

TMS Family Travel Conference #TMSAmeliaIsland

"Developing Your "I" To Reach Any Audience"

November 10-12, 2016

Omni Amelia Island Plantation Resort

Amelia Island, FL

Thursday, November 10, 2016

11:30 am - 1:00 pm	Registration and Check In <i>After you check in at the hotel, please proceed to the TMS Family Travel Registration (just off the hotel lobby overlooking the Pool Deck and Ocean) to pick up your conference materials. *Light Lunch Served</i>	Hospitality Suite - Oceanside Omni Amelia Island Plantation Resort
1:00 pm - 1:30 pm	Welcome to #TMSAmelia Island: Meet Us and Greet Each Other <i>Welcome by co-hosts Kyle McCarthy, Eileen Ogintz & Joanne Vero. Introduce yourselves to everyone here.</i>	Magnolia E/F - Conference Center Omni Amelia Island Plantation Resort
1:30 pm - 2:15 pm	Workshop 1: Five Things Every Tourism Expert Can Learn from Will Rogers Sponsored by: HUB <i>Speaker: Cory Cart, HUB- Establishing yourself as local expert or influencer on a travel related subject is critical to your success. Will Rogers once said, "Even if you're on the right track, you'll get run over if you just sit there", so Cory shows you how to examine your role and evaluate how your stakeholders and audience perceive your work.</i>	Magnolia E/F - Conference Center Omni Amelia Island Plantation Resort
2:15 pm - 2:30 pm	Break Sponsored by: Omni Amelia Island Plantation Resort	Magnolia E Foyer/ Conference Center Omni Amelia Island Plantation Resort
2:30 pm - 3:15 pm	Workshop 2: Breaking into Travel Influencer Marketing: Not Being Afraid to Ask for What You Are Worth <i>Speakers: Keryn Means, Walking on Travels; Jade Broadus, Travel Mindset; Carrie Robinson, Frugal Foodie Mom; explain why Influencer marketing isn't just blog posts and freebies, it is a business model that gets you paid for the exposure you give.</i>	Magnolia E/F - Conference Center Omni Amelia Island Plantation Resort
3:15 pm - 3:45 pm	Workshop 3: When the "What Ifs" Happen <i>Speaker: Aleis Tusa, APR, will share valuable insights that could be critical should a crisis strike your company or organization. Aleis will also talk about how influencers can treat a crisis as an opportunity to expand their business by reengaging with a brand going through a crisis and how they can help the brand weather the storm.</i>	Magnolia E/F - Conference Center Omni Amelia Island Plantation Resort
3:45 pm - 4:15 pm	Data Center: Pitching Your Story with a Data Hook <i>Speaker: Jeffrey Eslinger of D.K. Shifflet and Eileen Ogintz of Taking the Kids discuss how to find and analyze relevant data when you've got a strong story pitch and need to kick it up a notch.</i>	Magnolia E/F - Conference Center Omni Amelia Island Plantation Resort
4:15 pm - 6:15 pm	Tabletop Shuffle Session 1 <i>In small groups, you'll meet our sponsors, pitch how influential you are, and learn all about their earned and owned media needs. *Refreshments Served</i>	Magnolia D - Conference Center Omni Amelia Island Plantation Resort

7:00 pm - 9:30 pm	<p>Opening Reception & Dinner</p> <p>Sponsored by: Omni Amelia Island Plantation Resort</p> <p>#TMSAmeliaIsland attendees will enjoy dinner and a culinary interaction at "The Sprouting Project". What was once just a seedling of an idea has blossomed into the resort's newest offering. The Sprouting Project consists of a state-of-the-art aquaponic greenhouse, an expansive organic garden, the barrel room and a large collection of beehives. Attendees will have a true farm-to-table experience in an extraordinary location. <i>*Shuttles to the Reception & Dinner will leave from the hotel lobby at 6:45 pm. Return shuttles will board in front of The Sprouting Project after dinner at 9:30 pm. Casual Attire.</i></p>	<p>Willow Pond - The Sprouting Project</p> <p>Omni Amelia Island Plantation Resort</p>
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Friday, November 11, 2016

