

## **ESTO AUSTIN, TX: JW Marriott Austin - Schedule: Aug 17-20, 2019**

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

*Lone Star East Foyer*

*Sponsored by Longwoods International*

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

*Lone Star East Foyer*

*Sponsored by Longwoods International*

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### **Sat 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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### **Sat 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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### **Sat 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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## **Sat 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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## **Sat 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.*

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

Join us for this 90-...

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## **Sat 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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## **Sat 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*

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

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

*Lone Star Foyer*

*Sponsored by Ruf Strategic Solutions*

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### **Sun 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:

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### **Sun 9:00am to 11:00am - NCSTD Open Forum**

*Brazos*

*NCSTD members only.*

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### **Sun 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...

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### **Sun 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,...

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## **Sun 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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## **Sun 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...

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## **Sun 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...

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## **Sun 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...

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## **Sun 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...*

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## **Sun 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*

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

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

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## **Sun 2:00pm to 4:30pm - Insights and Research**

*Room 205*

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

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

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

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## **Sun 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*

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

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

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## **Sun 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*

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

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

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## **Sun 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*

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

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

In this session led by Leroy Bridges...

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## **Sun 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*

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

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

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## **Sun 2:00pm to 4:30pm - Strategic Partnerships**

*Room 303-304*

*Speaker: Lisa IteL, Director, Global Strategic Partnerships, Travel Oregon*

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

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

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

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

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## **Sun 4:30pm to 5:00pm - Networking Refreshment Break**

*JW Grand Foyer*

*Sponsored by Smithsonian Media*

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## **Sun 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 ...

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## **Sun 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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## **Mon 7:45am to 8:30am - Networking Breakfast**

*JW Grand Ballroom and Foyer*

*Sponsored by Food Network Magazine*

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## **Mon 8:45am to 9:30am - Opening Remarks**

*JW Grand Ballroom*

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## **Mon 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...

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## **Mon 10:30am to 10:50am - Networking Refreshment Break**

*Lone Star Foyer*

*Sponsored by Carvertise*

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## **Mon 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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## **Mon 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....

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## **Mon 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...

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## **Mon 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...



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## **Mon 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. ...

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## **Mon 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...

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## **Mon 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!

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## **Mon 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...

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## **Mon 3:15pm to 3:45pm - Networking Refreshment Break**

*Lone Star Foyer*

*Sponsored by Expedia Group Media Solutions*

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## **Mon 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...

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

*Lone Star H*

*Sponsored by Expedia Group Media Solutions*

*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 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. An integrated...

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## **Mon 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...

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## **Mon 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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## **Mon 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!...

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## **Mon 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!

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## **Mon 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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## **Tue 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.

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*JW Grand Ballroom and Foyer*

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## **Tue 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...

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## **Tue 10:15am to 10:35am - Networking Refreshment Break**

*Lone Star Foyer*

*Sponsored by Key Data Dashboard*

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## **Tue 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...

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## **Tue 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...

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## **Tue 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...

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## **Tue 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...

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## **Tue 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...

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## **Tue 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. ...

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## **Tue 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.

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## **Tue 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...

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## **Tue 2:45pm to 3:15pm - Networking Refreshment Break**

*Lone Star Foyer*

*Sponsored by AJR Media Group*

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## **Tue 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....

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## **Tue 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...

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## **Tue 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...

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## **Tue 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...

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## **Tue 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...

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**Tue 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. ...

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**Tue 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.

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**Tue 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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