



2020

## NATIONAL TRAVEL & TOURISM WEEK

# Tourism EDucation TALKS

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### **MONDAY, 2PM: WHY TRAVEL MATTERS**

Dr. Jim Petrick, Associate Department Head for Graduate Studies in the Department of RPTS at TAMU

### **TUESDAY, 2PM: DISCUSSION ON SPORTS PLANNING**

Al Kidd, President & CEO of the Sports Events & Tourism Association

### **WEDNESDAY, 2PM: DISCUSSION ON MEETING PLANNING**

Callie Thorndike, Director of Sales & Marketing at Embassy Suites College Station

### **THURSDAY, 2PM: SOCIAL MEDIA MKTG BEST PRACTICES**

Ryan Callison of Madden Media discusses social media marketing best practices for our local hospitality industry

### **FRIDAY, 2PM: OPERATION RESTART**

Joey Dunn, Deputy City Manager for the City of Bryan sits down with Experience Bryan College Station's President & CEO, Kindra Fry, to answer questions on Operation Restart.

TUNE-IN LIVE AT [FACEBOOK.COM/EXPERIENCEBCS](https://www.facebook.com/experiencebcs)