballs on your work & attention for your destination, attraction or hotel.

Speakers: Sheila Scarborough, Co-Founder, Tourism Currents and TBD

12:45 PM – 2:00 PM

Lunch

2:00 PM – 3:15 PM

Getting the Most for Your Digital Dollar

Digital ad spending continues to be an increasingly important part of advertising for travel and tourism. In an industry wrought with hidden fees and costs, this session will highlight what information to look for when reviewing a digital advertising proposal. Expect to walk away with new knowledge to negotiate the most impactful digital buy for your brand, best practices for your creative and what transparencies to look for in your reporting. You will also receive valuable tips to ensure your digital dollars are not being wasted.

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

3:15 PM – 3:30 PM

Break

3:30 PM – 4:45 PM

Sales Impact & Influence with Social Styles

Your ability to impact and influence business, personal and social situations is directly linked to your sales skills. This program provides insights into the dynamics of social styles and the part they play on daily interactions. You will discover your social style and learn how to assess the styles of others. This insight will enable you to better understand your customers as well as their needs to generate results and develop stronger relationships.

Speaker: Joe Veneto, Founder and Principal, Opportunities Unlimited

4:45 PM – 5:00 PM

Wrap-Up

6:10 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's D only.*

7:30 AM – 8:15 AM

Breakfast

8:30 AM – 9:45 AM

Fundamentals of Research

Speaker: Matt Clement, Director of Marketing, Arrivalist

9:45 AM – 10:00 AM

Break

10:00 AM – 11:15 AM

Maximizing Personality in the Workplace

Presented by Rob Elsey, PhD., BCC, a Consulting psychologist with executive search firm Odgers Berndtson specializing in organizational dynamics and talent development, this session will focus on the Myers Briggs Type Indicator (MBTI), its origins and how understanding your personality type and others can help us accomplish our work. All reports completed in advance will be reviewed during this session.

Speaker: Rob Elsey, PhD., BCC, a Consulting Psychologist

11:15 AM – 11:45 AM

Closing Remarks and Certificate of Completion