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