Institutional Branding – Monday 1:45 presentation (Christa LeeVan & Jennifer Bohac)

Notes from the session:

Photo category contest – prize at travel show & photos in catalog
Fact sheet – pull together details and send to travelers before
Frequent traveler awards?
Loyalty program
By traveling with us, you are supporting the mission of the University
Brand struggle
Consistency of branding – important
Reusable/sustainable products you would use on a trip – gift suggestion
USB drives – host save photos for all and distribute
Travel journals – make good gifts
“Flat Stanley” concept – upload and use on social media
Conservation – how do you do this responsibly/logo presence/sustainability
How do you balance travel branding with athletic and University?
Travelers get to make a choice on their gift – Georgia Tech
Travel log – Texas A&M – produce internally – full of good information
Door signs/door handle signs also serve as a jar opener – Texas A & M