

May 21- 23, 2019 Renaissance Pittsburgh Hotel

# Tourism Academy 2019 Agenda

Tue 5/21 - Day 1

8:00 AM - 9:00 AM  
**Breakfast & Registration**

9:00 AM - 10:10 AM  
**Welcome & Opening Remarks**

We'll kick off with an overview of our goals for Tourism Academy 2019 and exciting developments from Tempest and iDSS Cyclone.

*Room: Symphony Ballroom*

**PRESENTED BY:**



**Alex Heimann**  
CEO - Tempest

10:10 AM - 10:30 AM  
**Morning Break**

10:30 AM - 11:10 AM  
*Beginner CRM*

**Beginner iDSS Overview**

Perfect for new or beginning users, this session will provide a basic overview of iDSS. Learn how to maximize the value of the platform through best practices and personalization.

*Room: Symphony BC*

**PRESENTED BY:**



**John Barnett**  
Client Success Manager - Tempest



**Chris Mateer**  
Client Success Agent - Tempest

*Advanced CRM*

**iDSS Admin Best Practices**

How can you leverage iDSS Cyclone even further? Discover new best practices to revolutionize your workflow, maximize your efficiency, and increase your overall impact with iDSS.

*Room: Symphony A*

**PRESENTED BY:**



**Shelly Harper**  
Director of Operations, iDSS - Tempest

*Digital*

**Digital Trends Panel**

Get to know a few key members of our marketing team in this panel discussion. Find out what our digital marketing experts are focused on when looking ahead.

*Room: Jimmy Stewart*

**PRESENTED BY:**



**Derek Mogar**  
Director of Business Development - Tempest



**Jenny Rose**  
Director of Client Services - Tempest



**Michael Tripi**  
Creative Director - Tempest



**Britt Brouse**  
Director of Digital Strategy - Tempest

11:10 AM - 11:50 AM  
*Beginner CRM*

**iDSS Membership**

For those working in membership management, this introduction will identify the basics and best practices for success. Learn how to improve your membership categories, data management, invoicing, and more.

*Room: Symphony BC*

**PRESENTED BY:**



**John Barnett**  
Client Success Manager - Tempest



**Chris Mateer**  
Client Success Agent - Tempest

*Advanced CRM*

**iDSS Tasks & Activities Workflow**

iDSS Tasks and Activities provide much-needed visibility while boosting productivity and collaboration. Find out how Tasks, Activities, and Notes can help you to work smarter.

*Room: Symphony A*

**PRESENTED BY:**



**Shelly Harper**  
Director of Operations, iDSS - Tempest

*Digital*

**Digital Experiences That Show Off Your Neighborhoods**
















Cities are more than skyscrapers and landmarks; they are a collection of neighborhoods with their own personalities and experiences. Amrita will share tips for turning your website into your destination's best neighborhood guide. Learn how you can reflect your visitors interests and personas in your website content. Get inspired by examples of digital experiences that help visitors experience more than your key landmarks.






