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| **SHOW & TELL**  **Helping You Mitigate The Risk of Trying Something New** | |
| 1. Content Marketing by Size of Budget | Susan Thomas, Huntington Beach CVB |
| 1. Content Marketing by Size of Budget | Josh Collins, Visit Franklin |
| 1. Content Marketing by Size of Budget | Kim Butler, Fort Lauderdale, CVB |
| 1. Creating ‘How To’ Videos | Clint Wolfrom, San Francisco Travel |
| 1. Snapchat Spectacles Campaign | Ed Harris, Valley Forge CVB |
| 1. Reinventing the Digital Co-op | Ktimene Axetell, Amelia Island CVB |
| 1. Comparing Snapchat to Instagram | James Zale, Visit Philadelphia |
| 1. Emotional Touchpoints That Tell a Story | Susan Thomas, Huntington Beach CVB |
| 1. Videos Filmed by Thoroughbred Horses | Gathan Borden, VisitLEX |
| 1. Use a Talking Fish as Your Spokesperson | Mo Sherifdeen, Travel Oregon |
| 1. Smackdown: Google vs Bing vs Facebook | Brian Bossuyt, Poconos CVB |
| 1. What We Learned From Spending $2m on Ads | Jay Kinghorn, Utah Travel |
| 1. Replacing Traffic Lost to Google Changes | James Zale, Visit Philadelphia |
| 1. Introducing the You-Can-O-Mizer | Richard Trammar, Travel Portland |
| 1. Taking Your Meeting Team Digital | Andrew Wilson, Atlanta CVB |
| 1. Best Out-of-Market Activations | Lee Sentell, Alabama Tourism |
| 1. Best Out-of-Market Activations | Leroy Bridges, Visit St.Pete/Clearwater |
| 1. Best Out-of-Market Activations | Justin Bresler, Visit Denver |
| 1. Using VR for Planners with In-Progress Meetings | Leroy Bridges, Visit St.Pete/Clearwater |
| 1. Learnings From a Campaign That Fell Short | Zeek Coleman, Visit Savannah |
| 1. Teaching Attractions About Hashtags | Laura Chmielewski, Team San Jose |
| 1. Evolution of Influencer Marketing | Carolyn Anderson, Visit KC |
| 1. What To Do with 2 Million Minutes of Video | Ali Daniels, Visit Seattle |
| 1. Pet-Friendly Campaign with Great Results | Parker Whidby, Georgia DEC |
| 1. Can You Be an Agency for Attractions and Events | Mitch Whitten, Fort Worth CVB |
| 1. Selling Attractions and Tickets Via Your Site | Carla Brademan, Visit Houston |
| 1. Building Your Own Product Development Studio | Mo Sherifdeen, Travel Orego |
| 1. Can an EEG Machine Measure Website Emotion? | Jay Kinghorn, Utah Travel |
| 1. Marketing with Non-Traditional Partners | Bill Karz, Los Angeles CTB & Thrillist |
| 1. Marketing with Non-Traditional Partners | Minnesota, Buzzfeed |
| 1. Marketing with Non-Traditional Partners | Robin McClain, Destination DC |
| 1. Marketing with Non-Traditional Partners | Mo Sherifdeen, Travel Oregon, The Onion |
| 1. Launching Our Own Apple TV Channel | Kim Butler, Fort Lauderdale CVB |
| 1. How to Evaluate a Web Design RFP - Two Views | Richard Trammar, Travel Portland |
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