



DISCOVER LAKE LANIER

December 9 & 10, 2024
Agenda

Monday, December 9, 2024

- 9:00am - 11:00am** **GACVB Board Meeting**
- 2:00pm – 2:15pm** **Welcome to Group Sales & Marketing Symposium**
Amanda Dyson-Thornton, Executive Director - GACVB
- 2:15pm – 2:30pm** **Welcome to Lake Lanier**
Stacey Dickson, President and CEO, Discover Lake Lanier
- 2:30pm – 3:00 pm** **General Session 1 | 2025 Outlook for Meetings & Conventions**
Charlene Lopez, Executive Vice President, and Chief Sales Officer of Atlanta Convention & Visitors Bureau presents what we can expect to see in the next 18 months.
- 3:00pm – 3:30pm** **Afternoon Break**
- 3:30pm – 4:15pm** **General Session 2 | Leveraging CRM Data for Actionable Sales Strategies**
Join **Brent Foerster**, Executive Vice President, Tempest as he shares ways destination marketers and sales teams can leverage the power of their CRM's Group Pace and other reporting to increase sales effectiveness, assist lodging partners with pricing strategies, and unlock other methods to improve the destination's performance.
- 4:15pm – 4:45pm** **General Session 3 | Travel Industry Challenges: Where Do Destination Marketers Struggle Most?**
Destination marketers will share their insights into the biggest hurdles facing destination marketing today.
- **Moderator: Stacey Dickson, President & CEO, Discover Lake Lanier**
 - **Andria Towne**, Vice President of Marketing & Technology, ATL District
 - **Victoria Hawkins**, Sr. Director of Marketing & Destination Development, Explore Gwinnett
- 5:00 pm – 7:00 pm** **Evening Reception | Blizzard Mountain**
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Tuesday, December 10, 2024

- 7:30am – 8:30am** **Breakfast | SPONSORED BY TEMPEST**
- 8:30am – 9:30am** **General Session 4 | Destination Services Panel Discussion**
DMO service leaders will share their expertise on how to develop, manage, and evaluate successful strategies for promoting destinations. This session will provide valuable insights into the key elements of strategy formulation, effective management, and methods for measuring the success of your efforts in a competitive tourism landscape.
- **Moderator: Kristin Delahunt**, Vice President, Destination Services, Atlanta Convention & Visitors Bureau
 - **Amanda Hughes**, Senior Director of Partnerships and Services, Travel Cobb
 - **Sarah Childers**, Director of Destination Services, Destination Augusta
- 9:30am – 10:15am** **General Session 5 | Kristi Pruitt**, Area Manager at Expedia Group will lead an in-depth session on how DMOs can strategically partner with **Expedia** to expand their reach and exposure, increase bookings and revenues, and generate innovative marketing and promotional opportunities.
- 10:15am – 10:30am** **Mid-Morning Break**
- 10:30am – 12:00pm** **Roundtable Roundup**
Join your industry peers as you share best practices, obstacles, and successes.
Sales: Jeff Hewitt, Visit Savannah
Marketing: Andria Towne, ATL District
Services: Kristin Delahunt, Atlanta Convention & Visitors Bureau
- 12:00pm – 1:00pm** **Networking Luncheon**
- 1:00pm – 2:00pm** **General Session 6 | Group Tours: Prepare, Deliver & Follow-up**
Join CVB Group Tour expert **Mike Vescio** from Discover DeKalb for an engaging and in-depth session as he moderates a discussion on the complexities of the group tour market and how to succeed in this space in 2025 and beyond. Discussions with **Fatih Baker** of Marriott, and **Myriam Hysa** of Visit Sandy Springs will share their valuable insights and expertise in navigating this dynamic market.
- 2:00pm – 2:45pm** **General Session 7 | Georgia Tourism Advocacy 2025**
Advocacy is one of GACVB's key pillars with the goal to build awareness of tourism's economic importance, drive increased visitor spending, and ensure the long-term success of Georgia's local communities through targeted marketing, strategic partnerships, and policy support. The 2025 vision is set to not only bolster tourism numbers but also ensure that the sector contributes to a thriving, inclusive economy statewide. You will not want to miss with **Hughes Public Affairs** has to report on what to expect under the Gold Dome in 2025.
- 2:45pm- 3:00pm** **Closing Remarks & Adjournment**