

WESTO

May 19 -20, 2022

Renaissance Phoenix Downtown Hotel
100 N. 1st Street, Phoenix, AZ 85004

Thursday, May 19, 2022

12:00PM - Welcome Leadership Lunch

1:30PM - PDN Sessions by Discipline

- *Marketing Strategy (Focus: Brand Development)*
- *International Marketing (Focus: Market Changes & Team shifts during COVID)*
- *Product Development (Focus: Studios & Incentives)*
- *Measuring Success (Focus: Data Insights & Research)*
- *Operations (Focus: Team Structure)*
- *Grant Programs*

2:30PM - Afternoon Break

3:00PM - PDN Sessions by Discipline Continued

- *Marketing Strategy (Focus: Content Creation, subgroups social, website)*
- *International Marketing (Focus: What's Next & Brand USA Programs)*
- *Product Development (Focus: Niche)*
- *Measuring Success (What's New)*
- *Operations (Focus: Work Culture)*
- *Grant Plans*

6:00PM - Hotel Reception

6:30PM - Arizona Dinner

Friday, May 20, 2020

7:30AM - Breakfast

8:30AM - PDN Sessions by Topic

- *Partnerships (Brands and External Partnerships)*
- *Responsible Tourism Programs (Focus: Programs & Measuring Success)*
- *Technology (Focus: Booking Tools & OTAS's)*
- *Communications (Crisis Comms)*
- *Diversity, Equity & Inclusion (Focus: Accessibility)*
- *Community Affairs*

10:30AM - Morning Break

11:00AM - PDN Sessions by Topic Continued

- *Partnerships (Partner Programs by Regions or Specific Communities)*
- *Responsible Tourism Programs (Focus: International Messaging)*
- *Technology (Focus: Research & Data Analytics)*
- *Communications (Domestic & International)*
- *Diversity, Equity & Inclusion (Focus: Racial Equity including Tribal Relations)*
- *Government Affairs*

12:00PM - Closing Lunch

1:30PM – Departure
