



Monday, February 24th

- 1:30 – 3 pm **Welcome & Opening General Session**
How brands are built on social media
Elizabeth Whitmire, Red Clay Media
Sponsored by Advance Travel & Tourism
- 3:30 – 4:30 pm **General Session**
Explore Georgia Update & Presentation: Trends and opportunities impacting Georgia Tourism
Cheryl Hargrove, Director, Industry & Partner Relations
Presented by Explore Georgia

Tuesday, February 25th

- 8:30 - 10 am **Concurrent Leadership Development Sessions**
- Leadership Excellence Certification Program (LEC):**
 Walk the Talk – Communicating Vision, Purpose, & Values
 The Leadership Institute Columbus State University
 Tier 3 - Part 1
 A successful organization has a carefully crafted vision, a clearly articulated core purpose, and a code of values that are non-negotiable
- Careers & Coffee (or Cocktails!) in Tourism Economic Development**
 Georgia Executives share their wild stories and career paths of successes and obstacles in the tourism industry
- 10:30 am **LEC: Walk the Talk - Communicating Vision, Purpose, & Values**
 The Leadership Institute Columbus State University
 Tier 3 - Part 2
 A successful organization has a carefully crafted vision, a clearly articulated core purpose, and a code of values that are non-negotiable. The leader must systematically communicate vision, purpose, and values in a way that will inspire, motivate and align the team.

Destination Development – Outdoor recreation product development
Moderated panel sharing development of adventure tourism attraction projects

11:45 am

Lunch – GACVB Business Session & Legislative Update

1 – 2:00 pm

General Session
Digital survival tips, how to compete with a limited budget

Moderator:

Mike Robertson, Director of Culture & Brand Partnerships, MediaOne North America

Panel Guests:

Josh Sherwood, Head of Digital Strategy, MediaOne North America

Julie Kirkpatrick, Director of Marketing, MeetNKY

Alisa Bailey, President, Alisa Bailey Consulting (Immediate past CEO Charleston, WV CVB)

2:15 pm

General Session
Workforce Development, Research, and more – Statewide Partners & Resources (expanding on 2019 Leveraging Your Learning Institutions)

Moderator:

Dr. Steve Morse, Dean, School of Business, Middle Georgia State University

Panel Guests:

Dr. Mark Newton, Paul T. Martin Chair in Hospitality and Tourism
Harry W. Walker School of Business, Piedmont College - Athens

Janet Cochran, Program Manager, Georgia Center for Rural Prosperity and Innovation (Tifton GA)

Dr. John Salazar, Coordinator of the Hospitality and Food Management Program at the University of Georgia in Athens, GA.

Neville Bhada, Founder & CEO – Tourism Skills Group
Adjunct professor, Cecil B. Day School of Hospitality, Georgia State University,
Georgia State University School of Hospitality Industry Advisory Board

4 - 5 pm

(2) Breakout Sessions

Tackling Local Lodging Tax

Join this group discussion of practical lodging tax use, agreements and protection, local advocacy and government relations, reporting, and more... DCA will facilitate this interactive question and answer session as well as peer-sharing of current challenges as success stories.

Moderators:

Tyler Reinagel, Ph.D., Director, Office of Planning & Research
Georgia Department of Community Affairs

Jackson Lilly, Research Coordinator, DCA Office of Research

Celebrating Your Hospitality Frontline

As a follow-up to the 2019 Session “Frontline Hospitality Training Programs” that matter more than ever today with influencing the visitor experience, join your peers for this roundtable discussion of creative programming to give recognition to your frontline hospitality workforce that have most direct interactions with your visitors. (*Moderated panel*)

Wednesday, February 26th

8:30 - 10:15 am **(1) Leadership Development & (2) Breakout Sessions**

LEC: What Got You Here Won't Get You There - Developing the Leader Within

The Leadership Institute Columbus State University

Tier 3

A personal commitment to individual leadership development is essential for growth and advancement. The bottom line is, those who are personally committed to grow and adapt will be the most successful and have a greater sense of well-being. Participants will gain a renewed personal commitment to actively and continuously work at leadership development; an understanding that different situations and levels of responsibilities will call for different skills and approaches; create an ACTION strategic developmental plan that enhances strengths and compensates for weaknesses and establish a system of feedback and accountability.

Trail Advocacy — You have built your biking and running trail now how do you market it?

Greg Wingo, Roam

Sponsored by Advance Travel & Tourism

The Arts Advancing Hospitality & Tourism

10:30 – 11:45 am **Wrap up General Session keynote ... go forth!**