

# TMS Family Travel

## "Building Your Brand Across Channels"

### September 20-23, 2013

The Conference Center Niagara Falls  
Niagara Falls, NY

### Friday, September 20, 2013

12:00 pm - 1:45 pm	<p><b>Registration in the Midst of Snow Sports Family Fun- Practice your on-camera &amp; selfie skills with this snowy Photo Op!</b></p> <p><b>Sponsored by: Powdr Enterprises</b></p> <p>After you check into your room at The Sheraton at the Falls, please proceed across the street to The Conference Center Niagara Falls to receive registration materials &amp; get to work practicing your on-camera skills.</p>	Hotel/ Conference Center
12:00 pm - 1:45 pm	<p><b>Video Studio: Build Your Brand on Air</b></p> <p><b>Sponsored by: Ski.com</b></p> <p>Perfect your on-air announcer skills by interviewing snow sports expert Alex de L'Arbre of Ski.com. Director/Producer: Rob Burgos &amp; Christian deWeever of Full Circle Post NYC</p>	Event Center/ Conference Center
1:45 pm - 2:00 pm	<p><b>Welcome and Intros</b></p> <p>Welcome by Gavin Landry, Executive Director of Empire State Development Corporation Tourism Division</p>	Porter/DeVeaux Rooms Conference Center
2:00 pm - 3:00 pm	<p><b>Workshop: Pitching Your Brand Across Channels</b></p> <p><b>Sponsored by: I Love New York</b></p> <p>Learn from top editors &amp; brands the Do's and Don'ts of what they look for &amp; how to get your pitch heard. Speakers: Veronica Stoddardt of USAToday; Catharine Hamm of LA Times; Krista Parry of Powdr Enterprises and founder of www.snowmamas.com. Moderator: Eileen Ogintz of Taking the Kids</p>	Porter/DeVeaux Rooms Conference Center
3:00 pm - 3:15 pm	<p><b>Break</b></p> <p><b>Sponsored by: Southwest Airlines</b></p>	Grand Foyer/ Conference Center
3:15 pm - 5:45 pm	<p><b>Tabletop Shuffle: Destinations Pitch to You &amp; Your Channels</b></p> <p>Meet key family travel sponsors &amp; be the first to hear about upcoming media opportunities.</p>	Event Center/ Conference Center
6:30 pm - 7:30 pm	<p><b>Reception: Promoting Yourself &amp; Your Brand Over Cocktails - How does a Pro promote himself, his own project &amp; his employer's brand?</b></p> <p>Speaker: Keith Bellows of National Geographic Traveler</p> <p><b>Sponsored by: Niagara Tourism &amp; Convention Corporation and Delaware North Companies</b></p> <p>Enjoy regional favorites overlooking one of the best vistas in Niagara State Park, at Top of the Falls Restaurant. Situated on Goat Island in the Oldest State Park in the United States, Top of the Falls is the perfect venue to welcome guests to Niagara Falls.</p> <p>Everyone will be meeting in the Lobby at the Sheraton at The Falls. 1st Bus will leave at 6:15 PM. The next and final bus will leave at 6:30 PM.</p>	Top of The Falls Restaurant

7:30 pm - 10:30 pm **Opening Dinner and Fireworks Display-** *Music will be performed by the Ron Corsaro Duo, featured during the Historic Lewiston Jazz Festival - an American Bus Association Top 100 Event for 2014. Following dinner and drinks, walk next door to the Cave of the Winds and be taken down to the bottom of the American and Bridal Veil Falls and end the evening with a fireworks display.* Top of The Falls Restaurant/ Cave of the Winds

**Sponsored by: Niagara Tourism & Convention Corporation and Delaware North Companies**

*At 9:30 PM, we will walk down to Cave of the Winds. There will be a fireworks display at 10:00 PM. We will return to the Sheraton at The Falls by 10:45 PM. Please be sure to bring a jacket and wear comfortable shoes!*

## Saturday, September 21, 2013

9:00 am - 10:00 am **Breakfast: Network with Your Neighbors** Cataract Room/ Conference Center  
**Sponsored by: Niagara Tourism & Convention Corporation**

10:00 am - 10:45 am **Workshop: Defining & Refining Your Brand Across Platforms** Porter/DeVeaux Rooms Conference Center  
**Sponsored by: Great Wolf Lodge**  
*What is Brand? How does the distribution platform (video, audio, images) you use for your content become your brand or voice? Speakers: Susie Storey of Great Wolf Lodge; Kaleel Sakakeeny of New Media Travel; Michael Yessis of AOL Travel. Moderator: Kyle McCarthy of Family Travel Forum*

10:45 am - 11:15 am **Break: Find Your Inner Kid** Grand Foyer/ Conference Center  
**Sponsored by: Disney Parks**  
*Experience Some of the Magic of Disney with a Special Guest from Disney Parks! Don't forget your camera.*

