Tuesday February 4th 2020

Hot Topics I (Choice of 3)
9:45am - 10:45am  All Attendees
Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.
Photography Of Purpose: Masterful Insights from Joel Sartore

MH East West Room

Take advantage of an up close and personal opportunity to glean advice and a few tips from National Geographic award-winning photographer and speaker, author and conservationist, Joel Sartore! Joel’s advice on taking pictures in a variety of different situations is to “get out of your comfort zone” and shoot purposefully embracing photography as an agent for good, whether in the studio or on location. Following Joel’s s BOLD Talk this is a rare opportunity for all who are interested in photography to ask questions and engage with a master storyteller whose goal is to make others see the world in a different way. And…glean some key strategies and tips on everything from the story process of charting the course from idea to printed page, camera equipment and specialized gear to using your photography to expose an issue and get people to care about it.

Intensives: Workshop III & IV

9:45am - 11:45am  All Attendees - Pre-registration Required

Two hour mini-professional development modules with take-homes and actionable skills - presented by BOLD Talk speakers, industry leaders or curriculum coaches. Intensives filled to capacity with pre-Conference signups. If you were not able to sign up and wish to attend, you are invited to take a vacant seat (if any) once the session is about to begin and all colleagues with pre-booked tickets have entered the room and are seated.

Workshop III: Building Your Brand Story and Driving Growth with Dawn Rodney

Ticketed Event CC Meeting Room 4

Your brand is your promise to your travelers and is your most valuable asset. It should be central to your business plan and evoke an emotional connection to maintain and build affinity. This hands-on workshop with Dawn Rodney, an ETC favorite presenter, guides you from creating a compelling and differentiated brand story to leveraging tactical -- and practical -- tools to drive growth.

Hot Topics III (Choice of 3)

1:45pm - 2:45pm  All Attendees

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Instagram: Building community through visuals with Sree Sreenivasan

CC Meeting Room 4

Determine how to up your Instagram game by seeing tips that Sree learned directly from Instagram cofounders, Mike Krieger (@mikeyK) and Kevin Systrom (@Kevin), and has since shared to sold-out crowds in 20 countries. Learn how to improve your mobile photos and leverage your travelers’ love of social media. Then, try your hand at doing it yourself during Wednesday’s Early AM Tech Walk with Sree.

Wednesday February 5th 2020
Early AM Tech Walk with Sree Sreenivasan
7:30am - 8:30am  All Attendees
Continuing upon what you learned yesterday, bring your smartphone with apps and battery pack and meet Sree Sreenivasan by the Registraton Desk for a walking workshop on making the most of Instagram, Twitter, Facebook, and LinkedIn using your smartphone camera. Up your digital game as Sree shares tips he learned from Instagram cofounders. Your travelers and followers will be grateful. The walk may take place outside depending on the size of the group and weather. Wear comfortable shoes.

Morning BOLD Talk: What’s New, Good to Know, and Worth Your Time in Digital with Sree Sreenivasan
8:45am - 9:45am  All Attendees
Don’t have time to be a digital expert? We’ve got you covered. Our favorite digital expert and consultant returns after a three-year hiatus to share his knowledge of emerging trends at the 20,000 foot level in the digital space of social media apps, being mobile-friendly, and who is looking at what -- down to the very practical of how to deal with changing algorithms and still increase your reach and visibility in the travel industry. With Sree’s newfound knowledge of accidentally finding himself IN the travel industry, he knows what is worth your time and will give you lots to think about.

Travel Planner Forum: Best Practices I (4 Options)
10:00am - 11:00am  Travel Planners Only
Participate in a series of roundtable discussions and professional development opportunities created specifically for your stakeholder group - and held on one single day.

Creative Marketing: Storytelling around alumni travel
MH Tennessee River Room

Travel Planner Forum: Best Practices II (4 Options)
11:15am - 12:15pm  Travel Planners Only
Participate in a series of roundtable discussions and professional engagement opportunities created specifically for travel planners - and held on one single day.
Beyond Instagram for Planners: How to do social and digital media in 2020 on a budget and without staff

MH Plaza Ballroom A,B,C

Sree Sreenivasan brings all his best (and practical) social, mobile, digital tips with the promise of the highest return on your investment. Not only will you be sure to improve your digital presence you just might find yourself increasing your travelers and staff’s joy as well. Bring your notebook (digital or analog) and take lots of notes.

Hot Topics IV (Choice of 2)

1:45pm - 2:45pm   All Attendees

Absorb information from fast-paced lectures on a specific topic and receive timely content, issues updates or applied skills.

Beyond Instagram for DOS: How to do social and digital media in 2020 on a budget and without staff

CC Meeting Room 3

Sree Sreenivasan brings all his best (and practical) social, mobile, digital tips with the promise of the highest return on your investment. Not only will you be sure to improve your digital presence you just might find yourself increasing your travelers and staff’s joy as well. Bring your notebook (digital or analog) and take lots of notes.