

## **ESTO AUSTIN, TX: JW Marriott Austin - Day 1: Sat Aug 17, 2019**

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### **8:00am to 12:00pm - NCSTD Alumni Hosted Community Event: ESTO Cares**

*Advance registration required. [Click here to sign up now!](#)*

Give back to the local Austin community by attending the annual ESTO Cares event. Join the Central Texas Foodbank...

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### **11:00am to 4:00pm - First-Timers' Networking Lounge**

*Lone Star East Foyer*

*Sponsored by Longwoods International*

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### **11:00am to 5:00pm - 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.

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### **11:00am to 5:00pm - Registration**

*Lone Star East Foyer*

*Sponsored by Longwoods International*

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### **11:00am to 5:00pm - Strangebird Provisions Pop-Up Shop**

*Lone Star East Foyer*

*Presented by Visit Austin*

Strangebird Provisions, presented by Visit Austin, is a unique pop-up shop experience featuring goods from some of the city's popular local businesses and artisan makers. YETI, Yellowbird Sauces and Humble Goods are just a few of the companies that call Austin home, and ESTO attendees will have...

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### **11:00am to 6:00pm - 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.

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### **1:00pm to 5:30pm - National Council of State Tourism Directors' Annual Meeting**

*Brazos*

*Sponsored by Sojern*

This meeting for the National Council of State Tourism Directors is a time for members to review programs and services, discuss strategy and connect on critical policy issues.

*NCSTD members only.*

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## **2:00pm to 3:30pm - Learning Lab: Crafting Content Like a Boss: Content Development for Every Step of the Customer Journey**

*Lone Star F-H*

*Presented and sponsored by Simpleview*

*Speaker: Michele Barnes, Senior CRO Analyst, Simpleview*

*,Speaker: Sandee Jordan, Director, Content Marketing, Simpleview*

*Our conference attendees have asked that sponsors not attend the Saturday Learning Lab sessions as it may inhibit open conversation between attendees.*

Studies show consumers spend 8.7 billion minutes viewing digital travel content every year. The most successful DMOs optimize their content...

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## **2:00pm to 3:30pm - Learning Lab: Destination Content: Interactive Boot Camp**

*Lone Star E*

*Speaker: Vince Tatarian, Content Director, Miles Partnership*

*,Speaker: Ryan Thompson, Senior Vice President, Miles Partnership*

*Presented and sponsored by Miles Partnership.*

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Join us for this 90-...

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## **2:00pm to 3:30pm - Learning Lab: The Intersection of Data and Creativity that Builds Cutting-Edge Destination-Marketing Campaigns**

*Lone Star D*

*Presented and sponsored by Expedia Group Media Solutions*

*Speaker: Jennifer Andre, Senior Director, Business Development, Expedia Group Media Solutions*

*,Speaker: Wendy Olson Killion, Vice President, Business Development, Expedia Group Media Solutions*

*,Speaker: Christine Scarce, Director, Product Marketing, Expedia Group Media Solutions*

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We are excited to welcome back Expedia Group Media Solutions for the sixth year as one of our Learning Lab presenters. At the session,...

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## **2:00pm to 3:30pm - Learning Lab: What's New with Visual Storytelling**

*Lone Star A-C*

*Presented and sponsored by CrowdRiff*

*Speaker: Amrita Gurney, Vice President, Marketing, CrowdRiff*

*,Speaker: Taisa Veras, Director of Social Media, NYC & Company*

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Visuals are still the most impactful type of content that DMOs can share to inspire travelers to visit a destination. Across the tourism...

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## **2:00pm to 5:00pm - Destinations Council Board of Advisors' Meeting**

*Room 203-204*

*Sponsored by Sojern*

The Destinations Council Board of Advisors' meeting is a time for members to review programs and services, discuss strategy and connect on critical policy issues.

*Destinations Council board members only.*

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## **3:30pm to 3:45pm - Learning Labs Break**

*Lone Star Foyer*

*Sponsored by Ruf Strategic Solutions*

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