



GACVB
GROUP SALES,
MARKETING AND
SERVICES SYMPOSIUM

Legacy Lodge at Lake Lanier
December 9 & 10, 2024

Presented by:
Georgia Association of Convention & Visitors Bureaus

Host Sponsor:
Discover Lake Lanier

Agenda

Monday, December 9, 2024

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|------------------------|--|
| 1:00pm – 1:15pm | Welcome to Group Sales & Marketing Symposium
Amanda Dyson-Thornton, Executive Director - GACVB |
| 1:15pm – 1:30pm | Welcome to Lake Lanier
Stacey Dickson, President and CEO, Discover Lake Lanier |
| 1:30pm – 2:30pm | Opening Session Navigating the New Norm |
| 2:45pm – 3:45pm | General Session Leveraging CRM Data for Actionable Sales Strategies
Join us as we share 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.

SPEAKER: Brent Foerster, Executive Vice President, Tempest |
| 3:45pm – 4:15pm | Afternoon Break |
| 4:15pm – 5:15pm | Roundtable Roundup |

Peer Table Leaders
Join your industry peers as you share best practices, obstacles, and successes.

5:15pm – 5:30pm **Day One – Wrap Up**
Announcements and Housekeeping Notes

5:30 pm – 7:30 pm **Evening Reception sponsored by Discover Lake Lanier**

Tuesday, December 10, 2024

7:00am – 8:00am **Breakfast**

8:15am – 9:15am **General Session | Destination Services Panel Discussion**
DMO Service leaders discuss strategy, management, and measuring success!
○ **Moderator:** Kristin Delahunt, Vice President, Destination Services - Atlanta Convention & Visitors Bureau

9:30am – 10:30am **General Session | Marketing Case Study**

10:30am – 11:00am **Mid-Morning Break**
Wednesday Wellness Break

11:00am – 12:00pm **General Session | Mastering Prospecting and Lead Generation**

12:00pm – 1:00pm **Luncheon**

1:00pm – 2:00pm **General Session | The Power of Partnership**
Expedia and DMO relationships

2:15pm – 3:15pm **General Session | The 2025 Outlook for Meetings & Conventions**

3:15pm – 3:30pm **Closing Remarks & Adjournment**