

TMS Family Travel Conference #TMSCarlsbad

"Expanding Your Audience Through Content Distribution"

November 20-22, 2014

Omni La Costa Resort & Spa
Carlsbad, CA

Thursday, November 20, 2014

1:00 pm - 2:30 pm	<p>Registration and Sponsored Photo Booth Sponsored by: SeaWorld Parks & Entertainment <i>After you check into your room and freshen up, please proceed to The Coastal Event Center to receive registration materials & join our virtual #TMSCarlsbad Photo Album by having your picture taken at the TapSnap Photobooth with some of our friends from SeaWorld. *Light Lunch Served</i></p>	<p>Poinsettia Foyer Coastal Events Center/Omni La Costa Resort & Spa</p>
2:30 pm - 3:15 pm	<p>Welcome to #TMSCarlsbad: Meet Us and Greet Each Other Sponsored by: XCom Global, Inc. <i>Welcome by co-hosts Eileen Ogintz, Joanne Vero & Kyle McCarthy. Meet Joseph Fennell, COO - Xcom Global Inc, and learn about their "hotspot" technology which we will be using throughout the Conference. Introduce yourselves to everyone here.</i></p>	<p>Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa</p>
3:15 pm - 3:30 pm	<p>Workshop: Defining Quality Content in Print and Online <i>Hear how a top travel editor defines "quality" vs. popular as he considers content for print and online channels, and get inspired to produce your own. Speaker: Spud Hilton, travel editor San Francisco Chronicle & founding editor of the Bad Latitude travel blog at SFGate.com</i></p>	<p>Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa</p>
3:30 pm - 4:15 pm	<p>Workshop: Growing Distribution with A+ Content <i>Learn from travel professionals what type of editorial and sponsored content is most sought after, how you can apply for those jobs, and how you can reach a new audience by leveraging the distribution channels of others. Speakers: Susan Lomax, Director of Public Relations -Princess Cruises; Jennifer Miner, editor of "The Vacation Gals" & founding member of the Professional Travel Bloggers Association; Bruce Murray, Travel Publisher/Writer/Photographer at TravelBlogger.com & MurrayOnTravel.com; Moderated by LA Times Web Buzz Columnist, Jen Leo</i></p>	<p>Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa</p>
4:15 pm - 6:15 pm	<p>Tabletop Shuffle Session 1: Sit Down with Sponsors <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></p>	<p>Poinsettia 2 Coastal Events Center/Omni La Costa Resort & Spa</p>
7:00 pm - 9:30 pm	<p>California Farmer's Market Reception Sponsored by: Omni La Costa Resort & Spa <i>Join us at the picturesque Edge Pool for an elegant outdoor reception-style dinner created by Omni La Costa Executive Chef Marc Therrien. Mix and mingle while enjoying the bounty of the region's farms and sea. Reception and Dinner will be held outdoors so please be prepared with a sweater or light jacket.</i></p>	<p>Edge Pool Omni La Costa Resort & Spa</p>

