

## KEYNOTE PRESENTATIONS

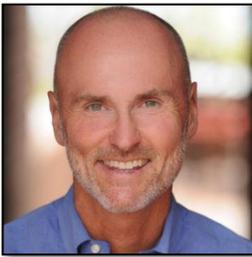
### ▶ The Crystal Ball is Cloudy



#### Amir Eylon

President and chief executive  
Longwoods International

### ▶ The Surfer and The Gardener: Riding the Waves, Planting the Seeds in Uncertain Times



#### Chip Conley

Strategic advisor for Hospitality and Leadership, Airbnb  
Founder, Modern Elder Academy

## PROFESSIONAL DEVELOPMENT SESSIONS

▶ **Asking for a Friend: A Visit With SATW Attorney Anthony Elia** | Members submitted questions to SATW's longtime attorney, Anthony Elia.

Speaker:

- Anthony Elia, Partner, Miller Mayer LLC

▶ **Crisis Management: Turning the Tide on Negative Stereotypes** | There is no shortage of crises these days. This panel explores the art of crisis management and how to battle negative stereotypes that can linger long afterward. Join industry experts, from crisis communications specialists to cruise lines and destinations that have “been there, done that” and (in some cases are still “doing that”) for the latest guidance on retaking and owning the messaging during a time of crisis.

Speakers:

- Jeff Chatterton, Crisis Communications Expert and Founder, Checkmate Public Affairs
- Erik Elvejord, Director of Public Relations, Holland America Line

- [Edward Segal](#), Crisis Management Expert, Consultant, and Author
- [Chez Chesak](#) (Moderator), Executive Director, Outdoor Writers Association of America

► **Expanding the Narrative: Telling Fuller Travel Stories (and Truths) |** Interpreter and storyteller Cordell Reaves wants to help you make meaning for your readers on the spot where history happened, shifting focus at historic sites to the enslaved communities as the primary narrative of the site. This session is designed to show how museums, institutions and DMOs are actively engaged in presenting the fuller story of the events that shaped their destination and how journalists now have access to a trove of resources to help them craft unique story angles that will translate into their next assignment. Together, this is a rich example of SATW's mission: "Inspiring travel through responsible journalism."

Speakers:

- [Vickie Ashford](#), Director of Travel Media, Greater Birmingham Convention & Visitors Bureau
- [Matthew Maxey](#), Associate Director of Public Relations, Visit Franklin (Tennessee)
- [Cordell Reaves](#), Historic Preservation Program Analyst, NYS Office of Parks, Recreation & Historic Preservation
- [Tonya Fitzpatrick](#) (Moderator), Executive Producer/Host, Worldfootprints.com

► **Getting Out of a World of Trouble |** Before heading off to India in March, SATW member Anietra Hamper did everything she'd been taught: checked the advisories, worked with a local insider, registered with the U.S. Embassy. But it wasn't enough to secure her safety when COVID struck. After weeks of harrowing mishaps, she finally made it home, thanks to the Committee to Protect Journalists. Anietra and Colin Pereira of CPJ join us to talk about her experience and share strategies for evaluating risk and protecting against it, no matter what the situation.

Speakers:

- [Anietra Hamper](#), Owner: Three Word Press LLC
- [Colin Pereira](#), Journalist Safety Strategist, Committee to Protect Journalists
- [Jane Wooldridge](#) (Moderator), Business Editor, Miami Herald

► **New Communications Metrics for Job Security |** Most PR professionals have heard of the Barcelona Principles, the concept that the content, tone and targeted reach of media coverage are more important than circulation or ad value spreadsheets. No sooner had we demonstrated that quality, not quantity, is the holy grail of media coverage than the world turned upside down. How do you convince a shell-shocked executive or board of directors to stay invested in PR as you rebuild the brand? How do you adapt the Barcelona framework to measure the new definition of success? This panel discussion with Marcus Hibdon of Travel Portland, Casey Barks, regional director of public relations, Fairmont Hotels & Resorts, and Angela Berardino, USA Chief Strategy Officer, Turner PR will explore the new metrics for public relations and how to convince leadership to adopt these key performance indicators.