*Room: Jimmy Stewart*

**PRESENTED BY:**




**Amrita Gurney**  
Vice President of Marketing - CrowdRiff

11:50 AM - 12:30 PM	<div><div>Beginner CRM</div><div><b>iDSS Sales</b></div><div>A refresher on how to manage sales leads in iDSS. Get familiar with lead distribution and take home actionable ways to improve your leads workflow so you can win new business.</div><div>Room: Symphony BC</div><div><b>PRESENTED BY:</b></div><div><div><div><b>John Barnett</b> Client Success Manager - Tempest</div></div><div><div><b>Chris Mateer</b> Client Success Agent - Tempest</div></div></div></div>	<div><div>Advanced CRM</div><div><b>iDSS Reporting</b></div><div>With iDSS reports and queries, actionable data is right at your fingertips. Find out how to identify the most critical data to report on, how to use industry standard reports, how to build custom queries, and more.</div><div>Room: Symphony A</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Shelly Harper</b> Director of Operations, iDSS - Tempest</div></div></div></div>	<div><div>Digital</div><div><b>Is Your Content &amp; SEO Strategy Intent-ional?</b></div><div>What do your visitors really want? In this session, Britt will take you through the travel planning cycle to analyze what visitors and planners want, how they search and interact with your digital content, and how to better engage your audience. Take away actionable SEO and content best practices for maximizing visibility and reach.</div><div>Room: Jimmy Stewart</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Britt Brouse</b> Director of Digital Strategy - Tempest</div></div></div></div>
12:30 PM - 2:00 PM	<div><div><b>Lunch &amp; Meeting &amp; Events Planner Panel Discussion</b></div><div>In this interactive Q&amp;A we'll hear directly from meeting and event planners about what they look for in a destination and how DMOs can reach planners with helpful, inspiring messaging and digital content.</div><div>Room: Symphony Ballroom</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Mark Lynch</b> Chief Client Officer - Tempest</div></div><div><div><b>Heidi C. Borter, CMP, HMCC</b> Meetings Manager - American Society of Regional Anesthesia and Pain Medicine (ASRA)</div></div><div><div><b>Una Kilberg CMP, CEM</b> Meeting Event Manager - Maritz Travel</div></div></div></div>		
2:00 PM - 2:40 PM	<div><div>Beginner CRM</div><div><b>iDSS Services</b></div><div>How can you use iDSS to support a streamlined workflow for your services team? In this session, you'll discover best practices for supporting your services team.</div><div>Room: Symphony A</div><div><b>PRESENTED BY:</b></div><div><div><div><b>John Barnett</b> Client Success Manager - Tempest</div></div><div><div><b>Chris Mateer</b> Client Success Agent - Tempest</div></div></div></div>	<div><div>Advanced CRM</div><div><b>iDSS Sales Best Practices</b></div><div>Hear from our experts about the best way to master lead distribution and partner response. This session will reveal common missed opportunities and best practices and inspire you with new ideas for improving your leads workflow.</div><div>Room: Symphony BC</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Shelly Harper</b> Director of Operations, iDSS - Tempest</div></div></div></div>	<div><div>Digital</div><div><b>More Than Just Clicks: Building Partner Value Through Monetization</b></div><div>Find out how to use your advertising program to maximize value for your partners. In this session, Jenny will share expert best practices from our monetization team. Learn more about building advertising and sponsorship programs that generate the most impact and value for your community of partners.</div><div>Room: Jimmy Stewart</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Jenny Rose</b> Director of Client Services - Tempest</div></div></div></div>
2:40 PM - 3:20 PM	<div><div>Beginner CRM</div><div><b>iDSS Email Marketing</b></div><div>Are you using iDSS Cyclone for email marketing yet? Find out more about email capabilities and learn tips and best practices for email list management, getting started with campaigns, and more.</div><div>Room: Symphony A</div><div><b>PRESENTED BY:</b></div><div><div><div><b>John Barnett</b> Client Success Manager - Tempest</div></div><div><div><b>Chris Mateer</b> Client Success Agent - Tempest</div></div></div></div>	<div><div>Advanced CRM</div><div><b>iDSS Membership &amp; Accounting</b></div><div>A deep dive into how to improve your membership setup for accounting success. We'll share ways to improve your workflow, streamline pricing, and simplify invoicing.</div><div>Room: Symphony BC</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Shelly Harper</b> Director of Operations, iDSS - Tempest</div></div></div></div>	<div><div>Digital</div><div><b>What Do Millennials Look For In A Destination?</b></div><div>How well do you really know the millennial market? In this session, Adam will take a step back from all the myths and noise surrounding this large swathe of travelers and dig in to what millennials are really looking for in a travel or meeting destination. Gain new insights into reaching and engaging with this important audience.</div><div>Room: Jimmy Stewart</div><div><b>PRESENTED BY:</b></div><div><div><div><b>Adam Johnson</b> Vice President of Marketing - Visit Saint Paul</div></div></div></div>
3:20 PM - 3:40 PM	<div><div><b>Afternoon Break</b></div></div>		