8:00 am - 9:00 am	<p>Veterans Day Continental Breakfast</p> <p>Sponsored by: Omni Amelia Island Plantation Resort</p>	<p>Magnolia E Foyer/ Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
9:00 am - 9:15 am	<p>Workshop 4: Why You Need to Listen When Marketers Tell Stories</p> <p>Sponsored by: The Children's Museum of Indianapolis</p> <p><i>Speaker: Kimberly Harms from The Children's Museum of Indianapolis, explains how savvy travel marketers create stories to share their goals with media and, in turn, the public, and why you should be receptive to their pitch.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
9:15 am - 10:00 am	<p>Workshop 5: 10 Tools for Better Storytelling</p> <p>Sponsored by: The Children's Museum of Indianapolis</p> <p><i>Speaker: Kevin Smith, Ohio State University - Kiplinger Program in Public Affairs Journalism shares his favorite mobile tools for print, audio and video journalists and how to use them to enhance storytelling.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
10:00 am - 10:15 am	<p>Break</p> <p>Sponsored by: Omni Amelia Island Plantation Resort</p>	<p>Magnolia E Foyer/ Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
10:15 am - 11:15 am	<p>Workshop 6: Trends in Family Vacationing</p> <p>Sponsored by: Carnival Corporation</p> <p><i>Speaker: Steve Cohen of MMGY Global, shares what's new for family vacation planners, what they're looking for, and how lodging, tours, attractions and cruises are meeting their vacation expectations.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
11:15 am - 11:45 am	<p>Data Center: Make Yourself More Influential with Big Data</p> <p><i>Speaker: Jeffrey Eslinger of D.K. Shifflet and Kyle McCarthy of Family Travel Forum talk about how to come up with a new spin about yourself and the destination/attraction you're interested in and what kind of data will impress your host.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
12:00 pm - 1:00 pm	<p>Luncheon</p> <p>Sponsored by: Omni Amelia Island Plantation Resort</p> <p><i>After the last morning session, the group will walk over to the Sunrise Café to enjoy lunch and hear about all the different food outlets and initiatives on property at the Omni Amelia Island Plantation Resort. At the conclusion of lunch, a Member of Omni Group Recreation will greet the group and explain the Capture Quest Scavenger Hunt. The group will then be escorted to the parking area to begin the activity.</i></p>	<p>Sunrise Café & Terrace</p> <p>Omni Amelia Island Plantation Resort</p>

1:00 pm - 2:30 pm	<p>Capture Quest Team Scavenger Hunt</p> <p>Sponsored by: Omni Amelia Island Plantation Resort <i>Using a smartphone application and a golf cart, #TMSAmeliaIsland attendees will solve brain teasers and complete team challenges while exploring the resort. Teams will work together to earn points by capturing photos of themselves performing tasks and relaying the answers creatively.</i></p>	<p>Conference Center Parking Lot</p> <p>Omni Amelia Island Plantation Resort</p>
2:45 pm - 3:30 pm	<p>Workshop 7: New Platforms in a Noisy World: What's Right for You?</p> <p>Sponsored by: Brightline <i>Speakers: Tamara Gruber of We3Travel and Kimberly Tate of Stuffed Suitcase highlight the latest digital and social platforms, and how to choose which one is most effective for your message and your audience.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
3:30 pm - 5:30 pm	<p>Tabletop Shuffle Session 2 - Featuring Visit Florida Partners</p> <p>Sponsored by: Visit Florida <i>Use what you've learned to meet our sponsors and pitch your newest distribution channels that better meet their needs. *Refreshments Served</i></p>	<p>Magnolia D - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
7:30 pm - 9:30 pm	<p>Dinner</p> <p>Sponsored by: Omni Amelia Island Plantation Resort <i>#TMSAmeliaIsland attendees will enjoy a night of Family Fun at Heron's Cove Adventure Golf & Canopy Park. Our group will get to choose between 4 activities: Nature Center, Beach Aquatics, Amelia's Wheels & Mini Golf. Adjacent to Heron's Cove is Canopy Park, where we will enjoy a BBQ dinner served Picnic Style. * Shuttles for dinner will meet in the hotel lobby at 7:15 pm. Return shuttles will begin pick up in front of Canopy Park at 9:30 pm. Comfortable shoes and attire suggested.</i></p>	<p>Heron's Cove Adventure Golf & Canopy Park</p> <p>Omni Amelia Island Plantation Resort</p>

Saturday, November 12, 2016

8:00 am - 9:00 am	<p>Continental Breakfast</p> <p>Sponsored by: Omni Amelia Island Plantation Resort</p>	<p>Magnolia E Foyer/ Conference Center Omni Amelia Island Plantation Resort</p>
9:00 am - 10:00 am	<p>Workshop 8: Creative Strategies to Create Emotional Connections Through Video</p> <p>Sponsored by: City of Clearwater <i>Speakers: Adam Mitchell, HUB, will highlight creative strategies for creating strong emotional connections with your audience. This workshop includes hands-on training where Adam will help you create a video showcasing Clearwater, FL.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
10:00 am - 10:30 am	<p>Workshop 9: Trends in Travel</p> <p><i>Speaker: Cecily Sackey, Google Travel, looks ahead to the latest trends in family travel, how they've changed, what Google is doing in the travel space, and how Google Trips will influence where travelers find their information.</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
10:30 am - 11:00 am	<p>Wrap Up Session: How did we do?</p> <p><i>Speakers: Kyle McCarthy, Eileen Ogintz & Joanne Vero</i></p>	<p>Magnolia E/F - Conference Center</p> <p>Omni Amelia Island Plantation Resort</p>
11:30 am - 12:30 pm	<p>Post Tour Departures</p> <p><i>For those attendees taking the Post Fam tour with the Amelia Island CVB, you will meet your Tour Operator in the Hotel Lobby at 11:30 AM.</i></p>	<p>Hotel Lobby</p> <p>Omni Amelia Island Plantation Resort</p>

11:30 am - 3:00 pm

Airport Departures

Those attendees who have requested shuttle transportation back to the Jacksonville International Airport, please check out of your room and meet your driver in the front drive of the hotel. Please arrive 10 minutes prior to your scheduled shuttle time.

Front Drive
Omni Amelia Island
Plantation Resort