

## Tourism Innovation and Entrepreneurship Conference Agenda

August 2 <sup>nd</sup> , 2015: 6:00 pm- 8:00pm	Welcome Event and Reception: McCutchen House University of South Carolina, Horseshoe
August 3 <sup>rd</sup> , 2015: Day One: 8:00am-4:00pm Capstone Conference Center	
8:00am-8:30am	Registration and Networking Breakfast
8:30am-9:00am	Opening Comments: The State of Tourism in S.C.: Where We are Now and Where We Can Go Dr. Simon Hudson, University of South Carolina
9:00am-10:15am	Opening Plenary: Insight, Strategy and Innovation: How Marriott is Innovating to Enhance the Customer Experience Matthew Von Ertfelda: Marriott International
10:15am-10:30am	Morning Break
10:30am-12:00 noon	Tourism Entrepreneur Success Stories: John Cosgrove, Eco-caters; Derek Nattier, Southern Valet; Frank Scozzafava, Scoot-Away scooter sharing. Moderated by: Kevin Ayres of State Street Snacks
12:00 noon-1:30pm	Complimentary 3 course lunch on the Top of Carolina
1:30pm-2:30pm	Innovation and Entrepreneurship: What it takes: Bill Kirkland, USC Office of Economic Engagement and Amy Love, SC Department of Commerce, Office of Innovation
2:30pm-2:45pm	Afternoon Break
2:45pm-4:00pm	The Virtues of Incubation: Panel Discussion with Louis Smith, Locomotor Technologies; Chip & Scott Harriford, Royal Green Farms, Laura Corder, Dir. Of Operations USC/Columbia Incubator For those curious about the advantages of growing new business through incubation
6:00pm-8:00pm	Hosted networking event with heavy hors d'oeuvres and beer garden at Liberty Tap Room in the Vista
August 4 <sup>th</sup> , 2015: Day Two: 8:00am-3:00pm Capstone Conference Center	
8:00am-9:00 am	Registration and Networking Breakfast
9:00am-10:30am	Entrepreneurship Panel: What It Takes to be an Entrepreneur Dr. Dirk Brown, Faber Entrepreneurship Center; Diego Acevedo, Blue Rise; Kevin Ayres, State Street Snacks Hear from established members of the business community about what it takes to be an entrepreneur
10:30am-10:45am	Morning Break
10:45-12:00 noon	Technology and Tourism Acceleration: Darin McAuliffe, Topside Business Acceleration For those interested in serial entrepreneurship- starting something in the tech and hospitality space, selling it and starting something new
12:00 noon-1:30pm	Lunch and Learn: How Greenville Transformed Itself Into a Regional Vacation Destination: Chris Stone, Greenville CVB
1:30pm-3:00pm	Next Steps and New Directions: Dr. Ryan Peterson and Dr. Simon Hudson