3:40 PM - 4:10 PM	<i>Beginner CRM</i>  <b>iDSS Inquiries &amp; Visitor Center</b>  Review best practices for using iDSS to manage inquiries and Visitor Center activity. You will come away with a checklist to improve how you use inquiries to measure success.  <i>Room: Symphony A</i>  <b>PRESENTED BY:</b> <div><b>John Barnett</b> Client Success Manager - Tempest</div> <div><b>Chris Mateer</b> Client Success Agent - Tempest</div>	<i>Advanced CRM</i>  <b>How to Measure Your Economic Impact</b>  Erik will share best practices around using industry-standard tools like the Event Impact Calculator to measure your organization's economic impact, and how to communicate the information to stakeholders in an efficient and powerful way.  <i>Room: Symphony BC</i>  <b>PRESENTED BY:</b> <div><b>Erik Evjen, CHIA</b> Director of Data Analytics and Market Insights - Tourism Economics</div>	<i>Digital</i>  <b>Social Media Roundtables</b>  Tap into your peer community to find out what's working for other DMOs across social platforms. This fast-paced, interactive session will cover organic reach, paid, and all of the major channels like Facebook, Instagram, and more.  <i>Room: Jimmy Stewart</i>  <b>PRESENTED BY:</b> <div><b>Britt Brouse</b> Director of Digital Strategy - Tempest</div> <div><b>Troy Thompson</b> Facilitator and Consultant</div>
5:30 PM - Evening	<b>Opening Reception at PNC Park</b>  Join us for a reception and complimentary entry to an MLB game at beautiful PNC Park, where the Pittsburgh Pirates will take on the Colorado Rockies.  The reception starts at 5:30 pm at Picnic Park. Enter through the center field gates (1st gates after the bridge) and it will be directly to the left overlooking the river.  We will walk over to the stadium as a group, so please meet in the lobby of The Renaissance Pittsburgh Hotel at 5:00 pm. <a href="#">Click here</a> for walking directions.		








# Tourism Academy 2019 Agenda

## Wed 5/22 - Day 2

6:30 AM - 7:30 AM	<b>Guided Morning Run</b>  Join Pittsburgh Running Tours for a guided morning run through Downtown. Meet in the Renaissance Hotel lobby 10 mins to starting time. We will cover 2-3 miles at a conversational pace with stops along the way: <a href="#">Please RSVP</a> no later than May 15th.			
8:00 AM - 9:30 AM	<i>Breakfast with Keynote</i>  <b>Becoming a Shared Community Value</b>  While communities and elected officials are beginning to understand the social and economic benefits of tourism in their communities, it's the need for a destination organization that they continue to struggle with. Despite our collective efforts, every year destination organizations continue to be under attack. Worse, the attacks seem to be getting more adverse and frequent.  Jack Johnson will explain why Destinations International believes that to survive and prosper in the current political environment, destination organizations must become "a shared community value" and he will lead a discussion on how organizations can make this pivot and evolve into a true community asset.  <i>Room: Symphony Ballroom</i>  <b>PRESENTED BY:</b>  <b>Jack Johnson</b> Chief Advocacy Officer - Destinations International			
9:30 AM - 10:10 AM	<i>Meetings</i>  <b>One-on-One Meetings</b>  Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a>	<i>CRM General</i>  <b>iDSS Itineraries &amp; Expenses</b>  iDSS Cyclone can help you to manage itineraries and expenses for your sales and services team. Find out how to leverage these valuable tools to increase efficiency.  <i>Room: Symphony Ballroom</i>  <b>PRESENTED BY:</b>  <b>Shelly Harper</b> Director of Operations, iDSS - Tempest	<i>Digital</i>  <b>Elevate Your Destination's Branding</b>  Get inspired as Mike walks you through the latest trends in design and user experience in the travel and tourism space. Learn how new creative solutions and technology are impacting DMO branding and websites. Find out how Tempest continues to evolve its creative strategy to help our partners elevate their brands and drive visitation.  <i>Room: Jimmy Stewart</i>  <b>PRESENTED BY:</b>  <b>Michael Tripi</b> Creative Director - Tempest	
10:10 AM - 10:30 AM	<b>Morning Break</b>			
10:30 AM - 11:10 AM	<i>Meetings</i>  <b>One-on-One Meetings</b>  Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a>	<i>CRM General</i>  <b>Introducing The iDSS ePublisher</b>  iDSS ePublisher is a new feature to help your team generate consistent, elegant, branded communications on-the-fly. ePublisher has applications across your destination marketing organization. Learn more about how to get started with this new feature.  <i>Room: Symphony Ballroom</i>  <b>PRESENTED BY:</b>  <b>Gregory Shapiro</b> President & Chief Creative Officer - Tempest	<i>Digital</i>  <b>The "State" of the State Tourism Office</b>  Hear directly from state tourism directors about best practices for working with your state tourism office and how to get the most out of state resources. While collaboration between state tourism offices and DMOs varies across the U.S., there are many commonalities and learnings that can be applied for every destination.  <i>Room: Jimmy Stewart</i>  <b>PRESENTED BY:</b>  <b>Jake Buganski</b> Vice President of Strategy - Tempest  <b>Todd Davidson</b> Chief Executive Officer - Travel Oregon  <b>Michael Chapaloney</b> Executive Director - Pennsylvania Tourism Office	








