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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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