

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!

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