11:10 AM - 11:50 AM	<p>Meetings</p> <p><b>One-on-One Meetings</b></p> <p>Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a></p>	<p>CRM General</p> <p><b>How to Make Data-Driven Decisions with Knowland &amp; iDSS</b></p> <p>Knowland's TAP Report and Insight software allows destination marketers to analyze trends and overall demand to make data-driven decisions in order to maximize long-term success. Get time-saving strategies for using iDSS and Knowland together and learn how to maximize economic impact with this valuable data.</p> <p>Room: Symphony Ballroom</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Carleigh Dworetzky</b> Director of Destination Solutions - Knowland</div></div>	<p>Digital</p> <p><b>Measure Real Impact with Latest Travel Data Solutions</b></p> <p>In this panel conversation, hear from leading industry experts about the latest data methodology for measuring travel and tourism impact and ROI. Find out about exciting data techniques that can help DMOs refine digital marketing and paid media campaigns and communicate value to stakeholders.</p> <p>Room: Jimmy Stewart</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Alex Heimann</b> CEO - Tempest</div></div> <div><div><b>David Bahlman</b> Vice President, Tourism and Hospitality Division - ADARA, Inc.</div></div> <div><div><b>Matthew Clement, CDME</b> VP, Marketing &amp; Business Development - Arrivalist</div></div>	
11:50 AM - 12:30 PM	<p>Meetings</p> <p><b>One-on-One Meetings</b></p> <p>Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a></p>	<p>CRM General</p> <p><b>Interactive Email Template Workshop</b></p> <p>You don't need to be a designer to build beautiful email marketing campaigns. This interactive workshop will provide an overview of iDSS Cyclone's drag-and-drop email editing tools and share tips and tricks for customizing your email messages to maximize engagement and success.</p> <p>Room: Symphony Ballroom</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Gregory Shapiro</b> President &amp; Chief Creative Officer - Tempest</div></div>	<p>Digital</p> <p><b>How to Get More Out of LinkedIn</b></p> <p>How are you getting in front of over 500 million LinkedIn users? Does your organization have a healthy presence on LinkedIn? In this session, Sheila will guide you through best practices for building your DMO's presence on this important platform through company pages, individual profiles, and posts.</p> <p>Room: Jimmy Stewart</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Sheila Scarborough</b> Writer &amp; Speaker - Tourism Currents</div></div>	
12:30 PM - 2:00 PM	<p><b>Lunch &amp; DMO Advocacy Panel Discussion</b></p> <p>Today the most future-facing and successful DMOs are concertedly building value in their communities through advocacy efforts. Learn more about the importance of advocacy and how to foster growth and success by adopting a value-based approach in your destination.</p> <p>Room: Symphony Ballroom</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Jenny Rose</b> Director of Client Services - Tempest</div></div> <div><div><b>Richard Goldman</b> President &amp; CEO - St. Augustine, Ponte Vedra &amp; The Beaches</div></div> <div><div><b>Jennifer Wesselhoff</b> President/CEO - Sedona Chamber of Commerce &amp; Tourism Bureau</div></div> <div><div><b>Emily Cassell</b> Director - Arlington Convention and Visitors Service</div></div>			
2:00 PM - 2:40 PM	<p>Meetings</p> <p><b>One-on-One Meetings</b></p> <p>Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a></p>	<p>General CRM</p> <p><b>iDSS Extranet</b></p> <p>The iDSS Extranet can help you to maximize partner engagement. We'll share iDSS Extranet best practices and new developments in this session.</p> <p>Room: Symphony Ballroom</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Mark Lynch</b> Chief Client Officer - Tempest</div></div>	<p>Digital</p> <p><b>Reservation Technology: Best Practices &amp; Case Studies</b></p> <p>See case studies from leading DMOs who are using reservation technology to support their partners and provide a seamless experience for visitors. This session will share helpful tips for destinations looking to fully leverage reservation and ticketing technology.</p> <p>Room: Jimmy Stewart</p> <p><b>PRESENTED BY:</b></p> <div><div><b>Robin Garrett</b> President - Meridian Reservation Systems</div></div>	

