



AGENDA

March 27-29, 2017

Holiday Inn® Knoxville Downtown World’s Fair Park
Knoxville, Tennessee

Attire is business casual unless otherwise noted

Monday, March 27

Room

8:30a – Noon EST	STS Board of Directors Meeting - Sponsored by ADARA	Cumberland/LeConte
11a-Noon	SETTRA: Power of Research	Summit
12:30p-2:30p	SETTRA: Lunch and Research Roundtable (SETTRA Members Only) <i>A roundtable discussion about current issues in tourism and research topics being done in the southeast and worldwide and their implications to the tourism industry. This discussion will also include the current and future needs for tourism related research in the southeast.</i>	Summit
11a-5p	Registration Open	Parkview Atrium
11a-1p	Trade Show Set-Up	Carriage/Crystal
1p-2p	Breakout 1: TMP-Only Session <i>Hosted by Judy Randall, President & CEO of Randall Travel Marketing, Inc. What did you take away from your time at STS Marketing College? Come hear from three of your fellow classmates on the challenges and successes they have had within their organizations and gain insight from your peers during this session moderated by one of your favorite Marketing College professors.</i>	Parlour 4

Monday, March 27

Room

1p-2p	Breakout 2: Life's a Pitch <i>The Sequel</i> Hosted by: Pineapple Public Relations Media Panel Includes: Debbie Shulman, Editor, Knoxville Families Magazine; Susan Alexander, Features Editor, Knoxville News Sentinel ; Katy Koontz, Contributor , AOL Travel, BBC.com and more; Brian Hoffman, Chief Creative Officer, Hoffman Media <i>Based on feedback from Pineapple PR's Inaugural Life's a Pitch media panel, the Pineapple team is excited to present The Sequel! Get ready for a dynamic session that will provide destinations with tips and tricks to work with media. Let the pitching pros at Pineapple PR help you present your story ideas to travel media and influencers during this interactive panel.</i>	Parlour 2
1p-2:45p	Vendor Trade Show Opens	Carriage/Crystal
3p-4:30p	Welcome & Opening Keynote: "Dollywood - Staying Relevant" Sponsored by IMEG Presenter: Craig Ross, President of The Dollywood Company <i>The Dollywood Company includes Dollywood, Dollywood's Splash Country, Dollywood Cabins and Dollywood's DreamMore Resort. The properties are ever-evolving especially after last November's wildfires. Hear how Dollywood continues to stay relevant within the industry, year after year, and how they sprung into action during and after the wildfires.</i>	Medallion
6p	Hotel Lobby/Shuttle Departs for Dinner	Hotel Lobby
6:30p EST	Dinner at Women's Basketball Hall of Fame - Sponsored by Visit Knoxville <i>Attire: Casual – Sport your favorite college team attire (Jerseys, hats etc.)</i>	Offsite

Tuesday, March 28

Room

7:30a-8:30a EST	SETTRA Breakfast (SETTRA Members Only)	Summit
8a - 3p	Registration Open	Parkview Atrium
8a – 8:30a	Trade Show with Continental Breakfast for STS Attendees	Carriage/Crystal

Tuesday, March 28

Room

8:30a-9:30a	<p>General Session: “Are You Data Ready?”</p> <p>Sponsored by Advance Travel and Tourism Southeast</p> <p>Presenters: Jim Harenchar, President & CEO of Response Marketing Group & Jerry Henry, CEO of H2R Research</p> <p><i>In this session, learn more about how to utilize the data and research you have at your disposal to improve your marketing communications and measure the effectiveness of your ad spending. Harenchar and Henry will provide insight and case studies of how to effectively leverage the information you have or can obtain to enrich your customer insights. You will gain a greater understanding of and comfort with “Big Data” and consumer research and how to apply this information to implement targeted and measurable marketing communications.</i></p>	Medallion
9:30a-10a	<p>Networking Break & Vendor Trade Show</p>	Carriage/Crystal
10a-11a	<p>Breakout Session 1: “Selling as an Art”</p> <p>Presenter: Robin Washington, Director of Strategic Alliances, GateHouse Media</p> <p><i>Get ready for a fast-paced, interactive and fun session that will provide tips that can impact your personal and organizational results immediately. Everyone is responsible for making a difference and having the confidence to embrace selling is as simple as understanding it is an Art--with a splash of Science. This session is designed to reintroduce selling in a positive perspective and equip every participant with tools they can leverage to increase their effectiveness.</i></p> <p>Breakout Session 2: “Content + Context is King – 2017, the Year When Branded Content Matures”</p> <p>Presenter: Ryan Thompson, Partner & VP of Growth, The Atkins Group</p> <p><i>You may think you know Content Marketing but with rapid evolution and generational disruption, now is the time to double-down your focus on visual storytelling and modern content distribution. Investments in Content Marketing are doubling every two years and by 2019, it will be a 300 billion dollar business. We’ll take you behind the scenes on how we created a content studio that pumps out branded content using the best principles of journalism and advertising. Don’t miss this session because make no mistake, this isn’t just another Content Marketing presentation.</i></p>	Parlour 2
		Parlour 4

