

ESTO AUSTIN, TX: JW Marriott Austin - Day 2: Sun Aug 18, 2019

8:00am to 5:00pm - First-Timers' Networking Lounge

Lone Star East Foyer

Sponsored by Longwoods International

8:00am to 6:00pm - 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.

8:00am 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.

8:00am to 6:00pm - Registration

Lone Star East Foyer

Sponsored by Longwoods International

8:00am to 6:00pm - Strangebird Provisions Pop-Up Shop

Lone Star East Foyer

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...

8:30am to 9:30am - Brand USA's International Marketing Outlook and Strategy

JW Grand Ballroom

Speaker: Carroll Rheem, Vice President, Research and Analytics, Brand USA

Coffee and breakfast pastries will be served.

Learn about the key trends driving inbound tourism, as well as other key topics including: ...

9:00am to 11:00am - NCSTD Open Forum

Brazos

NCSTD members only.

9:45am to 11:45am - Ideas and Inspiration

JW Grand Ballroom

Sponsored by Nativo

Speaker: Erik Hansen, Vice President, Government Relations, U.S. Travel Association

,Speaker: Patrick Kaler, President & CEO, Visit Buffalo Niagara

,Speaker: Greg Staley, Senior Vice President, Communications, U.S. Travel Association

Join the Destinations Council for their annual Ideas and Inspiration session! Learn about the council's recent engagement programs and newly-released advocacy tools. Then, engage in a discussion with U.S. Travel staff about U.S. Travel's latest key policy issues. Finally, participate in a moderated...

12:00pm to 1:30pm - Innovation Hub: Become a Destination Marketing Superhero

Griffin Hall

Sponsored by Madden

Speaker: Dan Janes, Chief Executive Officer, Madden

The Marvel Cinematic Universe created 20+ films that have not only shaped a generation, but have become part of our culture. Many of these series were only known to the misfits, the outcasts, the nerds. Today, there is an entire ecosystem driving ticket sales, experiences, retail,...

12:00pm to 1:30pm - Innovation Hub: Engagement Redefined: Capturing Attention in Our Voice-First, Audio-Led World

Griffin Hall

Sponsored by Pandora Media, Inc.

Speaker: Laura Fernandez, Director, Travel and Tourism, Pandora Media, Inc.

We live in a world where voice is the new touch thanks to advancements in technology such as smartphones, smart speakers, smart TVs, and connected cars. 79% of audio consumption now takes place where visuals cannot reach consumers.

Pandora Media will discuss:

- What this means for marketers...
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-

12:00pm to 1:30pm - Innovation Hub: How to Become a Data Rockstar

Griffin Hall

Sponsored by Tourism Economics

Speaker: Erik Evjen, Director of Data Analytics and Insights, Tourism Economics

Speaker: Adam Sacks, President, Tourism Economics

Don't get stuck with a data dirge. Join this interactive session for a first look at Tourism Economics' new data analytics and visualization services that help destinations make their data sing. These new tools are designed to take DMO sales strategy, market tracking, and performance analysis to...

12:00pm to 1:30pm - Innovation Hub: Office Hours With Matador: Ask Me Anything!

Griffin Hall

Sponsored by Matador Network

Speaker: Ross Borden, Founder and CEO, Matador Network

Attendees can expect an interactive and candid discussion with Ross Borden about any challenges they are facing or opportunities they are trying to identify in fiscal year 2020 and beyond. While building one of the biggest media companies in travel, Ross and his team have made a ton of mistakes...

12:30pm to 3:30pm - State Travel Action Network (STAN) Meeting

Room 308

By invitation only.

The STAN meeting at ESTO is the only forum for state Travel Industry Association's to network and learn from colleagues who encounter similar challenges in dealing with state legislatures and congressional delegations. It is a valuable opportunity to pick up new methods...

2:00pm to 4:30pm - Destination Development

Lone Star B-C

Speaker: Don Kolodz, Senior Vice President, Destination Development, Discover the Palm Beaches

Speaker: Marci Ross, Assistant Director for Tourism Development, Maryland Office of Tourism Development

Our conference attendees have asked that sponsors not attend the Sunday Professional Development Network sessions as it may inhibit open conversation between attendees.

This year's session is being crafted based on registrant input and it will be more interactive than ever before...

2:00pm to 4:30pm - Domestic and International Travel Trade

Lone Star F-G

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

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

,Speaker: James Scoon, Director of Global Partnerships, Wyoming Office of Tourism

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If you would like to ensure that your organization is headed in the right direction, ESTO's travel...

2:00pm to 4:30pm - Insights and Research

Room 205

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

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This will be an informative discussion on current and near-term economic conditions, industry headwinds and...

2:00pm to 4:30pm - Marketing & Advertising?DMOs/CVBs

Lone Star D

Speaker: Katie Cook, Director of Digital Marketing, Visit Austin

,Speaker: Jeremy Harvey, Vice President Communications & Marketing, Visit Savannah

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Join us for the newly reformatted Marketing & Advertising PDN in Austin, Texas. The new format includes...

2:00pm to 4:30pm - Marketing & Advertising?States

Lone Star E

Speaker: Tim Fennell, Deputy Director, Travel Texas

,Speaker: Alena Hicks, Director, Marketing & Strategic Partnerships, Arizona Office of Tourism

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Get ready?we are going to roll up our sleeves and have an open discussion on the latest state tourism advertising trends...

2:00pm to 4:30pm - Public Relations?DMOs/CVBs

Room 203-204

Speaker: Leroy Bridges, Vice President, Digital & Communications, Visit St. Pete/Clearwater

,Speaker: Ryan Callison, Director of Marketing & Communications, Visit Frisco

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Learn why the public relation teams at DMO?s never sleep.

In this session led by Leroy Bridges...

2:00pm to 4:30pm - Public Relations?States

Brazos

Speaker: Aimee Awonohopay, Public and Industry Relations Director, New Mexico Tourism Department

,Speaker: Chelsea Hartnett, Communications Specialist, Travel Texas

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This session is designed to facilitate open discussion between state tourism professionals in communications...

2:00pm to 4:30pm - Strategic Partnerships

Room 303-304

Speaker: Lisa Itel, Director, Global Strategic Partnerships, Travel Oregon

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Many effective partnerships start as a public/private collaboration, bridging the gap to create a strong...

2:00pm to 4:30pm - Travel Information, Visitor and Welcome Centers

Lone Star A

Speaker: Brittney Gray, Director of Visitor Services, Georgia Tourism

,Speaker: Elizabeth Watson, Special Projects Coordinator, Travel Information Division, Texas Department of Transportation

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This session is for all visitor services professionals, from front-line workers to decision-making directors....

4:30pm to 5:00pm - Networking Refreshment Break

JW Grand Foyer

Sponsored by Smithsonian Media

5:00pm to 6:00pm - To All the Economists I've Loved Before

JW Grand Ballroom

Sponsored by Destination Analysts

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

This presentation supplies a detailed discussion regarding global, national and regional economic performance using the most current data available. Special attention is devoted to certain aspects of economic life, including the performance of financial, labor, real estate ...

6:30pm to 8:00pm - Opening Reception

Austin City Limits Live at The Moody Theater

Sponsored by Brand USA

Join us at Austin City Limits Live at The Moody Theater (ACL Live), the premier destination in Austin for live performances! Just a five-minute walk from the JW Marriott Austin, ESTO attendees will get to experience a one-of-a-kind evening with special musical guest, Dr JOE. Drinks and light...

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