



 **CONFERENCE
ON TOURISM
2021**
Schedule



Wednesday, December 1, 2021

8:00-9:00 am

NETWORKING BREAKFAST

What You Have Missed Most about New Jersey Tourism Breakfast

9:00-10:00 am

KEYNOTE SESSION ONE

The Future Traveler: What will Travel and Tourism look like in 2022 and Beyond?

Speaker: Robyn Domber, DCI

Description: In this session, attendees will learn about the most up-to-date traveler trends and behaviors as the world continues to emerge from the global COVID-19 pandemic. We'll highlight what's different about how consumers intend to travel, who they plan to travel with and where they plan to go in 2022. In addition, We'll look at North American traveler intentions compared to search and booking data – and provide the inside scoop on what's winning. Lessons learned from the 2021 summer travel season as well as next and best practices among destinations as we look towards summer 2022 will also be explored.

10:15-11:15 am

KEYNOTE SESSION TWO

Legislative Update

Speakers: Marilou Halvorsen, VP American Hotel and Lodging Association
Joseph Simonetta, Partner, Public Strategies Impact

Description: Get a briefing on how the 2021 elections will affect tourism . Receive an update on key issues facing the tourism industry in Trenton and Washington in the new year.

11:30-12:30 pm

BREAKOUT SESSION ONE

Emerging Markets Panel

Ability Travel/LGBTQ/Millennials/Seniors

Speakers: Susan Adelizzi-Schmidt, President, Suasion Communications Group
Jake Steinman, CEO, North American Journeys

Description: We are seeing a new trend of travel to destinations called 'emerging markets'. These destinations are considered unique, untouched, and provide a way to travel on a budget. If you like traveling, chances are you may have even visited several of them without knowing it! But what is an emerging market, exactly, and what makes them possess these appealing attributes to travelers?

11:30-12:30 pm

BREAKOUT SESSION TWO

Hospitality as a Career, Not Just a Job

Speaker: Donna Marie Albano, Ed D., Stockton University Associate Professor of Hospitality and Tourism Management Studies

Description: Hospitality jobs are often thought of as “in-between” jobs - something that individuals do to make ends meet, or a way for entry-level workers to support themselves until finding a “real” job. This is far from reality, however, as hospitality careers can actually be a lifelong, fulfilling pathway for many people. Here’s everything you need to know about establishing your hospitality career.

12:30-2:00 pm

LUNCH

Celebration of Tourism Lunch

Board Installation, Awards and Prizes

2:00-3:00 pm

KEYNOTE SESSION THREE

Cannibus and Tourism

Speaker: John D. Fanburg, Esq., Partner, Brach Eichler Law Firm

3:15-4:15 pm

BREAKOUT SESSION THREE

Future Digital Tourism Trends / What you need to know

Speakers: Alex Heimann, CEO Tempest

Jenny Rose, VP, Integrated Marketing Services, Tempest

Description: Digital is the wave of the future. Learn how to craft a content strategy that is authentic and impactful. Message delivery; Importance of your website landing page, use of voice search content optimizations and the impact of a blog.

BREAKOUT SESSION FOUR

Gaming Changes: Esports

Speakers: Thomas Bird, FanDuel

Daniel Gallagher, Director of Sports Sales, MeetAC

Anthony Gaud, CEO, G3ESports

Description: The gaming industry is changing. In recent years, most games have shifted to becoming always-on live services that change regularly with new content and features keeping players engaged long after a game has launched. Esports and live streaming of gaming overall have also become much more mainstream.

4:30-5:30 pm

KEYNOTE FOUR

Transforming the Workplace to meet the Post Covid-19 Realities:

Retention, Hiring, Recruiting

Speaker: Andria Godfrey, Vice President, Longwood International

Description: Through 2021 travel has begun to rebound at record rates and bringing people back to work, to this hard-hit industry, is vital to support a full travel recovery. In this session we’ll talk about what travelers are expecting as they begin to travel once more, and how the industry is evolving in a post-COVID world to bring back our workforce to support this growing travel demand.

6:00-8:00 pm

NETWORKING EVENT

Karaoke Night on the Boardwalk

Description: A fun night in Atlantic City with a few surprises!

Thursday, December 2, 2021

8:30-9:30 am

NETWORKING BREAKFAST

Jersey Breakfast Treats and Talk with Jeff Vasser

Speaker: Jeffrey Vasser, Executive Director, New Jersey Division of Travel & Tourism

9:45-10:45 am

KEYNOTE SESSION FIVE

New Jersey Tourism Numbers

Speaker: Adam Sacks, President, Tourism Economics

Description: The visitor economy is vital to New Jersey. Receive a comprehensive economic impact analysis of tourism in New Jersey.

11:00-12:00 pm

KEYNOTE SESSION SIX

The Rise of Digital Audio

Speaker: Jimmy Saunders

Description: This session will focus on the massive shift in media consumption to digital audio and how listeners are engaging with the platform. We will examine top destinations and brands that are driving success through digital audio. The audience will leave with a better understanding of why audio is important as a media vehicle and how to create a successful audio initiative.

12:00-1:00 pm

KEYNOTE SESSION SEVEN

Wellness in the Workplace: Achieving Work/Life Balance

Speakers: Marissa Caruso, Funatics Fitness

Eve Cortes, Eunoia Life Transitions & Personal Development Coach

Carrie Gills, Funatics Fitness

Sarah Winkworth, Funatics Fitness

Description: Workplace Wellbeing relates to all aspects of working life, from the quality and safety of the physical environment, to how workers feel about their work, their working environment, the climate at work and work organization. ... Workers well-being is a key factor in determining your company's long-term success.

1:00—2:00 pm

NETWORKING LUNCH

Box Lunches to Go