



Monday, February 24th

Room

9 am – 5 pm	Registration Open	
9 am – 1pm	Sponsor & Exhibitor Setup	Gazebo Suites
10 – 11:30 am	GACVB Board of Directors Meeting	Board Room 1
12 pm	Lunch on your own Visit Valdosta dining	
12:30 – 1:15 pm	First-time attendee / New Member Meet & Greet	Tulip
1:30 – 3 pm	Welcome & Opening General Session How brands are built on social media Elizabeth Whitmire, Red Clay Media Eight strategies for building a brand on social media: We'll discuss replicable strategies that worked for Red Clay Media, which launched in 2017 and now has 4+ million followers across its social media brands. Sponsored by Advance Travel & Tourism	Grand Hall 2
3 pm	Afternoon Break – networking with partners Sponsored by Carrollton Area Convention & Visitors Bureau	Gazebo Suites
	Auction opens supporting Education Programs & Scholarships	
	Executives Lounge Opens	
3:30 – 4:30 pm	General Session Explore Georgia Update & Presentation: Trends and opportunities impacting Georgia Tourism <i>Cheryl Hargrove</i> , Director, Industry & Partner Relations Presented by Explore Georgia	Grand Hall 2
5:15 pm	Bus Departure to Opening Reception & Dinner	

6:30 - 9:30 pm **Opening Dinner Event at Wild Adventures Theme Park**
Join in the Expedition to the new Discovery Outpost and Alligator Alley. Traverse the gator rope bridge! Watch out, the American alligator can have up to 80 teeth.

Tuesday, February 25th

8:00 am **Registration Open**

8:30 - 10 am **Concurrent Leadership & Destination Development Sessions**

Tier 3

Rose

**What Got You Here Won't Get You There –
Developing the Leader Within
Leadership Excellence Certification (LEC)
Course 1 : Part 1**

Presenter:

Cedricia Thomas, Instructor/Facilitator of Leadership Development The Leadership Institute at Columbus State University

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.

Careers & Coffee (or Cocktails!) in Tourism Economic Development

Gardenia/Azalea

Georgia Executives share their wild stories and career paths of successes and obstacles in the tourism industry

Moderator:

Shana Young, Executive Director

Leadership Institute at Columbus State University

Guest Panelists:

Cookie Smoak, ATL Airport District

Bennish Brown, Augusta CVB

Stacey Dickson, Lake Lanier CVB

Gary Wheat, Macon CVB

10 am **Morning Break - networking with partners**

Gazebo Suites

10:30 am **LEC: What Got You Here Won't Get You There –**

Rose

Developing the Leader Within
The Leadership Institute Columbus State University
Tier 3 – Part 2

Presenter:

Cedricia Thomas, Instructor/Facilitator of Leadership Development
Leadership Institute at Columbus State University

Destination Development

Gardenia/Azalea

Outdoor recreation product development

Development of adventure tourism attraction projects

Moderator:

Shana Young, Executive Director

Leadership Institute at Columbus State University

Panel Guests:

Luke Tilt, owner, Valdosta Wake Compound

Brian Graham, CEO, Greater Augusta Sports Council

Gracie Rigby, Rigby's Water World / Entertainment Complex

David Pate, Director Partners & Marketing, LakePoint Sports

11:45 am

Networking Luncheon

Grand Hall 1

GACVB presents the inaugural TravelBlazers

Recognizing community destination development projects

Sponsored by Pineapple Public Relations & the Tourism Leadership Council

1 – 2:15 pm

General Session

Grand Hall 2

**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

Stuart Chamberlin, Director of Marketing, Currituck NC CVB

Sponsored by MediaOne North America

2:30 pm

General Session

Grand Hall 2

**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

3:30 pm

Afternoon Break – networking with partners

Gazebo Suites

Sponsored by Georgia Magazine

4 - 5 pm

(2) Breakout Sessions

Tackling Local Lodging Tax

Gardenia/Azalea

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

Rose

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.

Hannah Smith, Director of Marketing & Communications
Athens Convention & Visitors Bureau

Lindsay Fruchtl, Vice President of Marketing
Augusta Convention & Visitors Bureau

Lisa Anders, Executive Director, Explore Gwinnett

5:30 pm

Tuesday’s Soiree

Grand Hall 1

Tourists prepare, it’s a jungle out there!

Reception, fun and games plus return of the 2nd GACVB Winter Wine Toss supporting tourism education

Sponsored by Valdosta-Lowndes County Conference Center & Tourism Authority

Winter Wine Toss

Grand Hall Foyer

Supporting education programs and scholarships
Sponsored by Accent Creative Group

7:00 pm

Visit Valdosta Safari - Dine around and entertainment points of interest

Wednesday, February 26th

8:30 - 9:30 am	(1) Leadership Development & (2) Breakout Sessions	
	LEC: Walk the Talk Communicating Vision, Purpose, & Values The Leadership Institute Columbus State University Tier 3 - Part 1 & 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.	Rose
	Trail Advocacy — You have built your biking and running trail now how do you market it? Greg Wingo , Roam Projects This session will look at ways to engage the public and create a buzz about your trail systems. Attendees will be able to go back to their communities with action items on how to best promote to users. Sponsored by Advance Travel & Tourism	Gardenia
	The Arts Advancing Hospitality & Tourism Tina Lilly , Grants Program Director, Georgia Council for the Arts Michele Arwood , Executive Director, Thomasville Center for the Arts Erin Wessling , Founder/CEO, W Projects, LLC (Savannah)	Azalea
9:30 – 10:00 am	Morning Break networking w/ partners	Gazebo Suites
10:00 am	Auction Closes	
10:00 – 10:30 am	GACVB Business Session & Legislative Update	Grand Hall 2
10:30 – 11:45 am	Wrap up General Session Entrepreneurs in Hospitality Series presenting destination ambassadors Jessica Little , Sweet Grass Dairy Corey Jones , Lucky Savannah Vacation Rentals Bo Henry , Stewbos hospitality Sponsored by the Georgia Restaurant Association GRA Representative: Katie Jones, Director of Advocacy & Finance	Grand Hall 2
12:00 pm	Adjourn and Auction Check out Lunch on your own – continue to Visit Valdosta!	