

“NAVIGATING THE FUTURE - - MEETING THE CHALLENGES AHEAD”

TPOC 2015 CONFERENCE DAILY COMPASS

(Settings Subject to Rerouting)

WEDNESDAY, May 13, 2015 – Pre Conference

1:00pm – 6:00pm Atlanta Cultural Tour (Board Bus 12:30pm @ Main Entrance)

7:00pm – 9:00pm Welcome Reception -Crown Plaza Atlanta Airport

THURSDAY, May 14, 2015

8:00am – 9:30am Leadership Meeting

11:30am – 1:30pm OPENING LUNCH – Hosted by City of East Point, GA/Atlanta Convention & Visitors Bureau

LUNCH SERVED

KEYNOTE ADDRESS Mr. Miguel Southwell, General Manager, Atlanta Hartsfield Jackson International Airport

Presentation GLOBUS Family of Brands, Kimbela Randle

2:00pm – 3:15pm WORKSHOP 1

Heritage Tourism: “The New Travel Dollar!”.....Dr. Kevin McPherson

3:30pm – 4:45pm WORKSHOP 2

Using Digital Marketing to Grow Your Business and Co-Op Advertising.....Gregory Pierce

FRIDAY, May 15, 2015

8:30am – 10:00am BREAKFAST and GENERAL SESSION

Presentation IHG, Carmen McCloud

BREAKFAST SERVED

KEYNOTE ADDRESS Anita Pagliasso, Founder/CEO A Ticket to Travel

10:30am – 11:45am WORKSHOP 3

Heritage Tourism: “An Investment In Your Tourism Future!”.....Dr. Kevin McPherson

10:30am – 11:45am WORKSHOP 4

Helping Your Clients Plan Family Reunions...Black Meetings & Tourism

12:00pm – 1:30pm LUNCH and GENERAL SESSION

LUNCH SERVED

KEYNOTE ADDRESS "Charting a Course to Prosperity" - - Crystal Shepherd

2:00pm – 3:15pm WORKSHOP 5

Working with CVB's and Using CVB Services.....Stephanie Hudson

2:00pm – 3:15pm WORKSHOP 6

Smartphones 4 Smart Business.....Gerrel Robinson

3:30pm – 5:00pm Annual TPOC Member Meeting

6:30pm - 10:00pm Dessert Reception and A Night @ the Movies, Hosted by Douglasville GA CVB (Includes Transportation)

SATURDAY, May 16, 2015

9:00am – 10:00am WORKSHOP 7

Heritage Tourism: "Sustainable Tourism Through Heritage Tourism!"Dr. Kevin McPherson

10:15am – 11:15am General Session

Special Guest Presentation.....Rev. Anthony Evans

12:00pm – 3:00pm LUNCH and TRADE SHOW
Atlanta Convention and Visitors Bureau
Crowne Plaza Atlanta Airport Hotel
Douglasville GA Convention and Visitors Bureau
Exclusive Group Travel, Inc.
GLOBUS Family of Brands
Quality Transportation, Inc.

4:00pm – 5:30pm Stay-A-Day...SEE OUR USA Round Table.....Black Meetings and
Tourism Magazine

7:00pm – 9:00pm Retirement Reception – Kathleen Bertrand.....Black Meetings and
Tourism Magazine

SUNDAY, May 17, 2015

9:00am – 10:30am CLOSING BRUNCH

BRUNCH SERVED

Departure Information

1:00pm – 1:30pm Montgomery, AL Post Conference FAM Departures