TravelContentCon 2017 Schedule

Friday, August 25 – Sunday, August 27, 2017
WiFi network: ##### | WiFi password: #####

Friday 25th August

10:40 am  Bus pickup
5:00pm-on  Car arrivals. Guests arrive, tour the house and amenities.
Afternoon  Optional additional coaching time or free time to work in the house
or make use of the library
8:15 pm  Pick up for bus from New York
8:30 pm  Dinner, introductions, Module 1: The ocean of opportunities; expanding your
mind to know what your options are before we narrow your specialty.

Saturday 26th August

8:30 am  Breakfast and exercise on breaking trips into ideas
9:00 am  Module 2 - How does your work background uniquely prepare you for travel content
marketing? A skill evaluation to find your most lucrative offerings.
10:00 am  Bathroom and coffee break
10:15 am  Module 3 - Packages and packaging; what will you offer your clients and how will you
present it? We work together to create your content marketing web copy and look.
11:15 am  Bathroom and coffee break
12:00 pm  Lunch
2:00 pm  Module 4 - Target practice: compiling the criteria for your personal prospect list and
working through red herrings as a group until you're confident you can tell a winner
from a time sucking PITA (pain-in-the-a$$) client.
3:00 pm  Coffee and bathroom break
**3:15 pm**  
Module 5 - Your perfect pitch—both written and verbal. How to snag your fish by email and then reel them in.

**4:15 pm**  
Coffee and bathroom break

**4:30 pm**  
First round of individual one-on-ones:

- 4:30-5:00  
Name
- 5:00-5:30  
Name
- 5:30-6:00  
Name
- 6:00-6:30  
Name

**7:00 pm**  
Dinner and socializing; you deserve a break!

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**Sunday 27th August**

**8:30 am**  
Breakfast and continue working on pitches

**9:00 am**  
Module 6 - Polishing your proposals; how to craft lines that sell for you once you’ve dazzled them on your call.

**10:00 am**  
Second round of one-on-one's and continue writing pitches

- 10:00-10:30  
Name
- 10:30-11:00  
Name
- 11:00-11:30  
Name
- 11:30-12:00  
Name

**12:30 pm**  
Lunch

**2:00 pm**  
Module 7 - Don't get caught on the close; working through every snag in your game that might keep clients from signing on the dotted line.

**2:45 pm**  
Coffee, dessert and bathroom break

**3:00 pm**  
Module 8 - Your step-by-step action plan; designing the timeline of your travel content marketing success.

**4:00 pm**  
Departure for guests not staying for additional retreat days