

Outlook Forum: See you in Santa Barbara

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Santa Barbara, here we come: 2017 Outlook Forum is just a couple days away. Monday, nearly 600 of travel and tourism's biggest leaders and influencers will gather at Bacara Resort & Spa for two days of immersive sessions, unparalleled networking opportunities, and indulgence in some of the best of the American Riviera's offerings. Many thanks to [Visit Santa Barbara](#) for their tremendous hospitality and support throughout the planning process.

As the whirlwind few days approaches, attendees can review a few final logistical reminders in advance of the conference.

Registration

Registration runs from 8 a.m. to 1 p.m. Monday and Tuesday in the Director's Lounge.

Stop by to pick up a name tag and have any questions answered. A detailed map of the [Bacara Resort & Spa](#) can be found in the **Resort Map** tab in the [Team California app](#), available from the [App Store](#) and [Google Play](#).

Dress code and weather

Santa Barbara's coastal weather, while beautiful, can be unpredictable, especially in the midst of the state's historically wet winter. We recommend that attendees dress in layers and prepare to be outdoors during some parts of our scheduled programming (i.e. lunch breaks, International Office Networking, Finale Event). Recommended dress code is *business resort casual*.

Attendee networking

A complete list of 2017 Outlook Forum Attendees and networking opportunities can be found in the **Attendees** tab in the Team California app.

Q&A Participation

For panel sessions, some moderators will encourage audience engagement using the Team California app's Q&A capabilities. The Q&A tab in the app includes all applicable sessions where attendees can submit live questions.

Shuttle service to and from Goodland Hotel and Courtyard by Marriott

For those staying at Goodland Hotel or Courtyard by Marriott, shuttle services have been arranged to pick up and drop off attendees throughout Monday and Tuesday. Guests can meet the shuttles in the north parking lot behind the **Lobby Terrace** at Bacara Resort & Spa.

DAY ONE: MONDAY, FEB. 27

First-time attendees and returning guests

For attendees who haven't previously attended an Outlook Forum, a **First-Time Attendee Breakfast** is the first stop. Fellow newbies will gather in Santa Ynez from 8:30–9:30 a.m. for a detailed breakdown of the conference and how to get the most out of the experience.

Returning guests will head to the **Ballroom Terrace** for the first big networking opportunity of the conference at the **Networking Breakfast**, also from 8:30–9:30 a.m.

Dine Around Santa Barbara and transportation information

Starting at 6 p.m., guests will have a free evening to experience the red-tiled beauty of Santa Barbara firsthand. Locals' recommendations on the hottest downtown destinations can be found in the **Dine Around Santa Barbara** tab in the app, as well as transportation options for the night.

DAY TWO: TUESDAY, FEB. 28

Breakfast: Industry Networking Roundtables

Five networking breakfasts kick off Tuesday's schedule from 8:30–9:45 a.m. Designed to facilitate conversation among those who share similar industry interests, this will be the chance for freewheeling discussion on the issues that matter most to industry:

- **Consumer Marketing** | Santa Ynez
- **Research** | Salon 5
- **Public Relations** | Salon 6
- **Travel Trade** | Salon 4
- **Stakeholder Outreach** | Salon 3

Book signing

Following the morning's celebrity chef panel, chef Tyler Florence will be signing his latest book.

- Noon–1 p.m. | Tyler Florence Book Signing | Ballroom Foyer

Breakout tracks

Day Two features two diverging tracks — **Techbytes** and **Shifting Landscapes** — with distinct focuses taking place from 3–4: 15 p.m. More information about both breakout sessions and their speakers can be found under the **Agenda** and **Speakers** tabs in the app.

Finale Event

2017 Outlook Forum concludes with an evening in celebration of California's travel and tourism industry.

- 6–9 p.m. | Finale Event | Bacara Courtyard

Official Hashtag

Finally, attendees are encouraged to share every memorable moment from an unforgettable week using the hashtag #CAOutlook and tagging Visit California News.

- **Twitter:** @VisitCANews
- **Facebook:** Visit CA News
- **LinkedIn:** Visit California

See you in Santa Barbara!