



CONFERENCE SCHEDULE

TBEX NORTH AMERICA 2023

Monday, July 17th:

Registration & Pre-BEX Tours Desk: 7:30 a.m. - 2:00 p.m. Location: Lobby
Pre-BEX Tour Activities: All Day

Tuesday, July 18th:

Registration & Pre-BEX Tours Desk: 7:30 a.m. - 2:00 p.m. Location: Lobby
Pre-BEX Tour Activities: All Day

7:00 p.m. - 10:00 p.m.: Opening Night Party - Haymarket Plaza

Wednesday, July 19th:

Registration Desk: 7:30 a.m. - 2:00 p.m. Location: Lobby
8:00 a.m. - 8:45 a.m.: TBEX First Timers Session (Tomiko Harvey & Tim Leffel)
9:00 a.m. - 10:15 a.m.: Welcome & Opening Keynote - Squirmy & Grubs
9:00 a.m. - 5:15 p.m.: Sponsor Showcase
10:15 a.m. - 10:35 a.m.: Coffee Break

10:35 a.m. - 11:25 a.m.: Breakout Sessions

TRACK: Video <i>Rehearsal Hall 327</i>	TRACK: SEO & Data <i>Riverfront Rehearsal</i>	TRACK: Business Models <i>Gallery Room 322</i>	TRACK: Destination Marketing <i>James W Hansen</i>
Gerald Gruenig Traditional Media and it's Impact on Social Media Platforms	Sherry Smothermon-Short What Content Creators Need to Know About Google Analytics 4	Christopher Mitchell Blogging in 2023: What You Need to Know to Grow	Christopher Joe Building Tourism through Small Ecotourism Projects

11:45 a.m. - 12:35 p.m.: Breakout Sessions

John Weatherall III Growing Your Social Media Through Video	Sherry Smothermon-Short Google Analytics 4 Practical Workshop	Ian Ord Working with DMCs to Create your Own Tours	Chaminda Munasingha Collaborating with Travel Influencers During National Crisis
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12:35 p.m. - 2:00 p.m.: Lunch

2:00 p.m. - 2:50 p.m.: Breakout Sessions

Jennifer Broome Video Storytelling: Use your Phone to Tell your Story	Chris Lukenbill, Hannah Angle, Haleigh Doyle, & Melissa Sabel Pitch to Paycheck: Using your Niche to Land Paid Collaborations!	TaKenya Hampton Internal Systems vs Outsourcing to Grow your Business	Shalisa Roland Blending Strategy & Passion Projects for the Best Marketing Results
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2:50 p.m. - 3:15 p.m.: Coffee Break

3:15 p.m. - 5:15 p.m.: Speed Networking/Meet the Experts (Sponsor Showcase)

7:00 p.m.: Country Jam (Buses load 6:30 p.m.)



CONFERENCE SCHEDULE

TBEX NORTH AMERICA 2023

Thursday, July 20th

Registration Desk: 8:30 a.m. - 12:00 p.m. Location: Lobby
9:00 a.m. - 10:00 a.m.: Keynote - Julie McCoy
9:00 a.m. - 5:30 p.m.: Sponsor Showcase
10:00 a.m. - 10:35 a.m.: Coffee Break

10:35 a.m. - 11:25 a.m.: Breakout Sessions

TRACK: Visual Media <i>Rehearsal Room 327</i>	TRACK: SEO & AI <i>Riverfront Rehearsal</i>	TRACK: Business Models <i>Gallery Room 322</i>	TRACK: Partnerships <i>James W Hansen</i>
Christine Lozada How to WIN with Drones to Differentiate your Content from the Masses	Brennen Bliss Advanced SEO: Hidden Strategies to Compete in Search	Lesli Petersen Email Marketing Beyond the Newsletter	Dannelle Gay Be a Long-term Relationship Instead of a One-night Stand

11:35 a.m. - 12:25 p.m.: Breakout Sessions

Ron B. Wilson Resilience: Telling Compelling Stories through Photography	Brennen Bliss The Future of AI in SEO	Shelley Marmor How to Make Crazy Money With Affiliate Marketing on your Blog	Jason Derouen & Tara Morvant Leading the Trail in DMO and Influencer Partnership
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12:25 p.m. - 1:40 p.m.: Lunch

1:45 p.m. - 2:35 p.m.: Breakout Sessions

May Larios and Jim Fricker Driving YouTube Traffic to your Website	Mike Shubic Adapting to the AI Revolution - Learn how Travel Content is being Transformed	Danielle Desir Corbett How To Stand Out To Brands & Secure Sought-After Podcast Sponsorships	Eric Patrick Tips and Tricks for Small DMOs & Content Creator Partnerships
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2:35 p.m. - 3:00 p.m.: Coffee Break

3:00 p.m. - 4:00 p.m.: Closing Keynote - Christopher Lau

4:00 p.m. - 5:30 p.m.: Speed Networking/Meet the Experts (Sponsor Showcase)

6:00 p.m. - 9:00 p.m.: Closing Party - River Prairie Center

Friday, July 21st

FAM Trips Depart:

