

TMS Family Travel Conference #TMSKC

"Building Your Kingdom When Content Is King"

October 16-18, 2015

Westin Kansas City at Crown Center

Kansas City, MO

Friday, October 16, 2015

11:30 am - 1:00 pm	Registration and Check In <i>After you check into your room at the Westin Kansas City (@WestinKC) and freshen up, please proceed to the Washington Park Foyer to receive your registration materials.</i> <i>*Light Lunch Served</i>	Washington Park Foyer Westin Kansas City at Crown Center
1:00 pm - 1:45 pm	Welcome to #TMSKC: Meet Us and Greet Each Other <i>Welcome by co-hosts Kyle McCarthy, Eileen Ogintz & Joanne Vero. Introduce yourselves to everyone here.</i>	Washington Park 2 & 3 Westin Kansas City at Crown Center
1:45 pm - 2:45 pm	Workshop 1: 10 Tools Every Professional Journalist Needs Sponsored by: trivago GmbH <i>Speakers: Kevin Smith, Deputy Director of Kiplinger Program in Public Affairs Journalism, shares latest apps to make the reviewer's job easier. Jeremy Crider, US Communications for trivago GmbH, shares resources for travel media (and an app-driven scavenger hunt to win hotel room nights!)</i>	Washington Park 2 & 3 Westin Kansas City at Crown Center
2:45 pm - 3:00 pm	Break	Washington Park Foyer
3:00 pm - 4:00 pm	Workshop 2: Producing Great Content - What Brands Expect from Experts Sponsored by: Great Wolf Lodge <i>Speakers: Jeffrey Eslinger, Senior Director - Research Account Services at D.K. Shifflet & Associates, Susie Storey, Communications Director - Great Wolf Lodge, Veronica Stoddart of VS Content Strategies and Chelsea Day, CEO of Millennial Blogs, define sponsored content, reveal what types of digital exposure DMOs and travel marketers need, and how to produce it. Moderated by Kyle McCarthy, Family Travel Forum</i>	Washington Park 2 & 3 Westin Kansas City at Crown Center
4:00 pm - 5:30 pm	Tabletop Shuffle Session 1 <i>In small groups, you'll meet our sponsors, pitch your channels and learn all about their earned and owned media needs. *Refreshments Served</i>	Washington Park 1 Westin Kansas City at Crown Center
7:00 pm - 9:30 pm	Opening Reception & Dinner Sponsored by: Crown Center <i>Enjoy a progressive dining evening while visiting (and shooting video of) some of Kansas City's favorite family attractions—all within the Crown Center complex (@CrownCenter). We will begin the evening with appetizers and glimpse into one of Kansas City's most creative employers, Hallmark Cards. After enjoying the Hallmark Visitors Center and Kaleidoscope (@Hallmark) we are off to dinner at SEA LIFE Kansas City Aquarium (@SEALIFEKC) and LEGOLAND Discovery Center (@LDCKansasCity). We will wrap up the evening with dessert and a look into The Coterie Theatre (@CoterieTheatre) and a chance to learn more about Crown Center's additional family friendly offerings.</i> <i>#TMSKC attendees will meet in the Lobby of the Westin Crown Center at 6:45 pm and the group will walk across to the Crown Center together. *Casual Attire</i>	Crown Center

