

# Family Travel Conference

## Better Video Production

### November 9-11, 2012

The Omni Dallas Hotel, 555 S. Lamar, Dallas, TX 75202

#### Friday, November 9, 2012

12:30 pm - 2:00 pm	<b>Registration, Check-In, Video Creation Station</b>	Trinity 5/6
2:15 pm - 2:30 pm	<b>Welcome and Intros</b>	Trinity 7
2:30 pm - 3:30 pm	<b>Workshop 1: How to Use Social Media to Grow Your Brand</b> <i>Presented By: Wendy Perrin (@WendyPerrin) of Condé Nast Traveler and Krista Parry (@KristaParry) of SnowMamas; Moderated by Eileen Ogintz (@Takingthekids)</i>	Trinity 7
3:30 pm - 3:45 pm	<b>Break</b> <i>Brought to you by: Omni Dallas (@OmniHotels)</i>	Trinity Foyer
3:45 pm - 5:00 pm	<b>Workshop 2: Angles, Gear and Shots</b> <i>Presented by: Rob Burgos (@FullCirclePost) of Full Circle Post NYC</i> <i>Brought to you by: Medieval Times (@MedievalTimes)</i>	Trinity 7
5:30 pm - 9:00 pm	<b>Cocktail Reception &amp; Twitter Fast Class (5:30 pm -6:15 pm)</b> <i>Brought to you by: The Dallas Zoo (@DallasZoo)</i> <i>Presented by: Kim-Marie Evans (@LuxuryTravelMom)</i>	Dallas Zoo
	<b>Eat &amp; Tweet Dinner (7:00 pm - 9:00 pm)</b> <i>Brought to you by: The Dallas Zoo (@DallasZoo)</i>	Dallas Zoo

#### Saturday, November 10, 2012

8:00 am - 9:00 am	<b>Breakfast</b> <i>Brought to you by: Visit Orlando (@VisitOrlando)</i>	Trinity 5/6
9:15 am - 10:15 am	<b>Workshop 3:What 's The Story: Captivate Your Audience</b> <i>Presented by: Genevieve Brown (@GSBrownABC) of ABC News, Kaleel Sakakeeny (@NewMediaTravel) of Travel Video Postcards, Valarie D'Elia (@TravelwithVal) of Travel with Val and Q&amp;A with Paul Eisenberg (@PaulEisenberg) of Micato Safaris and Shermans Travel</i>	Trinity 7

10:15 am - 12:45 pm	<b>Workshop 4: Tabletop Shuffle &amp; Group Hotel Tours and Interviews</b> <i>Presented by: Omni Dallas (@OmniHotels)</i>	<b>Dallas Foyer</b>
12:45 pm - 2:00 pm	<b>Luncheon</b> <i>Sponsored By: Disney Parks (@DisneyParks)</i>	<b>Trinity 5/6</b>
2:15 pm - 4:30 pm	<b>Workshop 5: Video Workshop - Editing &amp; Creating Video</b> <i>Presented by: Rob Burgos (@FullCirclePost) of Full Circle Post NYC and Coaches</i>	<b>Trinity 7</b>
4:30 pm - 4:45 pm	<b>Break</b>	<b>Trinity Foyer</b>
4:45 pm - 5:45 pm	<b>Workshop 6: Distribution &amp; Monetization</b> <i>Presented By: Valerie D'Elia (@TravelwithVal) of Travel with Val, Kaleel Sakakeeny (@NewMediaTravel) of Travel Video Postcards; Moderated by Kyle McCarthy (@FamilyTravel4um)</i>	<b>Trinity 7</b>
6:15 pm - 7:15 pm	<b>Cocktail Reception</b> <i>Brought to you by: Dallas Convention &amp; Visitors Bureau (@Visit_Dallas)</i>	<b>Texas Spice Restaurant Patio</b>
7:30 pm - 9:30 pm	<b>Offsite Networking Dinner</b> <i>Brought to you by: Galleria Dallas (@GalleriaDallas)</i>	<b>Galleria Dallas</b>

## Sunday, November 11, 2012

8:00 am - 9:00 am	<b>Breakfast</b> <i>Brought to you by: SnowMamas (@SnowMamas)</i>	<b>Trinity 5/6</b>
9:15 am - 10:15 am	<b>Workshop 7: Using Facebook &amp; Pinterest for Travel: How To Use It Well &amp; Why</b> <i>Presented by: Christi McNeill (@ChristiMcNeill) of Southwest Airlines (@SouthwestAir) and Melanie Nelson (@ChiliHead) of BloggingBasics101.com. Moderated by Kim Orlando (@KimOrlando, @TravelingMoms)</i>	<b>Trinity 7</b>
10:15 am - 11:15 am	<b>Workshop 8: Family Travel Trends &amp; Working with CVBs and PR</b> <i>Featured Speaker: Eileen Ogintz (@TakingtheKids) Panel: Kim Orlando (@KimOrlando, @TravelingMoms), Kyle McCarthy (@FamilyTravel4um), Cindy Richards (@CindyRichards) and Omni Hotel (@OmniHotels) and others.</i>	<b>Trinity 7</b>
11:30 am	<b>Depart on Post Fam Tours</b>	