SCHEDULE AT A GLANCE

**Tuesday, August 29** – Optional Pre-Conference Tour and Classes

- 8:00 AM – NOON  Destination Tour*
- 9:00 AM – NOON  Texas Tourism Women’s Half Day Leadership Conference, “Winning at Work as Women”**
  *(DMS elective)*
- 1:00 – 4:00 PM  Destination Marketing Principles Class*
- 1:00 – 3:00 PM  The Cheat Code Workshop: How to improve your strategy, measurement and communications*
  *(DMS elective)*
- 3:00 PM    New Member and Attendee Orientation
- 5:00 – 6:00 PM  Young Professionals Reception **sponsored by the Young Professionals Committee and Tempest**
- 6:00 – 9:00 PM  Opening Reception **sponsored by Visit College Station**

**Wednesday, August 30**

- 9:00 AM – 5:00 PM  Conference Educational Sessions
- Evening  Sponsor Receptions and enjoy College Station on your own

**Thursday, August 31**

- 9:00 AM – 4:00 PM  Conference Educational Sessions
- 5:00 – 8:00 PM  Closing Reception **sponsored by AJR Media**

* TDM and DMS credits earned