

~ TBEX North America 2019 Billings, Montana ~

TBEX PRE - CONFERENCE DAYS

Tuesday, September 10th

Early Registration & Pre-BEX Tours Desk: 6:30 am - 1:00 pm (BHCC Lobby)

Pre-BEX Tour Activities: All Day

Wednesday, September 11th

Early Registration & Pre-BEX Tours Desk: 6:30 am - 3:00 pm (BHCC Lobby)

Pre-BEX Tour Activities: All Day

Workshops:

Off Property Location (TBD)	BHCC Parlor Room 1001	BHCC Parlor Room 1019	BHCC Parlor Room 1018	BHCC Parlor Room 1009
Andy Austin	Sante Achille	Spud Hilton	Jessica Elliot	Ciaran Blumenfeld + Debbie Bookstaber
Up Your Blog and Instagram Photography Game	Structured Data & Semantic Modeling for Travel & Tourism Sites	Battling the 7 Plagues of Storytelling: Creating Better Travel Articles and Editor Pitches	Taking Drone Photography and Video to the Next Level	Instagram Account Positioning and Growth Workshop Series

Opening Night Party 7 pm - 9 pm: Camelot Ranch (TBEX reg desk open at Camelot Ranch 7:00 pm - 7:30 pm)

TBEX CONFERENCE DAYS

Thursday, September 12th

Registration Desk: 7:00 am - 5:00 pm (BHCC lobby)

8:00 am - 8:45 am: TBEX First Timers Session - Kerwin McKenzie (Madison Room)

9:00 am - 10:15 am: Welcome & Opening Keynote - Caroline Makepeace (Stillwater Room)

9:00 am - 5:15 pm: Sponsor Showcase (Yellowstone Room area)

10:15 am - 10:35 am: Coffee Break (Foyers)

10:35 am - 11:25 am: Breakout Sessions

Track 1	Track 2	Track 3	Track 4	Track 5
Content	Your Business	Strategy and Marketing	Partnerships	Travel Trade
Big Horn	Stillwater	Boulder	Ballroom	Madison
Andy Austin	Tomiko Harvey + Sienna Spencer-Markles	Tina and Keith Paul	Charles McCool + Tara Zieman	Dave Serino
Using Photography to Brand Yourself in a Saturated Market (B, I)	Passport to Pitching (I, E)	How We Achieved One Million Blog Visitors in Seven Months (B, I)	Practical Pointers For Productive Press Trips (B)	They Rode into Town - Posted, Tagged and Left.....What's Next? (I, E)

11:45 am - 12:35 pm: Breakout Sessions

Track 1	Track 2	Track 3	Track 4	Track 5
Content	Your Business	Strategy and Marketing	Partnerships	Travel Trade
Big Horn	Stillwater	Boulder	Ballroom	Madison
Cindy Richards	Sandra Foyt	Bryanna Royal	Keryn Means + Toni Smith	Jiri Duzar
Why SEO Is NOT the Enemy of Good Writing (B, I)	How To Break Into Selling Stock Photography for Passive Income (I, E)	Advanced Pinterest Strategies To Grow Your Traffic (I, E)	Going Steady Instead of a One Night Stand: The Road to a Real Partner Relationship (I,E)	Influencers vs. DMOs: Vetting and the Game of Expectations (I, E)

12:35 pm - 2:00 pm: Lunch (Outdoor Garden/Courtyard)

2:00 pm - 2:50 pm: Breakout Sessions

Track 1	Track 2	Track 3	Track 4	Track 5
Content	Your Business	Strategy and Marketing	Partnerships	Travel Trade
Big Horn	Stillwater	Boulder	Ballroom	Madison
Lesli Peterson	Tammilee Tillison	Ting Jung Lee	Jada Durden + Brandy Evans	Angie Orth
The SEO Approach to Updating Old Evergreen Posts (E)	30+ Tools and Tips to Make Your Life Easier as a Travel Writer (B, I)	Growth Hack Your Way to YouTube Success (I, E)	Bloggers and CVBs: The Road to Marriage (E)	Paid or Trade? When (and How Much) to Pay Influencers for Content (E)

2:50 pm - 3:15 pm: Coffee Break (Foyers)

3:15 pm - 5:15 pm: Speed Networking & Meet the Experts (Sponsor Showcase area)

2nd Night Party 7:00 pm - 9:00 pm : Pub Station

Friday, September 13th

Registration Desk: 8:00 am - 3:00 pm (BHCC lobby)

9:15 am - 10:15 am: Opening Keynote - Toby O'Rourke / Jackie Nourse (Stillwater Room)

9:00 am - 5:15 pm: Sponsor Showcase (Yellowstone Room area)

10:15 am - 10:35 am: Coffee Break (Foyers)

10:35 am - 11:25 am: Breakout Sessions

Track 1	Track 2	Track 3	Track 4	Track 5
Content	Your Business	Strategy and Marketing	Partnerships	Travel Trade
Big Horn	Stillwater	Boulder	Ballroom	Madison
James Fricker II + Mayra Larios	Nora Dunn	Maria Haase + Jeannine Crooks	Vanessa Chiasson	Dan Austin + Carol Austin + Kasey Austin Morissey
Master YouTube SEO to Boost Your Organic Blog Traffic (I, E)	How to Get Lucrative Freelance Gigs and Simultaneously Put Your Blog on the Map (I, E)	Affiliate Marketing That Converts (B, I)	Sponsored, Gifted, Ad: Understanding the Rules and Responsibilities for Disclosure (B, I)	Ask a Tour Operator (All)

11:45 am - 12:35 pm: Breakout Sessions

Track 1	Track 2	Track 3	Track 4	Track 5
Content	Your Business	Strategy and Marketing	Partnerships	Travel Trade
Big Horn	Stillwater	Boulder	Ballroom	Madison
Sante Joseph Achille	Scott Herder	Kulin Strimbu	Rob Taylor + Shae McCormack	Martinique Lewis + Annette Richmond + Cory Lee + Jenna Howard
What is Structured Data and How Does It Help On-Page SEO? (I, E)	Growing from Video Blogger to Industry Videographer (I, E)	The Missing Link: Your Connection to the Travel Industry's Most Powerful Partners (B, I)	Effective Content Development - Comprehensive Campaign Planning w/ Bloggers and Brands (E)	Every Visitor Matters: Embracing Diversity in Travel Marketing and PR (All)

12:35 pm - 2:00 pm: Lunch (Outdoor Garden/Courtyard)

2:00 pm - 2:50 pm: Breakout Sessions

Track 1	Track 2	Track 3	Track 4	Track 5
Content	Your Business	Strategy and Marketing	Partnerships	Travel Trade
Big Horn	Stillwater	Boulder	Ballroom	Madison
Spud Hilton	Nathan Sado + Tyra Hughey-Smith + Jen Ruiz	Elisabeth Willits	***	Cam Sholly with Chris Christensen
Finding the New Angle in Your Travel Articles (All)	Beyond the Blog: Tapping Your Expertise and Community to Earn Alternate Income (I, E)	How to Create Addictive Email Content	***	Everything You Wanted to Know About Yellowstone National Park

2:50 pm - 3:15 pm: Coffee Break (Foyers)

3:15 pm - 5:15 pm: Speed Networking & Meet the Experts (Sponsor Showcase area)

5:30 pm - 6:30 pm: Closing Keynote Session - Gary Arndt (Stillwater Room)

Closing Night Party 7:00 pm - 9:00 pm: Billings Depot

TBEX POST - CONFERENCE DAYS

Saturday, September 14th

All Day: FAM Trips leave (BHCC)

#VISITBILLINGS

#TBEX