

# SCHEDULE

## TOURISM SALES & MARKETING EDUCATIONAL SEMINAR

TUESDAY JANUARY 14, 2025

- 12 P.M.** Guest registration - Enjoy a light lunch as you check in and prepare for the afternoon sessions.
- Lunch - Sponsored by Zehnder Communications**
- 1:00 – 1:30 P.M.** Welcome Session with Louisiana Office of Tourism
- 1:30 – 2:45 P.M.** **Keynote**, Amir Eylon, President & CEO, Longwoods International  
*Joined by Lynne Coxwell, Director of Research  
Louisiana Office of Tourism*
- 3:00 P.M.** “The Power of Sports Tourism in Louisiana”  
*Presented by John David, President, Sports ETA*
- 4PM – 4:15P.M.** **BREAK**
- 4:15 – 5:00 P.M.** Louisiana ‘Year of Outdoors’ Session, *Presented by the Louisiana Office of Tourism*  
*Jennifer Berthelot, Director of Communications and  
Karron Alford, Strategy and Special Projects Officer*
- 5:00 P.M.** **Networking Hour - Sponsored by BVK Agency**



# SCHEDULE

## TOURISM SALES & MARKETING EDUCATIONAL SEMINAR

WEDNESDAY JANUARY 15, 2025

- 8:00 A.M.** Guest Registration - Kick off your day with a delightful selection of pastries and coffee, setting the perfect tone for the sessions ahead.
- 8:30 A.M.** Lt. Governor Billy Nungesser, Welcome Greeting
- 8:35 A.M.** Domestic Session "Collaborative Marketing: Building Partnerships"  
*Presented by Brian Jewell, VP and Executive Editor, The Group Travel Leader, Inc.*
- 9:45 A.M.** International Markets Session "The Importance of International Tourism in Louisiana" *Presented by Kirsty Dillury and Neil Tagliavini-Jones, TTM, UK Office*
- 11:00 A.M.** Introduction Steps to Success™ Training Program, *Presented by Jennifer Ackerson, President, ALON Tourism Solutions*
- 12:00 P.M.** **Lunch – Sponsored by Miles Partnership**
- 12:30 P.M.** **Special Guest, Maura Allen Gast, FCDME**  
*Executive Director, Visit Irving Texas*
- 1:30 P.M.** "Creating an Actionable Marketing Plan", *Presented by Coraggio Group, Session Sponsored by Miles Partnership*
- 2:30 P.M.** Q&A Session, Seminar Adjourns

