



GEORGETOWN UNIVERSITY
School of Continuing Studies



The Future of Storytelling

an event hosted by the

Master's in Global Hospitality Leadership Program & Travel Massive

TUESDAY, MARCH 28TH AT 6:00 P.M.

Georgetown University School of Continuing Studies | 640 Massachusetts Ave NW, Washington, DC 20001

Storytelling, the art of making an emotional connection between customer and product, has become the buzzword du jour. While this powerful activity can have a meaningful impact, the playing field and techniques keep changing. This landscape makes storytelling mastery essential to driving inspiration, interest and consideration in travel.

Join us as we examine the rise of content marketing and brand storytelling, traditional media channels, and storytelling to motivate action. Expert panelists from across the travel industry will discuss storytelling, how it affects what they do, current trends, and the future of storytelling in hospitality and travel. Networking, light refreshments, and hors d'oeuvres will follow the panel.

FEATURING:

GEORGE STONE

Editor-in-Chief, National Geographic Travel

JANINE JERVIS

Deputy Director, Jordan Tourism Board

MIKE YESSIS

Seasoned Travel Editor and Content Strategist

MARC GRAZER + ROBIN BENNEFIELD

Editorial Director, Creative + Content Marketing, Marriott International
Senior Manager, Marriott Traveler

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