


3rd USA-China Tourism Summit Schedule At-A-Glance

December 16, 2019		
Time	Event	Location
18:00 – 21:00	Registration Open for the USA-China Summit	Time & location TBD (recommend to consider world summit attendees' time & location)
December 17, 2019		
Time	Event	Location
7:00 – 9:30	Shuttle round trips	Shingle Creek to Rosen Campus
7:30 – 8:30	Breakfast & Registration	Disney Dining Room UCF Rosen College
8:30 – 9:00	Opening Ceremony	
9:00 – 9:30	 AM Speaker #1: Mr. Richard Maladecki, CAE President/CEO, Central Florida Hotel and Lodging Association (CFHLA)	
9:30 – 10:00	 AM Speaker #2: Mr. Gerardo Llanes Chief Marketing Officer for VISIT FLORIDA	
10:00 – 10:30	 AM Speaker #3: Ma Yong, Ph.D. Dean of Tourism Development Research Institute of Hubei University, Ministry of Education China	
10:30 – 11:00	AM Coffee/Tea Break	
11:00 – 11:30	 AM Speaker #4: Ms. Misty Johantgen Chief Operating Officer, Experience Kissimmee	
11:30 – 12:30	 Panel Discussion: Moderator: Dr. Nan Hua Tourism Challenges and Opportunities Between USA and China: A Dialogue B/W the Industry and Academia	
12:30 – 13:30	Lunch Breakthrough	
13:30 – 14:30	Roundtable Discussion	

14:30 – 15:00		<p>PM Speaker #5: Mr. Daryl Cronk Sr. Director of Market Research & Insights. Visit Orlando</p>
15:00 – 15:30		<p>PM Speaker #6: Mr. Steve Hood Senior Vice President, Research and Director, SHARE Center</p>
15:30 – 16:00		<p>PM Speaker #7: Xiang (Robert) Li, Ph.D. Director, The U.s.-Asia Center for Tourism & Hospitality Research Temple University</p>
16:00 – 16:30	PM Coffee/Tea Break	
16:30 – 17:00		<p>PM Speaker #8: Chaozi Zhang Ph.D. Professor of Tourism, School of Tourism Management, Sun Yat-sen University, China Chairholder, UNESCO in Sustainable Tourism</p>
17:00 – 17:30		<p>PM Speaker #9: Mr. Larry Pino Business and investment attorney; Founder of a private equity firm</p>
17:30 – 18:00		<p>PM Speaker #10: Youcheng Wang, Ph.D. Dean, UCF Rosen College of of Hospitality Management</p>
18:00 – 19:30	Closing Ceremony & Cocktail Reception	