

CONFERENCE SCHEDULE

TBEX NORTH AMERICA 2026



Tuesday, June 23rd:

8:30 a.m. – 2:00 p.m.: Registration & Pre-BEX Tours Desk
 Location: Lower Lobby
 Pre-BEX Tour Activities: All Day

Wednesday, June 24th:

8:30 a.m. – 2:00 p.m.: Registration & Pre-BEX Tours Desk, Location: Lower Lobby
 Pre-BEX Tour Activities: All Day

6:30 p.m. – 8:00 p.m.: Richmond Raceway Opening Night Party
 (Transportation departs at 6:00 p.m.)

Thursday, June 25th:

7:30 a.m. – 2:00 p.m.: Registration Desk, Location: Upper Lobby
8:00 a.m.: First Timers Session: How to Get the Most Out of TBEX, Room B13
9:00 a.m. – 10:15 a.m.: Welcome & Opening Keynote, Panel: **Cory Lee Woodard, Phoenix Powell, Penny Zibula, Moderator: Leslie Walker**, Grand Ballroom AB
9:00 a.m. – 5:15 p.m.: Sponsor Showcase, Grand Ballroom C
10:15 a.m. – 10:35 a.m.: Coffee Break

10:40 a.m. – 11:30 a.m.: Breakout Sessions

Room B11 Photography & Video	Room B12 Business Models	Room B13 Partnerships	Room B14 Digital Strategy
Ashley Westbrook Mastering the Art of Short-Form Video Editing	Nina Zadeh & Olga Valentin From Free Stays to \$10,000+ months: The Strategies Creators Need To Hit 5 Figure Months	Alexa Moore More Than a One-Night Brand Stand: Building Sustainable Brand Relationships as a Creator	Kelsey Pomeroy How to Build Repeatable Content Series to Grow Your Audience and Establish Your Persona

11:35 a.m. – 12:25 p.m.: Breakout Sessions

Roland Baker From Check-In to Checkout: The 30-Minute Hotel Content Blueprint Part 1 (Part 2 at Local Hotel Following Lunch)	Valerie Stimac The Money's in the List: Why Email is Essential for Your Blogging Income Strategy	Ashley Norman Making the Most of DMO/Creator Relationships: How DMOs Can Design Trips for Creators and Creators can Execute	Stay22: Margot Lasalle & Christopher Mitchell Shaping the Future of Travel Blogging
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12:30 p.m.: Lunch Keynote, **Marty Schwartz**, Grand Ballroom AB

2:05 p.m. – 2:55 p.m.: Breakout Sessions

Gerrit van den Berg Make More Money From a Smaller Audience: Going Narrow-but-Deep	Jeremy Jones Lessons Learned Self-Publishing a Travel Guidebook	Kris Njatcha From Free Nights to Paid Partnerships: Elevate your Business by Monetizing Hotel Collaborations	Jared Bauman Writing for People, Optimizing for Discovery: Travel Content in a Search + AI World
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3:00 p.m. – 3:15 p.m.: Coffee Break

3:15 p.m. – 5:15 p.m.: Speed Networking (Sponsor Showcase)

Free Night: No Planned Evening Events

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Friday, June 26th:

8:30 a.m. – 12:00 p.m.: Registration Desk, Location: Upper Lobby

9:00 a.m. – 10:00 a.m.: **Keynote: Lauren Gay**, Grand Ballroom AB

9:00 a.m. – 5:15 p.m.: Sponsor Showcase, Grand Ballroom C

10:05 a.m. – 10:25 a.m.: Coffee Break

10:30 a.m. – 11:20 a.m.: Breakout Sessions

Room B11 Photography & Video	Room B12 SEO	Room B13 The Future of Content	Room B14 Entrepreneurship
Madison Rolley From Blogs to Short-Form Video: Turning Existing Content Into a Modern Discovery Engine	Andrew Wilder It's Not Accessibility, It's Hospitality: What Every Publisher Should Know About Welcoming Readers	Jeremy Joyce Remarkable or Replaceable: How Travel Creators Stand Out in a Sea of Sameness	Eden Hagos Converting Digital Influence into Real World Opportunities: Book Deals, Events, Media and More

11:25 a.m. – 12:15 p.m.: Breakout Sessions

Herson Guerrero From Gear to Greatness 101: The Complete Toolkit to Build a Solid Photography Portfolio	Eugenia Semenova What 5,000+ travel blogs taught us about making more money in 2026 (Travelpayouts)	Martinique Lewis Monetizing Wit Purpose: How to Think Beyond One-Off Partnerships and Start Building Sustainable, Multi-Stream Revenue Ecosystems	Allison Tolpa How to Use AI Without Losing What Makes Your Story Matter
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12:20 p.m. – 2:00 p.m.: **Lunch/Keynote: Tim Leffel**, Grand Ballroom AB

2:05 p.m. – 2:55 p.m.: Breakout Sessions

Caroline Makepeace Untapped Local: How Becoming a Community Creator (Not Just a Travel One) Unlocks New Revenue, Partnerships and Staying Power	Bianca Alba Beyond the Feed: Building a Travel Brand That is Not Reliant on Social Media	Kim McCarter Monetize Your Movement: Turning Your Brand Into an Energetic Community, Increasing Engagement & Revenue through AI and Email Marketing	Rob Taylor Embracing Neurodivergence: Tools & Strategies to Embrace Who We Are and Grow Because Of It
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3:00 p.m. – 3:15 p.m.: Coffee Break

3:15 p.m. – 5:15 p.m.: Speed Networking (Sponsor Showcase)

7:00 p.m. – 10:00 p.m.: Hippodrome Theater Closing Night Party

Saturday, June 27th:
FAM Trips Depart