Speakers:

- [Casey Barks](#), Regional Director of Public Relations, Fairmont Hotels & Resorts
- [Marcus Hibdon](#), Director of Communications, Travel Portland

- [Angela Berardino](#) (Moderator), USA Chief Strategy Officer, Turner PR

▶ **Onward & Upward: Nuts & Bolts of Starting Your Own Business |** Your job has ended. Your markets have dried up. Whatever you were doing before isn't working now, or maybe you want to do the same thing but be your own boss. Where do you go from here? Onward and upward! This panel will discuss the conceptual, practical, administrative, and financial basics of going into business for yourself.

Speakers:

- [Sarah Greaves Gabbadon](#), Editor in Chief, JetSetSarah.com
- [Veronica Stoddart](#), Travel Editor and Content Strategist
- [Rick Sylvain](#), Consultant
- [Michelle Rodriguez](#) (Moderator) Founder, 360viewPR

▶ **Performance and Charisma Coaching: Are You Ready for Your Close Up? |** Video is more important than ever as a means for sharing travels and visiting places virtually. But are you camera ready? This session will prepare attendees for speaking on-camera, whether it's through their own produced travel videos, on-camera interviews, in-person meetings, or the ever-present Zoom meetings. Lynn Mason-Pattnosh, executive producer and host of ConciergeQ Media and a casting director and performance coach, will help you tap into your own charisma you will become more confident and shine in meetings, while public speaking and on camera.

Speaker:

- [Lynn Mason-Pattnosh](#), executive producer and host, ConciergeQ Media

▶ **Recruiting All Heroes: Protecting the Balance Between a Healing Planet and the Hunger for Travel |** Before the pandemic, (over)tourism had become a burden on the planet, not a boost. Swarmed cities were suffocating. Choked parks were trampled. And both visitors and hosts were fed up. Then COVID happened, trapping people in their homes. And, lo and behold, the planet rebounded. The canals of Venice are clear again. Mountain goats walk the streets in Wales. Smog has lifted everywhere, including in major cities. But what about the future? Once the world reopens, will we go back to the overcrowded way things "normally" were or will we chart a better way forward? In this session, Ethan Gelber will tie shiny new capes on you, a freshly minted group of balanced tourism warriors seeking equilibrium between the best interests of travelers, residents and the planet. Because this is the hour of epic heroics as we join forces to make the world safe again for travel. To make the world safe... period.

Speaker:

- [Ethan Gelber](#), Freelance Writer/Editor

▶ **Redefining "Safe Travel" in a Post Pandemic World |** Once we're 'back to normal' and through the pandemic, what is "safe travel" going to look like - and what will be the obligations of travel providers to create safe travel environments? We'll share key data from industry experts, present on the evolving role of travel insurance, and hear from a legacy operator who will talk about the steps they're taking to protect travelers in our (forthcoming) new world.

Speakers:

- [Katie Brisco](#), President, MMGY Global
- [Jeremy Palmer](#), Senior VP of Strategy, Operations and Brand, Tauck
- [Dean Sivley](#), President, Berkshire Hathaway Travel Protection
- [Catharine Hamm](#) (Moderator), Columnist, Los Angeles Times

▶ **Stick With the Facts, Please** | Nobody likes to make mistakes, especially when you are the authority. If you are your own editor — and most of us are — how do you open your eyes to the unwitting errors you make that not only undermine your authority but also can hold you back? How do you cut through all the noise and cries of fake news to find credible sources? Susan Lanier-Graham, a freelance writer and publisher of online magazine “Wander With Wonder,” explains what (in this world of Wikipedia) is and is not a credible source, how to ensure you have your facts straight and offer a sure-fire fact-checking system—really, the key to your credibility and employability.

Speaker:

- [Susan Lanier-Graham](#), Editor-in-Chief, WanderWithWonder.com

▶ **The Career Lattice - Staff to Self-employment Strategies that Preserve your Money and Your Mind - (2 parts)** | The term ‘career lattice’ defines the skill of managing your career through strategic lateral moves. Organizations do not have a clear way forward, which means it’s all the more important for individuals to master modes of continual career growth by identifying and pursuing experiences and skills that equip them to bridge from their current positions to emerging positions that represent growth and fresh opportunities. The career skill of learning to identify and pursue adjacent skills and experiences frames resilience, and the ability to find adjacent skills and adapt is key to winning new jobs and clients. The Career Lattice workshop will outline three key strategies that both staff and the self-employed can use to zero in on high-potential skills and abilities that position them to quickly win emerging jobs and client engagements, and will show how to highlight the ability to lattice in job interviews and client pitches.