2:40 PM - 3:20 PM	<p><i>Meetings</i></p> <p><b>One-on-One Meetings</b></p> <p>Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a></p>	<p><i>General CRM</i></p> <p><b>iDSS Housing &amp; Registration</b></p> <p>This session will provide an introduction to the new housing &amp; registration features in iDSS Cyclone. Learn more about providing excellent housing and registration support for conferences and events.</p> <p><i>Room: Symphony Ballroom</i></p> <p><b>PRESENTED BY:</b></p> <div>  <div> <b>Mark Lynch</b>            Chief Client Officer - Tempest         </div> </div>	<p><i>Digital</i></p> <p><b>Getting Crafty: Tempest &amp; Craft CMS</b></p> <p>A flexible, robust Content Management System (CMS) is key to building and maintaining your destination's digital presence. Together with some of the world's biggest brands and publishers, Tempest partners with Craft CMS to design and build websites. In this session, hear from Alex and Leah about how Craft supports cutting-edge, flexible, and unique websites and delivers an excellent back-end user experience.</p> <p><i>Room: Jimmy Stewart</i></p> <p><b>PRESENTED BY:</b></p> <div>  <div> <b>Leah Stephenson</b>            Director of Marketing &amp; Partnerships - Craft CMS         </div> </div> <div>  <div> <b>Gregory Shapiro</b>            President &amp; Chief Creative Officer - Tempest         </div> </div>
3:20 PM - 3:40 PM	<p><b>Afternoon Break</b></p>		
3:40 PM - 4:20 PM	<p><i>Meetings</i></p> <p><b>One-on-One Meetings</b></p> <p>Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a></p>	<p><i>CRM General</i></p> <p><b>iDSS Roadmap</b></p> <p>It's been an exciting year for iDSS Cyclone. This session will review all of the features and updates we've rolled out in the past few months. We'll also look ahead to future releases and exciting new additions to the platform.</p> <p><i>Room: Symphony Ballroom</i></p> <p><b>PRESENTED BY:</b></p> <div>  <div> <b>Mark Lynch</b>            Chief Client Officer - Tempest         </div> </div> <div>  <div> <b>Alex Heimann</b>            CEO - Tempest         </div> </div>	<p><i>Digital</i></p> <p><b>How to Kickstart Your DMO Blog</b></p> <p>Is your blog strategy feeling stale? Are you ready to take control of telling your destination's online story YOUR way and not Mr. Zuckerberg's way? In this session, Sheila will share actionable ways to re-evaluate your blogging efforts, repurpose content, and reboot your strategy to increase readership and engagement.</p> <p><i>Room: Jimmy Stewart</i></p> <p><b>PRESENTED BY:</b></p> <div>  <div> <b>Sheila Scarborough</b>            Writer &amp; Speaker - Tourism Currents         </div> </div>
4:20 PM - 5:15 PM	<p><b>Emotional Intelligence at Work: The Secret Ingredient to High Performance</b></p> <p>Emotional Intelligence refers to how we perceive and express ourselves, build and maintain interpersonal relationships, cope with stress, and use emotional data to solve problems and make decisions. Research consistently proves that it is our EQ and not our IQ that most significantly impacts our success in the workplace. Thankfully, unlike IQ or personality which tend to be relatively fixed, EQ can be intentionally developed. Join Kate Coleman from Work Wisdom to learn more about your own Emotional Intelligence and how developing it can optimize your performance and expand your influence.</p> <p><i>Room: Symphony Ballroom</i></p> <p><b>PRESENTED BY:</b></p> <div>  <div> <b>Kate Coleman, MA, MA</b>            Consultant - Work Wisdom LLC         </div> </div>		
5:30 PM - 8:00 PM	<p><b>Dinner on Your Own</b></p> <p>Experience Pittsburgh's <a href="#">award-winning dining scene</a>. Then head to the Big Tourism Academy Party at 8 pm.</p>		
8:00 PM - ???	<p><b>Tourism Academy Big Party</b></p> <p>Head to Mike's Beer Bar. It's just across the river, and a 7-minute walk from the hotel.</p> <p>Bring your dancing shoes! The house band will be there with live music and some exciting new surprise band members!</p> <p><a href="#">Click here for walking directions.</a></p>		