Friday, November 21, 2014

7:00 am - 8:00 am	Wellness Networking - Yoga, Fitness Camp/Bootcamp, Walking Sponsored by: Omni La Costa Resort & Spa <i>Sunrise Yoga: Legends Lawn - 7:00 AM</i> <i>PFC Fitness Camp: PFC Center - 7:00 AM</i> <i>Morning Walk: Meet at Athletic Club - 7:00 AM.</i> <i>*Please wear appropriate workout clothing and footwear.</i>	
8:30 am - 9:30 am	Breakfast: California Dreamin' Sponsored by: Omni La Costa Resort & Spa <i>Omni La Costa is California's original destination for Mind + Body + Sport. Enjoy a healthy and energizing start to your day with fresh smoothies, farm fresh fruits, signature eggs benedict, Chef Marc's corn beef hash and Weiser Farms fingerling potatoes.</i>	Poinsettia 3 Coastal Events Center/Omni La Costa Resort & Spa
9:30 am - 10:15 am	Workshop: The Power of Free: Using Contests & Giveaways as Content Sponsored by: Southwest Airlines <i>Hear how major brands and small publishers work together to offer their audiences a giveaway, and how both benefit. Speakers: LiLing Pang, CEO - Trekaroo; Jyl Johnson Pattee, CEO - MomIt Forward Media; Adam Rucker, Social Media Specialist - Southwest Airlines</i>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
10:15am - 10:45 am	Creativity Break: Mile High Snack Sculptures Sponsored by: Southwest Airlines <i>Get creative with in flight snacks! Create your best Holiday Decoration & share your work for a chance to win a pair of round trip tickets on Southwest Airlines.</i>	Poinsettia 2 Coastal Events Center/Omni La Costa Resort & Spa
10:45am to 11:30 am	Workshop: Video Storytelling Simplified Sponsored by: trivago GmbH <i>Learn how to organize, compose, light and shoot a simple video to create genuine content that can be widely distributed. Bring your smartphones or portable cameras and learn how to capture useful travel tips your audience will love. Speaker: Rob Burgos, Director - Full Circle Post NYC.</i>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
11:30 am - 11:45 am	Break: Finding Your Story in the Inbox or On the Road Sponsored by: trivago GmbH <i>Whether you read hotel industry news or visit an exotic temple for inspiration, these tips will help you shape an engaging video story from source material. Speakers: Jeremy Crider, US Public Relations- trivago GmbH; Eileen Ogintz; award-winning journalist & columnist Taking the Kids. <i>*Refreshments Served</i></i>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
11:45 am - 1:00 pm	Workshop: Final Cut: Polishing Videos to Maximize Distribution Sponsored by: trivago GmbH <i>Learn basic editing tips, watch a live demonstration of video editing, and hear about free software and popular apps that can make a simple video worthy of distribution on a variety of channels. Now, make your own for a chance to win a travel prize! Speaker: Rob Burgos, Director - Full Circle Post NYC.</i>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa

Friday, November 21, 2014 (con't)

1:00 pm - 3:00 pm	<p>Luncheon: Revolutionize Your Networking Sponsored by: Green Dragon Tavern and Museum <i>A stunning 22,000 sq. ft. replica of Boston's original Green Dragon Tavern, demolished in 1854, where Sam Adams, Paul Revere and other founders met in secret to plan the Boston Tea Party and the American Revolution. Paul Revere departed the Green Dragon Tavern for his famous ride to Lexington and Concord notifying Patriots that "the British are coming!" and "One if by land, two if by sea". Whether touring the museum, dining, or secretly meeting to plan your company's next revolutionary concept, a revolutionary experience awaits you.</i> <i>Buses for lunch will board at the "Spa Curb" outside of The Spa at La Costa at 1:00 pm, immediately following the last workshop. Buses will board for return to the Omni La Costa at 2:30 pm.</i></p>	Green Dragon Tavern and Museum
3:00 pm - 3:30 pm	<p>Workshop: What does "Value" Mean to Your Audience & Where Should They Travel to Find It? Sponsored by: Vail Resorts <i>A major travel consultancy analyst shares the latest lifestage research to help you determine what your audience perceives as "value" and where to find it. Speaker: Jeffrey Eslinger, Director Account Services - D.K. Shifflet & Associates; Moderated by Eileen Ogintz, Syndicated Columnist - Taking the Kids</i></p>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
3:30 pm - 4:15 pm	<p>Workshop: Which Distribution Channels Attract Bargain Hunters? <i>Blogs, apps, Facebook, Pinterest, OTAs: Hear the consumer trends research & sales data on where families find travel values, and learn which channels can deliver the most engagement for you. Speakers: Steve Cohen, VP Insights - MMGY Global; Mike Gallagher, Co-Chairman - CityPASS & U.S. Travel Association Chairman's Circle Board member; Kristi Marcelle, Writer & Trip Planner - Ciao Bambino; Moderated by Kyle McCarthy, Editor - Family Travel Forum</i></p>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
4:15 pm - 5:30 pm	<p>Tabletop Shuffle Session 2: Sit Up with Sponsors <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>	Poinsettia 2 Coastal Events Center/Omni La Costa Resort & Spa
7:00 pm - 8:30 pm	<p>Dinner Sponsored by: Hilton Carlsbad Oceanfront Resort <i>Enjoy the beautiful Southern California weather at an outdoor reception-style dinner overlooking the Pacific Ocean.</i> <i>Buses for Dinner will pick up at the "Spa Curb" outside of The Spa at La Costa at 6:30 pm. Dinner will be held outdoors so please be prepared with a sweater or light jacket.</i></p>	Outdoor Patio Hilton Carlsbad Oceanfront Resort
8:30 pm - 9:30 pm	<p>Dessert Sponsored by: Park Hyatt Aviara Resort <i>End your night with some sweet treats & magnificent views. Located on a natural lagoon and overlooking the Pacific Ocean, Park Hyatt Aviara Resort will showcase their AAA Five Diamond Service Award winning property for you.</i> <i>Buses will board at 8:00 pm to take us to the Park Hyatt. Dessert will be served outdoors so please be prepared with a sweater or light jacket. Return buses to the Omni will board at 9:00 pm.</i></p>	Park Hyatt Aviara Resort