Saturday, October 17, 2015

7:00 am - 8:00 am	<p>Wellness Networking - Pilates/Yoga Fusion Class - *Optional</p> <p><i>Network with fellow #TMSKC attendees all while getting your daily dose of fitness! Join instructors from OneLife Fitness (@OneLifeKC) for a Pilates/Yoga Fusion Class. Strengthen your core and calm your mind in this Pilates class that incorporates Yoga poses. Pilates Fusion is non-impact, beginner friendly, and designed to deliver a wonderfully effective full-body workout. *Please wear appropriate workout clothing and footwear.</i></p>	Brookside Westin Kansas City at Crown Center
8:00 am - 9:00 am	<p>Breakfast</p> <p>Sponsored by: Worlds of Fun</p> <p><i>Get in the Halloween spirit during breakfast with spooky guests from Worlds of Fun (@WorldsofFun), Kansas City's 235-acre theme park and home to Halloween Haunt.</i></p>	Roanoke Westin Kansas City at Crown Center
9:00 am - 9:30 am	<p>Workshop 3: Visual Content: How Prize Winning Images Boost Engagement</p> <p>Sponsored by: Southwest Airlines</p> <p><i>Speaker: Derek K. Hubbard from Southwest Airlines share tips and tricks for hosting social contests on your site, judging images, and learning what fans like. You share your best tips on using Instagram & other photo sharing apps!</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
9:30 am - 10:00 am	<p>Creativity Break: Win Fans & Tickets with Shareable Photos</p> <p>Sponsored by: Southwest Airlines</p> <p><i>Get artsy using our materials in an insta-contest! Tweet out your photo art and learn how to build engagement with your followers. Winner gets 2 tickets to anywhere Southwest Airlines flies!</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
10:00 am - 11:15 am	<p>Workshop 4: Editing Video Using the Latest Apps</p> <p>Sponsored by: WeVideo</p> <p><i>Speaker: Rob Burgos of Full Circle Post NYC, shares tips on how to shoot video to take advantage of the latest apps and how preparation guarantees better storytelling (with tips on how to "fix" what you've shot!).</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
11:30 am	<p>Board Buses for Lunch at Lidia's Kansas City - <i>Buses for lunch at Lidia's will leave at 11:45 AM sharp.</i></p>	Lobby - Westin Kansas City at Crown Center
12:00 pm - 1:15 pm	<p>Luncheon at Lidia's Kansas City</p> <p>Sponsored by: Visit KC</p> <p><i>Enjoy an italian lunch at PBS chef Lidia Bastianich's famous KC restaurant (@lidiaskc). After lunch, buses will board at 1:15 pm and leave for the The College Basketball Experience tour.</i></p>	Lidia's Kansas City
1:30 pm - 2:15 pm	<p>Site Visit: The College Basketball Experience</p> <p>Sponsored by: Visit KC</p> <p><i>Upon arrival at the The College Basketball Experience (@thebbe), #TMSKC guests will be greeted by a member of The CBE staff and then have the opportunity to take a short self-guided tour. <i>Buses back to the Westin will board at 2:15 pm.</i></i></p>	The College Basketball Experience
2:30 pm - 3:15 pm	<p>Workshop 5: Using Interviews & Research to Refresh Your Storytelling</p> <p>Sponsored by: Walt Disney Parks & Resorts</p> <p><i>Speakers: Catharine Hamm, Travel Editor of the LA Times, goes beyond the pitch with Michele Himmelberg, PR for Disneyland Resort and Terry Brinkoetter, PR for Disney Cruise Line to discover fresh stories about some favorite family destinations. Moderated by Eileen Ogintz, Taking the Kids</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
3:15 pm - 3:30 pm	Break	Washington Park Foyer

3:30 pm - 4:15 pm	<p>Workshop 6: Strategies that Drive Social Media Engagement</p> <p>Sponsored by: Cabarrus County Convention & Visitors Bureau</p> <p><i>Speakers: Steve Cohen, Vice President - Research & Insights at MMYG Global and Jillian Ryan, Social Media & Content Strategy Consultant, talk about what social media travelers respond to, what influences them most, and how to create compelling content to reach them.</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
4:15 pm - 5:45 pm	<p>Tabletop Shuffle Session 2</p> <p><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>	Washington Park 1 Westin Kansas City at Crown Center
7:30 pm - 10:00 pm	<p>Offsite Dinner - Baseball, Barbecue, and all that Jazz!</p> <p>Sponsored by: Visit KC</p> <p><i>Dinner will be held at The Museums at 18th & Vine Complex, home to the American Jazz Museum (@americanjazzkc) and the Negro Baseball Leagues Museum (@nlbmprez). Enjoy a fun evening of baseball, barbecue and live jazz!</i></p> <p><i>#TMSKC attendees will meet in the Lobby of the Westin Kansas City at 7:00 pm. Buses will depart for dinner promptly at 7:15 pm. At the end of the event, buses will board at 9:30 pm in front of the Museums at 18th & Vine. *Casual Attire</i></p>	Museums at 18th & Vine

Sunday October 18, 2015

8:30 am - 9:00 am	<p>Breakfast</p> <p>Sponsored by: Visit KC</p>	Washington Park 1 Westin Kansas City at Crown Center
9:00 am - 10:00 am	<p>Workshop 7: Travel as Social Good</p> <p>Sponsored by: Costa Rica Tourism Board</p> <p><i>Speakers: Manuel Cedeno - Costa Rica Tourism Board, Derek Klaus - Visit KC and Tommy Tranfaglia - DreamItReel.com talk about how they succeed in cause marketing, using images, networking and videos so that travel = social good. Kyle McCarthy will announce the TMS Teen Travel Writing Scholarship winner. Attendees will have a chance to share causes you want us all to support. Moderated by Eileen Ogintz, Taking the Kids.</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
10:00 am - 10:30 am	<p>Wrap Up Session: What We All Learned & the Next Step</p> <p><i>Join award-winning travel writers Eileen Ogintz & Kyle McCarthy for a group share of eye-candy, potentially viral headlines from #TMSKC. Use what you've learned to share your post tours in real time! Moderated by Joanne Vero, Producer - Travel Media Showcase</i></p>	Washington Park 2 & 3 Westin Kansas City at Crown Center
11:30 am - 12:30 pm	<p>Post Tour Departures</p> <p><i>Post Tour #1 will depart at 11:00 am, Post Tour #2 will depart at 12:00 pm.</i></p>	Lobby Westin Kansas City at Crown Center
11:00 am - 3:00 pm	<p>Airport Departures</p> <p><i>#TMSKC attendees will meet their drivers in the Lobby of the Westin Kansas City at their pre-scheduled time.</i></p>	Lobby Westin Kansas City at Crown Center