# Tourism Academy 2019 Agenda

## Thurs 5/23 - Day 3

8:00 AM - 9:30 AM	<b>Breakfast &amp; Opening Remarks</b>	
9:30 AM - 10:30 AM	<b>Keynote Presentation by Adam Sacks, Founder &amp; President of Tourism Economics</b>  Adam will share the latest forecasts for the US and global economies and identify important financial market and policy risks. Gain expert insights on travel trends and learn how to position your destination for success in the coming months.  <i>Room: Symphony Ballroom</i>  <b>PRESENTED BY:</b>  <b>Adam Sacks</b> Founder & President - Tourism Economics	
10:30 AM - 11:00 AM	<b>Morning Break</b>	
11:00 AM - 12:30 PM	<b>Interactive Workshop with Troy Thompson</b>  Everyone is creating content, but who is creating context? This lively presentation and workshop will present a new way to think about places and people. Troy Thompson will help you summarize the past two days of learning in an intriguing session built around curiosity and communication. This is the session that will help your organization find its voice and purpose by paying attention to the people around you.  <i>Room: Symphony Ballroom</i>  <b>PRESENTED BY:</b>  <b>Troy Thompson</b> Facilitator and Consultant	
12:30 PM - 2:00 PM	<b>Lunch on Your Own</b>  Pittsburgh's restaurant scene is impressive! Explore the many dining options Downtown.	
2:00 PM - 2:40 PM	<i>Meetings</i>  <b>One-on-One Meetings</b>  Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a>	<i>Digital Workshop</i>  <b>Data &amp; Analytics "AMA"</b>  Bring your data and reporting questions to this interactive session. We'll kick off with best practices and tips for identifying KPIs, analyzing trends, and communicating your value to stakeholders. Then we will open the conversation up to questions from the audience.  <i>Room: Jimmy Stewart</i>  <b>PRESENTED BY:</b>  <b>Jenny Rose</b> Director of Client Services - Tempest  <b>Andy Kurlander</b> Director of Digital Media - Tempest
2:40 PM - 3:20 PM	<i>Meetings</i>  <b>One-on-One Meetings</b>  Schedule time to meet individually with Tempest and iDSS experts. <a href="#">Sign up here.</a>	<i>Digital Workshop</i>  <b>Write Well: Copywriting Hacks &amp; Tips</b>  Level-up your writing skills in this session packed with tips from the world's leading copywriters. Britt will share the latest research and best practices for writing more effective website copy, blog headlines, social media posts, email marketing messages, and more!  <i>Room: Jimmy Stewart</i>  <b>PRESENTED BY:</b>  <b>Britt Brouse</b> Director of Digital Strategy - Tempest

3:20 PM -  
4:00 PM

Meetings

One-on-One Meetings

Schedule time to meet individually with Tempest and iDSS experts. [Sign up here.](#)

4:00 PM -  
4:15 PM

Farewell & Closing Remarks

Room: Symphony Ballroom

Digital Workshop

Media Planning 101

Is your paid media program up to speed? It's time to stop viewing your media as digital vs. traditional and start getting your brand and messaging everywhere your travelers are. This session will improve your understanding of the newest programmatic media buying capabilities and provide best practices for better integrating your digital and traditional campaigns.

Room: Jimmy Stewart

PRESENTED BY:



**Jenny Rose**  
Director of Client Services - Tempest



**Andy Kurlander**  
Director of Digital Media - Tempest