

ESTO AUSTIN, TX: JW Marriott Austin - Day 4: Tue Aug 20, 2019

7:30am to 2:00pm - Connection Corner

Lone Star Foyer

Sponsored by Conversant

Where do you call home? Head over to the Destination Map, where Conversant representatives will be on hand to help take an instant-film photo of you and your crew. Then, you'll pin that photo to your DMO's location on the larger-than-life display.

7:30am to 2:00pm - Registration

Lone Star East Foyer

Sponsored by Longwoods International

7:30am to 7:00pm - Destiny and Mercury Awards Lounge

JW Grand Foyer

Sponsored by Tempest

Stop by the Destiny and Mercury Awards Lounge to view our digital awards gallery that showcases submissions from the top three finalists in each category. Award winners will be announced on Tuesday, August 20, at ESTO's Awards Dinner and Presentation.

8:15am to 9:00am - Networking Breakfast

JW Grand Ballroom and Foyer

9:15am to 10:15am - Lead Yourself First, Before You Lead Others

JW Grand Ballroom

Sponsored by NCC Media

Speaker: Neil Pasricha, Director, The Institute for Global Happiness

Does great work lead to happiness? Or does happiness lead to great work? Neil Pasricha shares counterintuitive research-based answers in this fun, fast-paced, research-grounded tour of the emerging neuroscience and positive psychology landscape. He will challenge ESTO delegates by asking: "Would..."

10:15am to 10:35am - Networking Refreshment Break

Lone Star Foyer

Sponsored by Key Data Dashboard

10:45am to 11:45am - The ABCs of Persuasive Advertising (Repeat)

Lone Star D

Speaker: Nancy Harhut, Chief Creative Officer, HBT Marketing

In marketing, as in Scrabble, some words are worth more than others. They're the words with the power to convince and convert—the ones that drive marketers' success in headlines, subject lines, advertising copy and other marketing communications. And with mobile readership increasingly shrinking...

10:45am to 11:45am - An Insider's Guide to Economic Development (Repeat)

Lone Star H

Speaker: Andy Levine, Chairman, Development Counsellors International

Speaker: Tracye McDaniel, Chair, International Economic Development Council and President, TIP Strategies

This session is limited to 35 attendees, but will repeat again on Tuesday afternoon. Destination marketing organizations and economic development organizations (EDOs) are increasingly being called on to work together by both public and private sector leaders. An integrated approach to...

10:45am to 11:45am - Data in Action: Going Beyond Attribution

Lone Star F-G

Speaker: Leah Chandler, CDME, Chief Marketing Officer, Discover Puerto Rico

,Speaker: Erin Francis-Cummings, President and CEO, Destination Analysts

,Speaker: David Lorenz, Vice President/Travel Director, Travel Michigan

The arrival of big data in destination marketing changed how strategies are formed and ultimately measured. But what's next? Join industry thought leaders as they discuss how they're using research and analytics tools to inform marketing strategies, advocate, influence policy change...

10:45am to 11:45am - Don't Be Afraid to Ask

Lone Star E

Speaker: Chuck Davison, President and CEO, Visit SLO CAL

,Speaker: Helen Hill, CEO, Explore Charleston

,Speaker: Cathy Ritter, Director, Colorado Tourism Office

Do your residents have negative views of tourism and have resentment toward your visitors? Does your local community appreciate the economic value tourism brings to the region? Asking these questions to gauge resident sentiment may seem scary, but the results can be extremely valuable and eye...

10:45am to 11:45am - Led by Creative, Confirmed by Science

Lone Star B-C

Speaker: Nekasha Pratt, Director of Marketing, Tennessee Department of Tourist Development

,Speaker: David Williams, Associate Managing Director, Utah Office of Tourism

While creativity and intuition still have its place in marketing effectiveness, in today's digital world, measurement is key to define success and create actionable insights. Beyond the traditional advertising metrics, can scientific innovation play a role in creating tourism campaign success? In...

10:45am to 11:45am - On the Track to Leadership

Lone Star A

Speaker: David Dunham, Vice President of Development, Texas Monthly

Are you seeking a leadership role, but aren't quite sure where to start? If so, then this session is for you! You will discover important motivating factors to exceptional leadership, and tips for becoming a great leader. ...

12:00pm to 1:30pm - Networking Lunch

JW Grand Ballroom

Sponsored by Arrivalist

Enjoy lunch with your colleagues and hear about plans for ESTO 2020 from the future host city and state. The winner of the Meredith Travel Marketing Scholarship will also be announced.

