

Schedule for the Excellence in Tourism Leadership Program

Title	Speaker	Date	Time
7 Things Your Website Should Include to Attract Customers and Grow Your Business - Elective	Dr. James Barnes	February 21	10 to Noon
Ethics and Public Records – Core Course	Dr. Jason Camp	February 28	10 to Noon
Conflict Resolution – Core Course	Ann Sansing	March 26	10 to Noon
Teamwork – Building Capacity Through Asset Mapping and Regional Itinerary Development - Elective	TBD	April 2	2 to 4
Leader for a Year – Core Course	Phil Hardwick	April 12	10 to Noon
Understanding your Local Economy – Core Course	Rachael Carter	May TBD	10 to Noon
Board Management and Effective Meetings – Core Course	TBD	TBD	TBD
Working with Elected Officials – Core Course	Sumner Davis and Martin Hegwood	July TBD	10 to Noon
Developing Authentic Experiences in Your Region – Destination Development- 2 Electives	TBD	July TBD	10 to Noon

Customer and Client Communications	Lauren Colby Nickels	August 20	10 to Noon
Governor's Conference Itinerary Development In Person Work Session Mississippi Tourism Association – In Person Workshop – Elective	TBD	Fall	10 to Noon
Alabama, Mississippi, Tennessee Rural Tourism Conference - Elective	Union City Tennessee	October 21 - 23	