

ESTO AUSTIN, TX: JW Marriott Austin - Day 3: Mon Aug 19, 2019

7:00am to 4:00pm - 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.

7:00am to 4:00pm - Registration

Lone Star East Foyer

Sponsored by Longwoods International

7:00am 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.

7:45am to 8:30am - Networking Breakfast

JW Grand Ballroom and Foyer

Sponsored by Food Network Magazine

8:45am to 9:30am - Opening Remarks

JW Grand Ballroom

9:30am to 10:30am - Keynote: The Power of Purpose in Business, Life and the Life of America

JW Grand Ballroom

Sponsored by TravMedia

Speaker: Roy Spence, Cofounder and CEO, GSD&M and The Purpose Institute

In today's world of hyper-connectivity, people are feeling more disconnected from themselves and their core purpose—both in life, in their work and even in their country—than maybe ever before. In the real world, and social media world too, there seems to be a designed plan to foster a world...

10:30am to 10:50am - Networking Refreshment Break

Lone Star Foyer

Sponsored by Carvertise

11:00am to 12:00pm - Social Media and Content Masterclass

Lone Star E

Sponsored by TimeZoneOne

Speaker: Ashlee Davie, Account Manager, Travel, Facebook

Speaker: Cory Martin, Lead Content Creator, Beautiful Destinations

Take a deep dive into mastering your social content, presence and strategy through best practices, an editing workshop and interactive learning.

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11:00am to 12:00pm - An Insider's Guide to Economic Development

Lone Star H

Sponsored by TimeZoneOne

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 Monday afternoon, Tuesday morning and 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....

11:00am to 12:00pm - Developing the Global Message

Lone Star A

Sponsored by TimeZoneOne

Speaker: Jayne Buck, Vice President, Tourism , VISIT DENVER The Convention & Visitors Bureau

,Speaker: Greg Eckhart, Director, Global Sales, Travel Oregon

,Speaker: Tom Gimbel, General Manager and President, Austin City Limits Television Show and ACL Enterprises, LLC

Global sales and marketing professionals often view domestic consumer campaigns as not being market-specific enough or simply not the right fit for the international consumer. During this session, you'll have the opportunity to hear from an esteemed panel of global marketing professionals that have...

11:00am to 12:00pm - Inside the Exciting Trend of Third-Party Brand Partnerships

Lone Star B-C

Sponsored by TimeZoneOne

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

,Speaker: Paolo Mottola, Director of Content and Media, REI

,Speaker: Brenda Nebesky, Deputy Director, Nevada Division of Tourism

Matador Network Founder and CEO Ross Borden speaks to an exciting panel of brand experts with specific expertise in cross-platform content marketing. This discussion explores the benefits and challenges of innovative campaigns whereby brands partner with DMOs in order to create more dynamic...

11:00am to 12:00pm - The Advertising Evolution: What's Old Is New Again

Lone Star F-G

Sponsored by TimeZoneOne

Speaker: Molly Lochridge, Associate Media Director, Third Ear

,Speaker: Jessica Schultz, Senior Vice President, Media Strategy, MMGY Global

,Speaker: Ly Tran, Associate Partner and Chief Media Officer, Proof Advertising

Learn how new media opportunities like HTML banners, fly-by ads and hand-painted murals are capturing the attention of consumers, and why you should consider including them in your advertising strategy. ...

11:00am to 12:00pm - Where Are We Going? Predictions for the U.S. Travel Economy

Lone Star D

Sponsored by TimeZoneOne

Speaker: David Huether, Senior Vice President, Research, U.S. Travel Association

,Speaker: Anirban Basu, Chairman and CEO, Sage Policy Group, Inc.

,Speaker: Adam Sacks, President, Tourism Economics

This session will explore the state of the U.S. economy and, specifically, its anticipated impact on the travel industry in the year ahead. Is there a downturn on the horizon and, if so, when will it hit? What lessons have we learned from the past, and how might they help us plan for an uncertain...

12:15pm to 2:00pm - Destination Day Lunch

JW Grand Ballroom

Sponsored by TripAdvisor

Be sure to attend this luncheon to hear the latest from Brand USA. Also, don't miss the presentation of the State Tourism Director of the Year!

2:15pm to 3:15pm - How to Harness the Power of Joy and Lead with Purpose

JW Grand Ballroom

Speaker: Shabnam Mogharabi, CEO, SoulPancake

In this energetic, interactive presentation, Shabnam Mogharabi, co-founder and general manager of SoulPancake, an entertainment studio that creates content about human connection and hope, will discuss the transformative power of joy in helping to live a life of purpose. Attendees will be offered...

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

Lone Star Foyer

Sponsored by Expedia Group Media Solutions

4:00pm to 5:00pm - The ABCs of Persuasive Advertising

Lone Star D

Sponsored by Expedia Group Media Solutions

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...

4:00pm to 5:00pm - An Insider's Guide to Economic Development (Repeat)

Lone Star H

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4:00pm to 5:00pm - Equity and Inclusion: How to Be a More Welcoming Destination

Lone Star E

Sponsored by Expedia Group Media Solutions

Speaker: Joe D'Alessandro, President and CEO, San Francisco Travel Association

,Speaker: Teresa O'Neill, Vice President, Global Strategic Partnerships, Travel Oregon

,Speaker: Martha Sheridan, President and CEO, Greater Boston Convention & Visitors Bureau

Is your destination welcoming to all visitors without discrimination? In this session you will hear inspirational stories of how organizations are implementing diversity, equity and inclusion best practices internally, which has led to expanded outreach to marginalized and minority communities...

4:00pm to 5:00pm - Inside the Exciting Trend of Third-Party Brand Partnerships (Repeat)

Lone Star B-C

Sponsored by Expedia Group Media Solutions

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

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4:00pm to 5:00pm - The Odd Couple

Lone Star F-G

Sponsored by Expedia Group Media Solutions

Speaker: Adam Sacks, President, Tourism Economics

,Speaker: Katie Stadius, Digital Media Operations, mBuy

,Speaker: Mitch Whitten, Executive Vice President, Marketing and Strategy, Visit Fort Worth

Numbers and stories are the perfect match in today's data-driven tourism marketing and management world. Hear from industry experts about how you can indulge in beautiful stories and smart metrics to unleash the power within your business. We promise there won't be any ugly graphs in this session!...

4:00pm to 5:00pm - What Keeps You Up at Night?

Lone Star A

Sponsored by Expedia Group Media Solutions

Speaker: Jamie Mageau, Director, Research Products, U.S. Travel Association

,Speaker: Berkeley Young, President, Young Strategies, Inc.

Make this session your own!

Come prepared to commiserate with industry peers about pain points, road blocks and headwinds you are experiencing at your organization.

You'll likely find a kindred spirit dealing with the same issues, and may even have a solution to your problem!

5:00pm to 6:30pm - The Great ESTO Debates and Reception

JW Grand Ballroom

Sponsored by MMGY Global

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

,Speaker: Matt Clement, CDME, Vice President, Marketing and Business Development, Arrivalist

,Speaker: Amir Eylon, President, CEO and Partner, Longwoods International

The Great ESTO Debates are coming to the main stage! Not only that, but we've combined the Debates session with our reception. Join us to learn, laugh and enjoy some tasty libations and light hors d'oeuvres, while cheering on this year's debaters.

DEBATE TOPICS:...

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