Saturday, November 22, 2014

6:30 am - 7:30 am	Wellness Networking - Yoga, Fitness Camp/Bootcamp, Walking Sponsored by: Omni La Costa Resort & Spa <i>Sunrise Yoga: Legends Lawn - 6:30 AM</i> <i>PFC Fitness Camp: PFC Center - 6:30 AM</i> <i>Morning Walk: Meet at Athletic Club - 6:30 AM</i> <i>*Please wear appropriate workout clothing and footwear.</i>	
8:30 am - 9:30 am	Breakfast Workshop: Budget Travel: Saving Money is Always Evergreen Sponsored by: Undercover Tourist <i>Whether you're a big media company or work from your kitchen table, you can profit by helping travelers save time and money. Speakers: Catharine Hamm, travel editor LA Times will talk about how to vet travel offers, where she finds the real deals and why budget travel is tough to cover; Ian Ford, CEO Undercover Tourist, shares insider tips on surviving Disney World, buying discounted tickets, and how money-saving tips are communicated to fans. Moderated by Kyle McCarthy, Family Travel Forum.</i> <i>*Breakfast Served</i> <i>Attendees, please come prepared to share your own frugal traveler advice.</i>	Poinsettia 1 & 2 Coastal Events Center/Omni La Costa Resort & Spa
9:30am - 10:15am	Workshop: Using Our Distribution Channels To Do Well by Doing Good Sponsored by: Costa Rica Tourism Board <i>Rallying others to travel sustainably and give back requires a thoughtful strategy that remains respectful of your community. Learn from the leader in sustainable tourism how your audience can "Do Good", and from other bloggers, how they use their digital voices to share that message...and benefit from it. Speakers: Alejandro Castro Alfaro, Director of Marketing - Costa Rica Tourism Board, Dave Parfitt, Adventures by Daddy on Give Kids the World. Moderated by Eileen Ogintz, Taking the Kids.</i> <i>Attendees, please come prepared with takeaways to share information on causes you love.</i>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
10:15am - 10:45pm	Workshop: Wrap Up Your Best Post #TMSCarlsbad Headlines <i>Join award-winning travel writers Eileen Ogintz & Kyle McCarthy for a group share of eye-candy, potentially viral headlines from #TMSCarlsbad. Use what you've learned to share your post tours in real time! Moderated by Joanne Vero, Producer - Travel Media Showcase</i>	Poinsettia 1 Coastal Events Center/Omni La Costa Resort & Spa
11:00 am - 12:00 pm	Post Tour Departures <i>Those attendees who are confirmed for a Post Tour, please meet your tour operator at your designated pick up location.</i>	Omni La Costa Resort & Spa
11:00 am - 3:00 pm	Airport Departures <i>La Costa Limo will pick up pre-scheduled attendees at the Valet. Driver will have a sign with your name on it. Please make sure to be at the Valet at least 10 minutes prior to your pick up time.</i>	Valet Omni La Costa Resort & Spa