

# 2010 TTRA Annual Conference - San Antonio Preliminary Schedule at a Glance

		Saturday June 19	Sunday June 20				Monday June 21					Tuesday June 22					
7:30 - 8:30	1 Hr	B.O.D. Mtg  8:00 - 5:00	Special Interest Mtgs Bowie A, Bowie B, Bowie C				Cont. Breakfast with Exhibitors Pre Function					Cont. Breakfast with Exhibitors Pre Function					
8:30 - 9:30	1 Hr		State/Provincial Research Directors Breakfast & Roundtable Discussion 8-11:30				Welcome - Opening Keynote General Session I: "Bright Funny Delightfully Obnoxious, here to help us navigate the challenging generational waters" - Meagan Johnson - Lonestar Ballroom D/E					General Session III - "Do you go with the flow or chart a course?" Using Research from Start to Finish to from new Creative - Dudley Jackson Lonestar Ballroom D/E					
9:30 - 10:00	1/2 Hr						Coffee Break with Exhibitors Pre-Function					Coffee Break with Exhibitors Pre-Function					
10:00 - 11:30	1 Hr		Lonestar Ballroom B		Academic Roundtable Discussion 10:30 - 12:15 Lonestar Ballroom A		Conc. Sess 3: Web 2.0 & Marketing Research Online Communities (MROC) Bowie A	Conc. Sess 4: Canadian Badlands - Rural Tourism Development Initiative Bowie B		Academic Papers Bowie C	Academic Papers Lonestar Ballroom F	Conc. Sess 7: Attractions - Seaworld Lonestar Ballroom D	Conc. Sess 8: Hotel Trends and Data Bowie B	Academic Papers Lonestar Ballroom E	Academic Papers Lonestar Ballroom F		
11:30 - 1:00	1 1/2 Hr						Lunch: Roundtable Discussions Lonestar Ballroom A/B/C					Annual Business Meeting/Awards Luncheon Lonestar Ballroom A/B/C					
12:30 - 1:30	1 Hr		Canadian Chapter Meeting 12:30-1:30 Bowie A														
1:00 - 2:00	1 Hr		DMO Roundtable Discussion 1:30 - 3:30 PM Lonestar Ballroom B		JTR Editorial Board Discussion 1:30 - 3:30 PM Lonestar Ballroom C	Set up for Exhibitor Booths & Illustrated Papers Exhibition 1-5 PM Lonestar Ballroom		General Session II - "Riding the Rapids of Change - Helping Consumers Make Up Their Mind & Marketing in the Era of the New Normal" -Chris Perkins - Lonestar Ballroom D/E					General Session IV - "Bringing an App to Life-Understanding Customer Needs and Brand Relationship to Develop a Winning App" - Kim Baird Lonestar Ballroom D/E				
2:00 - 2:30	1/2 Hr					Coffee Break with Exhibitors Pre-Function					Coffee Break with Exhibitors Pre-Function						
2:30 - 4:00	1 & 1/2 Hr	Optional Trolley Ride-See Exciting Sights of San Antonio!! 3-4 PM	Conc. Sess 1: Social Media and Web Analytics Bowie A	Conc. Sess 2: Damage Control After a Crisis Bowie B	Academic Papers Bowie C	Academic Papers Lonestar Ballroom F	Conc. Sess 5: Panel - Generational and 3rd Party Data Bowie A	Conc. Sess 6: Traditional ROI Bowie B	Academic Papers Bowie C	Academic Papers Lonestar Ballroom F	Idea Fair Set Up Corridor	Conc. Sess 9: VISA - How to use the International Stats Lonestar Ballroom D	Conc. Sess 10: Parents & Kids in Tourism - The Way We Travel Bowie B	Academic Papers Lonestar Ballroom E	Academic Papers Lonestar Ballroom F		
Free Time 4:00 - 6:00			Free Time 4:00 - 6:00				Free Time 4:00 - 6:00		Idea Fair 4:00 - 6:00			Corridor		Free Time 4:00 - 6:00			
6:00 and on		Welcome Reception at the Dashiell House					San Antonio Dine Around					Closing Dinner Event 6:00 -8:00 Lonestar Ballroom					