Speaker:

- [Joanne Cleaver](#), Freelance Travel Writer, Author of "The Career Lattice"

▶ **The End of Elegance in Writing?** | SMH (Shaking my head). IKR (I know, right?). IRL (In real life), does anybody care about words anymore? IMHO (In my humble opinion), OCTD (of course they do.) In fact, Connie Hale, a journalist and the author of five books on language and literary style, will tell you how your writing, whether it’s a long narrative, a press release or an Instagram story, can connect with readers in this age of tweets and texts. This writing pro will help you bridge new and traditional writing styles elegantly, make your prose meaningful but not predictable and attract more readers to your work.

Speaker:

- [Connie Hale](#), Journalist and author, "Sin and Syntax," "Wired Style: Principles of English Usage in the Digital Age" and more

▶ **The Future of Cruise Travel** | The coronavirus has hit the multibillion-dollar cruise industry especially hard, forcing delays, cancellations, even downsizing of fleets. What will the industry look like going forward and how will the industry emphasize safety and trust to some who are wary? What should travelers expect in terms of onboard and shore experiences? Jane Wooldridge will lead industry experts in a discussion of an industry that had been growing and prospering until the pandemic changed its course.

Speakers:

- [Arnold Donald](#), CEO, Carnival Corp. & PLC
- [Adam Goldstein](#), Global Chairman, Cruise Lines International Assn.
- [Brian Major](#), Executive Editor, Caribbean & Latin America, Travel Pulse
- [Rob Voss](#), Chief Operating Officer-Global, Scenic Cruises
- [Jane Wooldridge](#) (Moderator), Business Editor, Miami Herald

▶ **Travel Editors: Who's Buying the Next Round?** | What will travel publishing look like in the months and years to come? A panel of travel editors - last of a dying breed? - talk about what they're looking for (and buying) now.

Speakers:

- [Arianna Davis](#), Digital Director, O, The Oprah Magazine/OprahMag.com
- [Jacqueline Gifford](#), Editor-in-Chief, Travel + Leisure
- [Fred Gonzalez](#), Managing Editor, AmericanAirlines' in-flight publications American Way
- [Melanie Lieberman](#), Senior Travel Editor, The Points Guy
- [Ken Shapiro](#), Vice President, Publisher/Editor-in-Chief, Travel Age West

▶ **Travel Media & Destinations: Recovering & Reconnecting** | There is no doubt travel is in a difficult spot right now. And while journalists focus on where to sell their next story and how to replace lost ad revenue, our Destination Marketing Organization (DMO) partners are struggling with furloughed employees, business closures, state and local safety rulings (which are always changing!), and diminished funding. Join us for a frank discussion with three DMOs on the challenges they are facing, how journalists should be pitching now (or if they even should!), and what DMOs are looking for now in articles and digital promotion.

Speakers:

- [Becca Bides](#), Vice President, Communications, Visit Orlando
- [Joyce Kiehl](#), Director of Communications, Greater Palm Springs Convention & Visitors Bureau
- [Claire Koenig](#), Communications Manager, VISIT Milwaukee
- [Jody Halsted](#) (Moderator), Writer, Producer, Podcaster, Halsted Enterprises Inc.

▶ **Travel Writing in a Time of Crisis** | Where do we go next--not as travelers but as travel communicators? Larry Bleiberg and a panel of travel experts will discuss what Actives and Associates must consider as destinations reopen. Safety and trust are top priorities for anyone who travels, so how do we encourage responsible travel without overstepping the boundaries? What are the boundaries? And what lines should digital influencers draw with lucrative brand partnerships if reader safety is questionable?

Speakers:

- [Sharon Boorstin](#), Freelance Travel Writer
- [Michael Luongo](#), Freelance Journalist and Photographer
- [Norie Quintos](#), Editor at Large, National Geographic Travel Media
- [Arnie Weissmann](#), Editor-in-Chief, Travel Weekly
- [Larry Bleiberg](#) (Moderator), Freelance Travel Writer, SATW President

► **Video Editing in the Palm of your Hand** | According to Dr. James McQuivey of Forrester Research, one minute of video is worth 1.8 million words to a consumer when it comes to swaying an audience. If you were to write 1.8 million words on a blog post, it would take approximately 3,600 pages. A simple video does the work in a fraction of the time and is a highly effective SEO tool. Robert Meeks, a video editor for the Los Angeles Times, will show you how to produce your own videos on the most powerful tool you already own: your smart phone.

