



## Day 1 | Feb. 18

	Innovate	Disrupt	Future Forward
9:30 - 10 a.m.	First Timers Orientation		
10 - 10:45 a.m.	Respond, Rebuild, Recover: What's Ahead for California Tourism		
11 - 11:45 a.m.	Dream With Us: How to Create Effective Web Stories	Rewire to Rebuild Your Relationships	What's Next in Accommodations
12 - 12:45 p.m.	Wildfire Season Prevention, Preparation and Communication	Harness the Power of Online Reviews	What's Next in Airlines

## Day 2 | Feb. 19

	Innovate	Disrupt	Future Forward	Rebuild
10 - 10:45 a.m.	How 2020 Made the Case for Sustainable Tourism	Lessons from California's Competition	What's Next in Attractions	Road Map to International Recovery
11 - 11:45 a.m.	Balancing Visitors and Residents in a Post-Covid World	Give Voice to Communities Through Culinary Storytelling	What's Next in Transportation	What's Ahead for the U.S. Economy
12 - 12:45 p.m.	Stronger Together: Visit California Co-op Workshop	2021 Trends in Destination Storytelling	What's Next in Restaurants	The New Consumer: Navigating Emerging Spending Trends

