

GROUP SALES SYMPOSIUM 2023

November 28 - 29, 2023

Hyatt Regency Atlanta Perimeter at Villa Christina
4000 Summit Boulevard, Atlanta, Georgia, 30319

Presented by:

Georgia Association of Convention & Visitors Bureaus (GACVB)

Host Partner: Explore Brookhaven

Conference Planner: Daphne Herrin – Herrin Hospitality / GACVB



Agenda

Monday, November 27, 2023

4:45 pm GACVB Board of Directors Laugh & Learn / Dinner

Tuesday, November 28, 2023

9:00am – 10:30am GACVB Board of Directors Meeting

11:00am – 12:30pm **Attendees Lunch on your own: Enjoy the cuisine of Brookhaven**
[Find Your Flavor Cravin' in the Haven](#) - Search for your scene: seafood, steakhouse, vegetarian, Indian, Italian, romantic, kid-friendly, pubs, cafes and more! Use your appetite as an excuse to explore our neighborhoods. Gussy up with upscale Italian or new American cuisine on Dresden Drive. Grab some quick and casual eats in Town Brookhaven. Or play “spin the globe” with the eclectic international fare along Buford Highway. Regardless of your mood, you’ll find incredible food.

11:00am – 1:00pm **Registration Open**

1:00pm – 1:15pm **Welcome to the Group Sales Symposium & Brookhaven**
Andy Williams, Executive Director – Visit Roswell / President – GACVB
Jay Markwalter, Executive Director - GACVB
Renee Areng, President & CEO – Explore Brookhaven
Brookhaven Welcome

1:15pm – 2:15pm

Opening Session – Sports Market

Jay Boling, Client Success Analyst – Tempest

Session Sponsored by Huddle Up Group

Enhancing Your Destination's Sporting Events Playbook:

Sports Tourism Index & Scout

Discover how your organization can evaluate your destination's strengths and competition in the sports tourism market, secure and manage event leads, and measure the economic impact generated by sporting events for your communities via the powerful Sports Tourism Index and Scout platforms.

2:30pm – 3:30pm

General Session – Film & Entertainment Market

Joel Slocumb, Film Commissioner - Columbus Film Commission

Jennifer Bowen, Vice President – Film Liaison, Film Augusta (The Augusta Film Commission) A division of Destination Augusta

Randy Davidson, President – Georgia Entertainment

Georgia Regional Film & Entertainment Alliance (GRFEA)

Looking for ways to increase film and entertainment projects (and house their production crews) in your destination? This joint meeting with destination marketing partners of the GRFEA at the Group Sales Symposium will provide an update and forum on the value of the industry, a white paper development, and obstacles and successes in implementing recruitment strategies for film and entertainment groups.

3:30pm – 4:00pm

Afternoon Break

4:00pm – 5:00pm

General Session – Lodging Industry Update

Chris Klauda, Senior Director of Market Insights at STR,
CoStar Group's hospitality analytics division

US Hotel Industry Update: STR will present an overview of US hotel performance with a specific emphasis on group performance in the US and across the top 25 markets. This session will conclude with STR's forecast for 2024 and beyond.

5:00pm

Day One – Wrap Up

Jay Markwalter, GACVB

6:00pm – 7:30pm

Evening Networking Reception in *The Garden*, by Explore Brookhaven

Hyatt Regency Villa Christina

4000 Summit Boulevard, Atlanta, Georgia, 30319

7:30 pm

Dine Around *on your own* - Enjoy the restaurants of
Johnson Ferry/Ashford Dunwoody

Wednesday, November 29, 2023

7:00am – 8:00am

Breakfast

8:15am – 9:15am

General Session – State Group Travel Marketing

An update and conversation with **Explore Georgia | Georgia Department of Economic Development**

9:30am – 10:45am

Roundtable Roundup #1
Peer Table Leaders

Join your industry peers as you share best practices, obstacles, and successes. Seven Topics / (2) 30-minute rotations and (1) 15-minute full group reports:

Seven Roundtables:

- *101 Knowing Your Markets*
- *Goal setting – Industry Organizations (where to invest resources)*
- *Prospecting Tools - best practices*
- *Guest Services: Housing Bureaus, destination tours/experiences*
- *The Hotel / CVB Relationship*
- *Trade Show strategies*
- *Sales Incentives – best practices*

10:45am – 11:15am

Mid-Morning Break

11:15am – 12:15pm

General Session - Marketing for Group Business

Marketing Strategies to Increase Group Sales

A moderated, interactive panel of sales and marketing professionals sharing best practices and lessons learned in essential marketing and sales collaboration for recruiting meetings market conferences, conventions, and other group business.

12:15pm – 1:15pm

NETWORKING LUNCHEON

1:30pm – 2:45pm

Roundtable Roundup #2

Peer Table Leaders

Join your industry peers as you share best practices, obstacles, and successes.
Seven Topics / (2) 30-minute rotations and (1) 15-minute full group reports:

Seven Roundtables:

- *What has changed? New Standards post-pandemic*
- *Community Engagement in Group/Meetings Business*
- *Sports market strategies (continued)*
- *Group Tour / Motorcoach market – current trends*
- *Diversity, Equity, Inclusion in Meetings and Events Programming*
- *Food & Beverage / Audiovisual pricing and contracts*
- *Impact calculation - Sales tracking and reporting*

2:45pm – 3:00pm

Closing Remarks, Special Announcements & Adjournment

Jay Markwalter, GACVB