Speaker:

- [Robert Meeks](#), Senior Director of Video, Los Angeles Times

► **What You Don't Know CAN Hurt You: Understanding Digital Disclosures** | Federal Trade Commission disclosures have been around for years, yet only 25% of digital publishers disclose a paid or sponsored partnership. If you're not sure what this means or how to properly disclose, this session is a must. Learn what you must do – and what you're doing wrong- from an award-winning blogger, and internet lawyer, and a PR professional.

Don't worry, this won't be filled with lawyer-speak. Our panel will break down the pros and cons of compliance from a professional and financial standpoint.

Speakers:

- [Vanessa Chiasson](#), Freelance Travel Writer
- [Liz Hawks](#), Influencer Relations Expert
- [Jamie Lieberman](#), Owner and Founder, Hashtag Legal
- [Jody Halsted](#) (Moderator), Writer, Producer, Podcaster, Halsted Enterprises Inc.

► **Why Don't My Photos Sell or Win? (2 parts)** | Do you wonder why your favorite images aren't chosen as photography contest winners? Or why they weren't selected by editors for publication? In this session, three accomplished, award-winning SATW photographers will critique photos submitted by members, offering feedback on what works and what doesn't in each image. You'll hear suggestions for adjusting and improving your approach to shooting the scene as well as tips for improving those shots in your post-processing work.

Speakers:

- [Eric Lindberg](#), Freelance Travel Photographer and Writer
- [Susan Portnoy](#), Freelancer
- [Donnie Sexton](#), Freelancer
- [Michael Snell](#), Photographer/Designer

- [Matt Payne](#) (Moderator, Part 1), Freelance Writer and Photographer
- [Kerrick James](#) (Moderator, Part 2), Owner, Kerrick James Photography

## GENERAL SESSION

▶ **Destination CEOs' Perspectives on Promoting Anti-Racism in the Travel Industry** | The modern-day lynching (as termed by USA Today, CNN and others) of George Floyd by police in Minneapolis on May 25 has opened the floodgates of conversation about race in America. No sector is untouched, including tourism and travel media. Melvin Tennant and Julie Coker -- who together have decades of experience leading major U.S. cities' marketing efforts from the corner suite -- share their perspectives on how to use this unprecedented dialogue to move forward and the ways in which each of us can bring about change to our corner of the industry.

Speakers:

- [Melvin Tennant](#), CAE, President and CEO, Meet Minneapolis, Convention and Visitors Association
- [Julie Coker](#), President and CEO, San Diego Tourism Authority
- [Megan Padilla](#) (Moderator), freelance writer, co-chair, SATW's DEAI (Diversity, Equity, Accessibility and Inclusion) committee

## EVENTS

▶ **Awards Ceremony** | Join SATW for the Annual Awards Ceremony where the winners of the Phoenix Awards, the SATW Foundation Lowell Thomas Travel Journalism Awards, the Muster Photo Awards and many others are announced! Emceed by Elliot Gillies and Jane Wooldridge.

This event is followed by a virtual scavenger hunt hosted by the buoyant and bubbly Juliana Broste aka TravelingJules.

▶ **ReVerbs** | An evening filled with amazing, funny and/or poignant stories from a range of SATW members.

▶ **Morning Yoga** | Join Emily Tau and the rest of the Visit Milwaukee team for a one hour yoga session at the Milwaukee Art Museum!

▶ **Happy Hour - A Love Letter to Your Home Town** | For a community of travelers who now can't travel, we've had to look close to home to have some adventures, sometimes rediscovering why we love the places we actually live in.

▶ **Closing Ceremony** | SATW President, Jane Wooldridge, will pass the gavel on to President-elect, Larry Bleiberg and feature a special guest from our 2021 convention destination.

This event is followed by a happy hour hosted by SATW late-night icon Spud Hilton who will showcase a variety of 'wins' by SATW members.