

**GEORGIA GROUP SALES SYMPOSIUM 2020**  
**December 1-2, 2020**

**DoubleTree by Hilton Hotel Atlanta-Roswell**  
1075 Holcomb Bridge Rd, Roswell, GA 30076  
(770) 992-9600

**Presented by:**

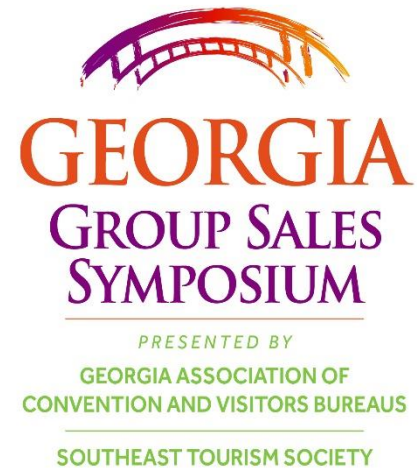
**Georgia Association of Convention & Visitors Bureaus**  
**Southeast Tourism Society**

**Host Sponsor:**

**Visit Roswell**

**Event Sponsors:**

**Orange 142**  
**ATL Airport District CVB**



**Monday, November 30, 2020:**

<b>2:00 pm– 5:00 pm</b>	<b>Southeast Tourism Society (STS) Board of Directors Executive Committee meeting</b>
<b>6:30 pm – 8:30 pm</b>	<b>STS Board of Directors Reception &amp; Dinner</b>

**Tuesday, December 1, 2020:**

<b>8:00 am – 11:00 am</b>	<b>STS Board of Directors Meeting &amp; Committees (<i>Barrington</i>)</b>
<b>9:00 am - 5:00 pm</b>	<b>Registration Open (<i>Pre-function Area</i>)</b>
<b>11:15 am – 11:30 am</b>	<b>General Session: Welcome &amp; Opening Remarks (<i>Great Oaks Ballroom</i>)</b>
<b>11:30 am – 12:30 pm</b>	<b>General Session: Opening Keynote (<i>Great Oaks Ballroom</i>)</b>

**Leading a Destination Sales Effort in Recovery with Confidence**  
**Terri Roberts** - 2Synergize, LLC, a Simpleview consulting company

- *The most effective destination sales leaders and organizations look to the future with information that inspires confidence. Time spent proactively surveying future opportunities and pitfalls provides them with the ability to keep both customers and stakeholders informed and engaged.*
- *As destination sales leaders look for ways to build confidence and credibility with their hotels in challenging times, two things will be essential:*
  - *Getting your arms around your key accounts in a strategic, non-subjective, sustainable way.*
  - *Leading the destination sales effort in collaboration with your convention/conference center and hotels.*

- *In this session we will delve into practices that make your sales team more proactive and disciplined, and result in gaining more respect from your destination hotel and venues.*

**12:30 pm – 1:30 pm**

**Networking Lunch** (*Barrington*)

*1:30 pm – 1:45 pm*

*Transition to Breakouts*

**1:45 pm – 2:45 pm**

**BREAKOUTS** (2 Options)

**(1) 2020 Group Travel Update and Roundtable Discussions**

**Brian Jewel** - The Group Travel Leader

- *Brian Jewell will discuss the latest updates on group tour trends for 2021 and beyond and facilitate peer roundtable discussions on best practices and opportunities to prepare for success in attracting and hosting tour groups.*

**(2) Sales Administrative Track Panel**

Panelists:

**Kristin Schneider** - Director of Sales, Atlanta Airport District CVB

- *C-Suite and Director level CEO, DOS, Senior Sales team leader discussion session of recovery goal adjustments, staff management and evaluation, sales planning and strategic development.*

**2:45 pm – 3:00 pm**

**Break**

**3:00 pm – 4:00 pm**

**BREAKOUTS** (2 Options)

**(1) Seven Group Tour Strategies for Post-2020**

**Tico Soto** – Tourism Tactics

**(2) Regional Outlook for Sports Events**

**4:15 pm - 4:30 pm**

**General Session:** Announcements / Wrap Up Day 1 (*Great Oaks Ballroom*)

**5:00 pm – 5:45 pm**

**Pre-event Reception** (*Pre-function Area*)

Hosted by ***DoubleTree by Hilton Hotel Atlanta-Roswell***

**6:00 – 8:30 pm**

**Dine Around Roswell**

**Wednesday, December 2, 2020:**

**8:00 am - 10:30 am**

**Registration Open** (*Pre-function Area*)

**9:00 am - 10:00 am**

**General Session:** Keynote Address (*Great Oaks Ballroom*)

**The 2021 Industry Outlook for Hotels & How CVBs Support Hotel Sales Efforts**

**Michael Dominguez** – Associated Luxury Hotels International (ALHI)

- *Given his experience and leadership for both DMOs and hotels, Michael Dominguez, President & CEO of Associated Luxury Hotels International will share his insights on industry forecasts, leading sales teams during economic downturns and crisis, and best practices for CVB-hotel sales efforts.*

**10:00 am – 10:15 am**

**Break**

**10:15 am - 11:15 am**

**General Session: Keynote Address (Great Oaks Ballroom)**

**Creating a Personalize Sales Approach in a Technology Driven Environment**

**Terri Roberts - 2Synergize, LLC, a Simpleviw consulting company**

- *Technology reigns, and yet it is still essential to connect with our customers in a personal way if we want to best match our products and services to their business goals and objectives. Knowing many of the most influential decision criteria are often unstated and exacting details may never be presented in an RFP submitted electronically, a concerted effort is needed to align with our customers as they are sourcing, planning, and executing events.*
- *Time efficiencies often pave the way for transactional behaviors to first seep-in and then take root. A decided level of mindfulness is needed to break free and stand out as a sales professional who is truly connected to their brand and the fulfillment of its promise.*
  - *Getting your arms around your key accounts in a strategic, non-subjective, sustainable way.*
  - *Leading the destination sales effort in collaboration with your convention/conference center and hotels.*
- *In this session, we will explore ways to infuse the authenticity of our destination, hotel and venue experiences into our communication and relationship building. We will focus on:*
  - *Email that reflects the way we really speak*
  - *When it is time to pick up the phone*
  - *Resurrecting the personal note*
  - *In person or virtual meetings tailored to customer preferences*
  - *Trade show appointments (IF we ever attend another one) that set us apart from the rest*

**11:15 am – 11:30 am**

**Break**

**11:30 am - 12:30 pm**

**General Session: Keynote Address (Great Oaks Ballroom)**

**Hotel forecast overview and Understanding Group & Segment Trends Reports**

**Chris Klauda, CHIA - Senior Director, Market Insights (STR)**

**12:30 pm– 1:30 pm**

**Networking Lunch (Barrington)**

**1:30 pm – 2:30 pm**

**General Session: Closing Session** (*Great Oaks Ballroom*)

**The 2021 Outlook for Meetings & Conventions: Preparing your Partners for the Months Ahead**

**Mark Vaughn** – Atlanta Convention & Visitors Bureau

**2:45 pm – 3:00 pm**

General Session: Closing Remarks & Door Prizes (*Great Oaks Ballroom*)

**6:30 pm – 8:30 pm**

**GACVB Board of Directors Dinner**

**Thursday, December 3, 2020:**

**9:00 am – 10:30 am**

**GACVB Board of Directors Meeting**