11:15 am - 12:30 pm **Workshop: Shooting Video That Works For You** Porter/DeVeaux Rooms Conference Center  
**Sponsored by: Grapevine Convention & Visitors Bureau**  
*Ramp up your video skills with tips on storytelling, editing, branding your work and how to make it succeed on YouTube, Vine and Instagram. Speakers: Rob Burgos of Full Circle Post NYC; Kaleel Sakakeeny of New Media Travel*

1:00 pm - 2:30 pm **Cooking Demonstration & Luncheon** Niagara Falls Culinary Institute  
**Sponsored by: Niagara Tourism & Convention Corporation and the Niagara Falls Culinary Institute**  
*After the Video Workshop ends at 12:30 pm, we will walk as a group down the street to the Niagara Falls Culinary Institute where we will participate in a 30 minute cooking demonstration followed by a 3-course luncheon.*

2:45 pm - 4:00 pm **Workshop: Monetize Your Brand on Social Media** Porter/DeVeaux Rooms Conference Center  
**Sponsored by: Vail Resorts**  
*Learn from social media stars how working your own brand on Facebook, Twitter, Blogs & other social channels can fuel your career and capture the attention of major sponsors. Speakers: Amy Kemp of Vail Resorts; John E. DiScala of JohnnyJet; Jyl Johnson Pattee of MomItForward; Kara Williams of The Vacation Gals. Moderator: Kyle McCarthy of Family Travel Forum*

5:30 pm - 7:30 pm	<p><b>Old Falls Street Festival</b> - Downtown Niagara Falls will come alive with street performers, Native American dancers, delicious local eats and unique cocktails. Sample wines from the award winning Niagara Wine Trail and enjoy an early fall night in the heart of Niagara Falls.</p> <p><b>Sponsored by: Niagara Tourism &amp; Convention Corporation and Old Falls Street</b></p>	Conference Center Courtyard (Old Falls Street)
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The Festival will take place in the Courtyard on Old Falls Street (located between the Sheraton at The Falls and the Conference Center.)

8:00 pm - 10:00 pm	<p><b>Dessert Reception</b> - Dessert will be served at the oldest fortress on the Great Lakes. Depart for Old Fort Niagara for dessert, coffee and ghost stories. With a candle lantern as your guide, see a musket demonstration and experience a preview of Castle by Candlelight.</p> <p><b>Sponsored by: Niagara Tourism &amp; Convention Corporation and Old Fort Niagara</b></p>	Old Fort Niagara
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Everyone will board the buses at 7:30 pm and leave for Old Fort Niagara. Please wear casual clothes, comfortable shoes and layers as the event is on Lake Ontario.

## Sunday, September 22, 2013

8:30 am - 10:00 am	<p><b>Breakfast Panel: Giving &amp; Giving Back in the Family Travel Community</b></p> <p><b>Sponsored by: Visit Rochester</b>  <i>Speakers: Joanne Vero of Travel Media Showcase awards Teen Travel Writing Scholarship; Kit Bernardi of SATW on their outreach; Nancy Schretter of FamilyTravelNetwork.com on Together For Good; Mara Gorman of MotherofallTrips.com on Passports with a Purpose. Moderator: Eileen Ogintz of Taking the Kids</i></p>	Cataract Room/ Conference Center
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11:00 am - 5:00 pm	<p><b>Fall for Niagara USA - Local Fam Tour</b> - Ride the iconic Maid of the Mist, meet animals of the Aquarium of Niagara and learn first-hand how the power of Niagara Falls is harnessed and generates electricity at the New York Power Authority - Power Vista. End the tour with a wild ride on Whirlpool Jet Boat Tours.</p> <p><b>Sponsored by: Niagara Tourism &amp; Convention Corporation</b>  <i>Everyone will be meeting in the Lobby of the Sheraton at The Falls at 10:30 am. Your first tour stop will be Maid of the Mist and the group will be walking down together. You will not be coming back to the hotel before dinner so please have a change of clothes and a towel in a bag to bring on the bus. (Be prepared with a jacket!)</i></p>	Various Locations in Niagara USA
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6:00 pm - 9:00 pm	<p><b>Fall for Niagara USA - Reception &amp; Dinner</b> - Enjoy hay rides, a petting zoo, apple picking and more at Becker Farms &amp; Vizcarra Vineyards - a fifth generation working farm. Savor a 100-Mile Radius Dinner and sample the bounty from our local farms. End the evening with a bonfire and s'mores!</p> <p><b>Sponsored by: Niagara Tourism &amp; Convention Corporation, Becker Farms &amp; Vizcarra Vineyards</b>  <i>Buses for dinner will leave directly from your last tour stop, Whirlpool JetBoats, at 5:00 pm. You will be taken directly to Becker Farms.</i></p>	Becker Farms
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## Monday, September 23, 2013

<b>Airport and Post Tour Departures</b>	Lobby - Sheraton at The Falls
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