

2019 TEXAS TRAVEL SUMMIT SCHEDULE

(per Jennifer Roush, 5/16/19)

All sessions and events held at the Renaissance Worthington Hotel unless stated otherwise.

Schedule is subject to change.

SUNDAY, SEPTEMBER 22, 2019

3:00pm – 5:00pm **Vendor Village Table Set-Up** – Grand Ballroom

MONDAY, SEPTEMBER 23, 2019

9:00am – 5:00pm **Conference Registration** – Grand Ballroom Foyer

9:00am – 11:30am **Vendor Village Table Set-Up** – Grand Ballroom

1:00pm – 6:15pm **Vendor Village Open** – Grand Ballroom

1:30pm – 1:50pm **Welcome/Opening** – Grand Ballroom

1:50pm – 2:50pm ***Off Balance on Purpose*** – Grand Ballroom

A common challenge for organizations today is helping their employees bring more energy to work and not only embrace change but see it as an opportunity to lead.

Dan Thurmon believes the reason that people struggle with change is they think they have to compartmentalize their life and keep everything in balance. What if we lived Off Balance on Purpose? What if instead of resisting uncertainty, we leaned into it? And what if rather than bringing our “work-self” to the office, we brought 100% of who we are?

In this keynote, Dan will excite the audience with an interactive performance while giving you a multi-dimensional view of success. He doesn't stand behind a podium and talk about dealing with fear and change – he does handstands on the podium to demonstrate what being uncomfortable and living off balance on purpose actually looks like. You will talk about this presentation for years to come!

As a result of attending this program attendees will:

- Learn to take ACTION when it is uncomfortable.
- Manage energy and time more effectively.
- Adopt an Off Balance On Purpose approach as a realistic and empowering way to excel at work and life.

Keynote Speaker: Dan Thurmon, Author, Renowned Speaker, and President of Motivation Works, Inc.

2:50pm – 3:10pm **Networking Break**

- 3:10pm – 3:55pm** **General Session** – Grand Ballroom
- 3:55pm – 4:10pm** **Networking Break**
- 4:10pm – 5:10pm** **General Session** – Grand Ballroom
- 5:15pm – 6:15pm** **Vendor Village Kick-Off Opening Reception** – Grand Ballroom
- 7:00pm – 9:00pm** **Opening Night Event**

TUESDAY, SEPTEMBER 24, 2019

- 6:45am – 7:30am** **Group Activity** (optional)
- 7:30am – 5:00pm** **Conference Registration** – Grand Ballroom Foyer
- 7:45am – 8:30am** **Networking Continental Breakfast** – Grand Ballroom Foyer
- 7:45am – 3:15pm** **Vendor Village Open** – Grand Ballroom
- 8:30am – 10:30am** **TTIA Annual Business Meeting** – Grand Ballroom
The business of your association; financial status, legislative update and membership update.
- 10:30am – 10:45am** **Networking Break**
- 10:45am – 11:45am** **Concurrent Breakout Sessions**
- 12:00pm – 12:45pm** **Networking Luncheon** – Grand Ballroom
- 1:00pm – 2:00pm** ***Exploring the Mind of the Texas Traveler*** – Grand Ballroom
Now in its 29th year, MMGY Global’s Portrait of American Travelers® is the industry’s most respected and illuminating survey of the emerging vacation habits, preferences, and intentions of American leisure travelers. Chris Davidson, MMGY’s Executive Vice President of Insights & Strategy, will share the latest findings from this study, revealing a powerful profile of prospective travelers to the great state of Texas.

He will unveil where these travelers most want to visit in the year ahead, describe their evolving expectations of culinary experiences on vacation, and explain how travel has become a leading source of social currency. Chris will make the case against developing generic Millennials strategies, and he will reveal how marketers should seek to go beyond traditional demographic targeting to define, reach, and influence consumers based more on life stage priorities, interests, and values. The

presentation is a must for any industry professional hoping to more effectively qualify, reach, and influence the Texas traveler.

Keynote Speaker: Chris Davidson, Executive Vice President, Global Strategy
MMGY Global

2:00pm – 2:45pm **Vendor Village Networking and Refreshments** – Grand Ballroom

3:00pm – 4:30pm **Excursions**

Open Night

WEDNESDAY, SEPTEMBER 25, 2019

7:15am – 8:00am **Group Activity** (optional)

8:00am – 5:00pm **Conference Registration** – Grand Ballroom Foyer

8:15am – 8:45am **Donuts with Dan** – Grand Ballroom

Come enjoy a donut and some conversation with Dan Decker, President & CEO of TTIA. Donuts with Dan is an informal communication format that Dan has used very successfully for most of his career. His intent with this time is to listen to members and answer any questions members may have. The only requirement is that you ask a question, even if that question is “may I have a donut?”

8:15am – 5:15pm **Vendor Village Open** – Grand Ballroom

9:00am – 10:00am **What’s New...Looking Ahead to 2020** – Grand Ballroom

10:00am – 10:30am **Vendor Village Networking** – Grand Ballroom

10:40am – 11:40am **Concurrent Breakout Sessions**

11:55am – 1:10pm **Networking Luncheon** – Grand Ballroom

Sponsored by Amarillo Convention & Visitor Council

Gene Phillips Memorial, Clara Wuest Heidemann, and Heidemann Wuest Scholarships to be presented during luncheon.

1:25pm – 2:25pm **Concurrent Breakout Sessions**

2:40pm – 3:40pm ***Making an Impact: How Small Ripples Can Turn into Big Waves*** – Grand Ballroom

Every day we have an opportunity to make an impact. Sometimes the smallest actions have long-term effects that impact people’s lives far beyond what we can imagine. Small, tangible actions can lead to big, audacious moves. Being poised,

ready and able to take advantage of those opportunities is vital. And encouraging individuals to think collectively and take small civic actions that build stronger communities and create a more engaged civil society, can benefit us all. Through her own personal journey, historical examples, and relevant anecdotes Jenifer will talk about making an impact, no matter where you are.

Keynote Speaker: Jenifer Sarver, Principal, Sarver Strategies

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| 3:40pm – 4:00pm | Vendor Village Networking Afternoon Nourishment Break – Grand Ballroom |
| 4:00pm – 5:00pm | Keynote Presentation – Grand Ballroom |
| 5:00pm – 6:00pm | Vendor Village Table Teardown – Grand Ballroom |
| 6:30pm – 7:15pm | Cocktail Reception |
| 7:30pm – 9:30pm | TTIA Awards Gala – Grand Ballroom |