Tuesday, March 28

Room

10a-11a	Breakout Session 3: SETTRA “Cutting Edge Research” Presentations – Part 1 Host: Erick Byrd, University of North Carolina - Greensboro <i>Twelve teams of researchers throughout the southeast will present the findings and implications of their research. Topics include tourism and events, eco-tourism, sustainable tourism, community support, rural tourism, and visitor profiles.</i>	Summit
11a-11:30a EST	Networking Break & Vendor Trade Show - Sponsored by Outlets of Mississippi	Carriage/Crystal
11:30a-12:30p	Peer to Peer Session: Festivals & Events Host: Wendy Thomas, STS <i>Join your Festival & Event Peers to discuss your questions and concerns while learning from fellow festival & event planners.</i>	Parlour 2
	Peer to Peer Session: Sales and Marketing Collaboration Host: Joseph Dabbs & Ray Hydrick, Advance Travel & Tourism Southeast <i>This open dialogue format gives attendees an opportunity to discuss ways in which sales reps/teams can work cohesively with marketing as well as answer any questions participants may have with regards to an upcoming project or hurdle they are currently working through at the moment. Who better to assist than your travel and tourism peers!</i>	Parlour 4
	Breakout Session: SETTRA “Cutting Edge Research” Hosted Presentations – Part 2 Host: Erick Byrd, University of North Carolina - Greensboro <i>Twelve teams of researchers throughout the southeast will present the findings and implications of their research. Topics include tourism and events, eco-tourism, sustainable tourism, community support, rural tourism, and visitor profiles.</i>	Summit
12:30p-2p	Luncheon and Marketing College Graduation <i>Located directly across the street from hotel</i> Sponsored By: Tennessee Department of Tourist Development	Knoxville Convention Center

Tuesday, March 28

		Room
4:45p-5:45p	General Session: “Rural/Urban Divide: How tourism organizations are navigating a changing landscape” Moderated by: Heath Dillard, Director of Business Insights and Analytics, Charlotte Regional Visitors Authority <i>Demographic shifts and population migration patterns are changing the makeup of our destinations. How can tourism organizations understand where to take advantage of opportunities, be mindful of threats and develop a destination to sustain its future?</i>	Medallion
6p-7:30p	Reception & Vendor Trade Show	Carriage/Crystal
7:30p	Dine Around (Dinner on your own/with friends)	Offsite

Wednesday, March 29

		Room
8a-8:45a	Buffet Breakfast	Pavilion/Pre-Function
8:45a-10a	Closing Session: “Outlook for U.S. Travel” Presenter: Suzanne D. Cook, Ph.D., President, Suzanne Cook Consulting, LLC <i>Suzanne combines her knowledge and experience with critical data and insights from her latest TTRA Marketing Outlook Forum presentation, as well as updates on industry trends, to provide a succinct and comprehensive outlook for the coming year. Her distillation of a wide range of topics and industry trends and forecasts will help you better understand the ever-changing travel environment and what to expect in the months ahead.</i>	Medallion

**Please note the times and content listed may be subject to change*

Be Social!

We will have a **live social feed** posted between sessions

Share your tweets & pics by using **#SETourism**

(Be sure your profile is set to public in order for it to display)

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