1:45pm to 2:45pm - Digital Leadership in the Age of Disruption

JW Grand Ballroom

Speaker: Erik Qualman, Chairman, Equalman Studios

We don't have a choice on whether we help digitally transform our organizations, the choice is how well we do it. Knowing that technology changes every second, but human nature never does how do we ensure that we stay a year ahead of our competition while never getting ahead of our market. #1...

2:45pm to 3:15pm - Networking Refreshment Break

Lone Star Foyer

Sponsored by AJR Media Group

3:30pm to 4:30pm - An Insider's Guide to Economic Development (Repeat)

Lone Star H

Sponsored by AJR Media Group

Speaker: Andy Levine, Chairman, Development Counsellors International

,Speaker: Tracye McDaniel, Chair, International Economic Development Council and President, TIP Strategies

Destination marketing organizations and economic development organizations (EDOs) are increasingly being called on to work together by both public and private sector leaders. An integrated approach to telling a community's story is an ideal solution to attracting visitors, investment and talent....

3:30pm to 4:30pm - Back to Basics: Laying Out the Visitor's Online Experience

Lone Star E

Sponsored by AJR Media Group

Speaker: Ashley Ledford, Director of Marketing and Promotions , Hamilton County Tourism, Inc.

,Speaker: Laura White, Director of Brand Marketing , Charlotte Regional Visitors Authority

,Speaker: Andrew Gillman, Content and Creative Manager, Utah Office of Tourism, Film & Global Branding

In today's digital world, it is easy to be swept away by the newest technologies and feel the need to add all of them to your website. But when you strip away the flair, how functional is your website, really? In this moderated panel discussion, we will drill down to the essence of the...

3:30pm to 4:30pm - Is Accessibility the Newest (and Least Expensive) Form of Product Development?

Lone Star F-G

Sponsored by AJR Media Group

Speaker: Marc Garcia, President and CEO, Visit Mesa

,Speaker: Mary Kay Vrba, President, Hudson Valley, Dutchess Tourism

,Speaker: David Lorenz, Vice President/Travel Director, Travel Michigan

Michigan's David Lorenz challenged his industry to find creative accessibility initiatives at last year's annual industry conference. The result: 19 viable initiatives. Dutchess County, NY developed "Think Differently!?" one-page pledge ultimately signed by 60 communities to uncover and...

3:30pm to 4:30pm - Music Tourism Beyond Events: How Music Drives Visitation Beyond Events and Festivals

Lone Star D

Sponsored by AJR Media Group

Speaker: Tracy Lanza, Vice President, Integrated Marketing, Brand USA

,Speaker: Shain Shapiro, President and Founder, Sound Diplomacy

From its power as a cultural expression to encouraging a tourist to stay an extra night, music is often an underutilized tool in the destination marketing arsenal. Often music marketing is based on experiential activations: events, festivals and concerts. While this is one element of music tourism...

3:30pm to 4:30pm - The Next Trends in Destination Marketing?Putting the Consumer First

Lone Star A

Speaker: Jorge Franz, Senior Vice President, Tourism, Visit Houston

,Speaker: Staci Mellman, Senior Vice President of Marketing, VISIT FLORIDA

Destination marketers are increasingly being asked to quantify their economic impact and return on marketing investment. While destination marketing has traditionally focused on activities in order to drive awareness and build the destination brand, not much focus has been given to activities...

3:30pm to 4:30pm - You're Part of Leadership: Now What?

Lone Star B-C

Sponsored by AJR Media Group

Speaker: Paul Bencivengo, President/COO, Visit Bucks County

,Speaker: Gathan Borden, Vice President of Marketing, Lexington Convention & Visitors Bureau

,Speaker: Cara Frank, Vice President of Marketing, Simpleview

Have you been promoted or looking for that next step? Focused on tourism marketing but no time for management training?

This session will give rising professionals and those already in leadership, practical advice to prepare for career advancement. ...

6:30pm to 7:15pm - Closing Reception

JW Grand Foyer

Sponsored by Visit Austin and JW Marriott Austin

Every night, fans are gathering, guitars are tuning, crowds are cheering and music is filling up this city until it's standing-room only. Get ready for your last night at ESTO in Austin?you're with the band, so dress accordingly.

7:15pm to 9:00pm - Awards Dinner and Presentation

JW Grand Ballroom

Sponsored by Miles Partnership and Travel Texas

When it comes to music in Texas, you're in for way more than steel guitars and country stars. Here, you'll find every music genre you can think of: from Rock and Roll to Tejano, to Texas Blues, Hip Hop, and the iconic Country and Western. Music is a rite of passage in Texas and a way to experience...

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