

Alumni Class A

Monday & Tuesday: June 25 & 26

Real-Life Law for Tourism Marketers



This class aims to teach attendees how to avoid costly legal mistakes. Tailored to tourism marketing professionals, the class will summarize the basic law governing copyrights and trademarks; use of a person's name or likeness; endorsements; mandatory disclosures; public records requests, for those who receive public funding; and anything else that might come up. Attendees will analyze and discuss real-life situations—including, if they choose to share, their own!

Alysson Mills is a partner in the law firm Fishman Haygood, LLP in New Orleans. She has a diverse litigation practice in which she frequently represents clients in copyright cases and cases implicating the First Amendment. She teaches First Amendment and media law at Tulane University and the University of Mississippi. She recently was named Outstanding Young Lawyer of the Year by the Louisiana State Bar Association.

Alumni Class B

Thursday & Friday: June 28 & 29

The Strategic Digital Campaign Development Process

Do you know how to use data from Facebook and Google to run a sophisticated online campaign for your organization? If not, you're in luck! In this session, you'll discover data that has been hiding in plain view that could help you jump start your organization's online marketing efforts.

The program will begin with a discussion on setting appropriate advertising goals and objectives based on needs, various products, and services currently available to today's digital marketer. Attendees will be walked through examples and view analytics data live in the classroom.

Attendees will review networks for the best possible advertising reach and focus on the most popular and highly targeted ad networks of Facebook and Instagram.

Students will walk through a full campaign analysis and reporting process to determine the success of the campaign. We will analyze the process beyond impressions and clicks to determine success by examining results based on engagement metrics.

During this immersive course, attendees will receive step-by-step instructions on how to use data from Google and Facebook to create Facebook ad campaigns for maximum results. You will leave with a checklist of essential items that will move your marketing strategy forward while ensuring your day-to-day marketing efforts equal success to your bottom line.

[TwoSix Digital's](#) Brian V. Matson, Senior Director of Strategy & Education and Dave Serino, Founder & Chief Strategist, will conduct this session