

YEAR 1

- Tourism 101: A Comprehensive Study of Tourism
- Branding & Its Unique Application to Communities
- Top Trends in Travel & Tourism
- Secrets of Travel Packaging Success
- Marketing vs. Advertising
- Using National & State Data
- Selling for Success
- Integrated Tourism Marketing Online | Offline
- Public Relations 101
- DIY (Do-it-yourself) Research
- Working with International Travelers
- Demystifying Economic Impact
- Inquiry to Fulfillment to Conversion to Database
- Creating a Perfect Tourism Brochure

YEAR 2

- Community & Destination Board Leadership
- Age to Affinity- New, Emerging Tour & Travel Market
- Profiles & Conversion Study
- Content is King- Telling the Your Destination Story
- Humanizing the Customer Experience
- Social Media
- Federal Tourism Policy
- Marketing vs. Advertising 102
- User Friendly Guide to Tourism Research
- Demystifying Economic Impact
- Multi-Channel Marketing
- Press Tour
- Generational Marketing
- Destination Branding
- Working with Your Hotels & Attractions

YEAR 3

Third year instruction will be extended classes ending by noon on Wednesday. We encourage you to stay for the picnic, and add the festivals classes and stay the rest of the week!

- Google Analytics Boot Camp
- Research & Your Attractions
- Working with Millennials
- Big Data
- Data to Strategies
- Experiential Tourism

ALUMNI COURSES, FOR TMPs ONLY

Specifically designed for travel professionals who have earned a Travel Marketing Professional (TMP) certification. Alumni classes are a power-packed day and a half.



Choose one or both; add the festivals classes and stay the week to reengage with your peers.

ALUMNI CLASS A: MONDAY, TUESDAY
ALUMNI CLASS B: THURSDAY, FRIDAY

To Be Announced

“It is so important that every, and I mean EVERY, sized tourism related employer send their employees to attend this fantastic educational opportunity. Why? Because the students that graduate are happy to change the world, sure, but there is no way they will be satisfied with just that.”

- Garrett Teams
 Dalton Convention Center, Dalton, Georgia

“I again want to thank you for the great week STS hosts with the Marketing College. I have been in the business for over 18 yrs and this was the most valuable education I have ever received.”

- Karen Hibbard, VP
 Manhattan CVB, Manhattan, Kansas

“The content for each class session was prepared in a “real world”, “takeaway”, “I Got This” context. The professors were top notch – best practice experts – wow, awesome professional growth and development program.”

- Mary Catherine Slack
 Teacher Moorefield HS/MS, West Virginia

FESTIVALS & EVENTS TRACK

YEAR 1

Wednesday Afternoon

- Events Overview
- Events Sponsorship

YEAR 2

All Day Wednesday

- Operations & Logistics
- Data & Demographics
- Booking & Managing Entertainment

YEAR 3

Wednesday Afternoon & All Day Thursday

- Safety
- Event Rentals
- Public Relations / Crisis Management
- Sponsorship

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