

# Bermuda Tourism Summit 2017

Create, Engage & Convert

NOVEMBER 15



## MINI SCHEDULE

TIME	SESSION
8:00-8:30am	Registration, Networking & Coffee
8:30-10:00am	Opening General Session Welcome Opening Remarks Purpose Keynote <i>Tourism Outlook 2018: Bermuda, the Global Economy &amp; Travel</i>
10:00-10:15am	Break
10:15-11:30am	General Session <i>Creating Amazing Content Across the Consumer Journey with Google</i>
11:30-11:45am	Break
11:45-12:45pm	Workshops <i>Deep Dive: TripAdvisor</i> <i>Deep Dive: Partners' Web Portal</i> <i>Deep Dive: Google</i> <i>Deep Dive: Trade Trends (Tour Operator Panel)</i>
12:45-1:00pm	Break
1:00 -2:30pm	Address: The Hon. Premier of Bermuda, E. David Burt, JP, MP Lunch Presentation <i>Bermuda's Brand &amp; Way Forward</i>
2:30-3:15pm	General Session <i>The Social Evolution &amp; Your Role in It</i>
3:15-3:30pm	Break
3:30-4:30pm	Closing General Session <i>Peer to Peer: Plugging into the BTA</i> Closing Remarks
4:45-6:00pm	Networking Reception