

Bermuda Tourism Summit 2017

SCHEDULE

November 15 | Hamilton Princess

Time/RM

Sessions

Presenters

BERMUDA
TOURISM AUTHORITY

8:00 am - 8:30 am

Registration, Networking & Coffee

8:30 am - 10:00 am

Opening General Session

Welcome

Paul Telford, Chairman, Bermuda Tourism Authority
Jessie Mello, Vice Chair, Bermuda Tourism Authority

Opening Remarks

The Honorable Jamahl Simmons, JP, MP, Minister of Economic Development and Tourism

Purpose

Kevin Dallas, Chief Executive Officer, BTA

Harbourview
Ballroom

Keynote

Tourism Outlook 2018: Bermuda, the Global Economy & Travel

Adam Sacks joins us for a third year to survey the state of the US and global economies and share his firm's view of the implications for the travel industry. Find out about the potential prospects and challenges for Bermuda, the global economy and the travel industry in the year ahead.

Adam Sacks, Founder & President, Tourism Economics

BREAK 10:00 am - 10:15 am

10:15 am - 11:30 am

General Session

Creating Amazing Content Across the Consumer Journey

Get insider insight on how you can join Google and the Bermuda Tourism Authority to increase your digital footprint. Deliver quality content that inspires, engages and converts visitors AND improves your local ranking and visibility on Google.

Sven Tresp, Program Manager, Google

BREAK 11:30 am - 11:45 am

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11:45 am - 12:45 pm

Princess Katherine Ballroom

Workshops

Deep Dive: TripAdvisor

Reviews, Reputation, and ROI: Getting the Most out of TripAdvisor and Your Online Presence

Carol Johnson, Destination Market Manager, Trip Advisor

Princess Louise Ballroom

Deep Dive: Partners' Web Portal

Take ownership of your business profile on the *gotobermuda.com* website, where visitors decide how to spend their money out here in Bermuda. During this workshop acquire the skills to communicate directly with visitors about your products and services and engage directly with the Bermuda Tourism Authority on business leads, stakeholder benefits and non-public market research reports.

Andrew McLeod, Account Manager

Trudeau Ballroom

Deep Dive: Google

Dive deeper in this tactical training workshop to make the most of your Google My Business account – from claiming your listing and responding to reviews to getting the most from posts and tips to add and elevate your images. You can verify your Google My Business account on site following the session (utility bill or business registration certificate required).

Sven Tresp, Account Manager

CA Clark, Kim Palmer, Melissa Bartalos, Lauren Bourgoing Miles Team

Princess Victoria Ballroom

Deep Dive: Trade Trends (Tour Operator Panel)

This lively panel discussion digs into trends in travel and the tourism industry with a cross section of international tour operator partners.

Corie DeFranceschi-Reimert, Apple Leisure Group

Betty J Estrada, Caribbean Expedia Media Solutions Expedia, Inc.

Nicky Shafe, Prestige Holidays

Wendy Juengerkes, JetBlue/JetBlue Vacations

Barbara Polanco, WestJet Vacations Inc.

BREAK 12:45 pm - 1:00 pm

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1:00 pm - 2:30 pm

Harbourview
Ballroom

Lunch & Keynote

Premier Address

Lunch

Keynote

Bermuda's Brand & Way Forward

The Hon. Premier of Bermuda, E. David Burt, JP, MP

Kevin Dallas, Chief Executive Officer, BTA

2:30 pm - 3:15 pm

Harbourview
Ballroom

General Session

The Social Evolution & Your Role in It

This interactive overview of the evolution of social media draws clear lines in driving visitors and engaging with travellers to Bermuda. Follow BTA's social progress over the last year and the integral role our partners and influencers can play. Review the most recent social media trends, best practices, and how to measure success on different platforms to ensure we are all working together to spread Bermuda's legendary hospitality virtually and with impactful results.

Aaron Nissen, Senior Strategic Consultant, Destination Think!

BREAK 3:15 pm - 3:30 pm

3:30 pm - 4:30 pm

Harbourview
Ballroom

Closing Session

Peer to Peer: Plugging into the BTA

Hear from on-island colleagues directly how they successfully plug into BTA programs and leverage opportunities for their businesses and efforts

Michiko Campbell, Chiko's Smokey Rub

Jason Correia, Bermuda Triple Challenge

Ashley Harris, Hidden Gems

Kristin White, Haunted History Tour & East End Eats

Closing Remarks

Kevin Dallas, Chief Executive Officer, BTA

4:45 pm - 6:00 pm

Trudeau Ballroom

Networking Reception