



**Clarence Brown Conference Center
CBCC**

5450 GA-20, Cartersville, GA 30121

Sunday, January 28th

4:00 pm

Board of Directors Tour and Dinner

Monday, January 29th

8:00 – 12:00 pm

[GA Sports, Inc.](#) Annual Meeting (Concurrent GACVB Pre-Conf Event)

We are excited to welcome industry partners from GA Sports as they host their annual meeting in conjunction with GACVB Annual Conference. Georgia Sports is a membership-based marketing and tourism initiative comprised of Georgia's CVBs, sports councils and alliances representing sports-friendly destinations, each offering a full menu of management services to the event owner.

8:30 – 10 am

Pre-Conference Leadership Development Session (LEC Course 1)

**Walk the Talk - Communicating Vision, Purpose, & Values
Leadership Excellence Certification (LEC credits)**

Course 1

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.

Sponsored by: Pick Ellijay (Gilmer Chamber & Welcome Center)

Presented by: The Leadership Institute at Columbus State University

9 am – 5 pm	Conference Registration Open
9 am – 1pm	Sponsor & Exhibitor Setup
9:00 – 10:30 am	GACVB Board of Directors Meeting
10 – 10:30 am	Leadership Sessions Break
10:30 – 11:45	<u>Pre-Conference</u> Leadership Development Session (LEC Course 2) What Got You Here Won't Get You There - Developing the Leader Within Leadership Excellence Certification (LEC credits) Course 1 A personal commitment to individual leadership development is essential for growth and advancement. Your present have are unlikely to be enough for the challenges in the future. 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.
	<i>Sponsored by: Pick Ellijay (Gilmer Chamber & Welcome Center)</i> Presented by: The Leadership Institute at Columbus State University
12:00 pm	Lunch on your own <u>Enjoy unique dining in Cartersville</u>
1:30 – 2:45 pm	Welcome & Opening General Session General Opening Session A Georgia Sports Market presentation
2:45 – 3:00 pm	Industry Partners Updates
3:00	Afternoon Break Auction Opens

3:30 – 4:30 pm

Breakout Sessions (2) Two

Breakout I

Structured for Success: Content Publishing Best Practices

In this session, our content experts will share how to properly structure content within the architecture of your website for major SEO impact, while also covering if your content should be a page or a blog, and other digital content best practices.

Session Partner: Tempest

Breakout II

Video is Queen

In this session, you will learn the plethora of video distribution options out in the digital space. We will discuss best practices, KPIs, and how to create an omni-channel video distribution campaign to increase visibility of your destination or attraction.

Session Partner: Advance Travel & Tourism

5:30 pm

Evening Transportation Departure from CBCC

- **5:15 pm** - Shuttle from Holiday Inn Express & Suites to evening bus transportation at CBCC

5:45 – 7:15 pm

Opening Reception Event

Drowned Valley Brewing Co. & Game of Throws (Urban Axe Throwing)

4 S Tennessee St, Cartersville, GA 30120

Sponsored by the Cartersville-Bartow County Convention & Visitors Bureau

- 7:00 pm - Optional shuttle begins from Drowned Valley Brewing return to conference hotels

7:30

Dine Around on your own

Following the opening reception at Drowned Valley Brewing Co., See why Cartersville's eclectic culinary scene is hitting its stride with 14 chef-owned & operated restaurants ranging from casual family eateries to white tablecloth dining. Tasting rooms and a craft brewery with live music are also available. During this GACVB conference Monday evening enjoy a few of our local restaurant partners with options such as *Table 20*, *Largos*, *Main Street Coastal*, *Jefferson's*, *Mellow Mushroom*, and *The City Cellar & Loft*.

- 7:30 – 10:00 pm - Bus transportation will be offering a 30-minute rotating loop returning to conference hotels. The Downtown Cartersville pick up location is **The Grand Theatre**, 7 N Wall St, Cartersville, GA 30120.

Tuesday, January 30th

7 – 8:15 am **Breakfast / Networking**

8 am **Registration Open**

8:30 - 10 am **General Session**

Careers & Coffee (or Cocktails!)

Tourism-Economic Development Executives

This annual CEOs panel series interviews destination leaders / DMO executives to share their career paths of successes and obstacles as well as tackling current issues in Georgia's tourism industry

Session Partners: Atlanta Magazine Custom Media

Moderator: Shana Young, Executive Director
Leadership Institute at Columbus State University

Panel Guests:

Lisa Smith, Georgia's Rome Office of Tourism

Bennish Brown, Destination Augusta

Jennifer Cruce, Visit Sandy Springs

Maggie Milner, Visit Eatonton/Eatonton-Putnam Chamber of Commerce

10:00 am **Morning Break**

10:30 am **General Session**

Searching Hi & Lo for the Resilience in Rural Georgia

Mary Charles Howard, Founder & Executive Director of Georgia Hi-Lo Trail

11:30 – 12:30 **General Session**

Bring your A-game (continued destination leadership development)

Four proven strategies that have stood the test of time that can be applied to yourself and help move your organization forward - John Maxwell once said, "Everything rises or falls on leadership". History has proven that battles are won, companies are saved, and organizations thrive due to great leaders.

Mike Robertson, VP Brand Partnerships, Director of Culture

12:30 – 1:45 pm Leadership Luncheon

- Leadership Excellence Certification (LEC) Graduation
- Special Membership Presentation
- *Travelblazers* Recognition

**2:00 – 4:15 pm Immersion Excursions
Breakout Sessions – *in the field***

TOURS – Cartersville Tourism Product Assets and Current Projects

Excursion Group A: LakePoint Sports complex / LakePoint Station

Excursion Group B: Etowah Indian Mounds & Rose Lawn Museum

Excursion Group C: Downtown Cartersville

- Grand Theater, Bartow History Museum, Booth Western Art Museum, downtown historic restaurant and retail district

5:30 pm Evening Bus Transportation from CBCC

- **5:15 pm** - Shuttle from Holiday Inn Express & Suites to evening bus transportation at CBCC

**5:45 – 9:00 pm Evening Reception & Georgia Tourism Awards
Progressive Experience**

- Savoy Automobile Museum – Reception (*5:45 – 6:45 pm*)
- Tellus Science Museum – Georgia Tourism Awards Program (*7:15*)

9:30 pm Awards After Party / Hospitality
Continue the celebration and drop in for Live Music by *The C.A.R.D.S.*, all-star GACVB band.
Conference Center rooms Stilesboro 2 & 3

Wednesday, January 31st

7 – 8:15 am Breakfast / Networking

8:30 - 9:15 am GACVB General Membership Report & Annual Business Meeting

9:15 - 10:00 am An Explore Georgia Update: GDEcD Tourism Division

10:00 – 10:30 am Morning Break

10:30 am Auction Closes

10:30 – 11:30 am **Breakout Sessions (2) Two**

Breakout I

The Tourism Ecosystem: Stakeholders, Segments, Viability & Tools
Andy Williams, Executive Director, Visit Roswell

Breakout II

Stretching the Dollars

Learn how some destinations are managing local tourism grants to provide stakeholder support and community partnerships in marketing, product development, cultural arts and more to maximize promotional dollars.

11:30 – 12:30 pm **Closing General Session**

12:30 pm **Closing Remarks & Adjournment**
(Auction check out)

Lunch - Continue to enjoy Cartersville!
Extend your stay with friends and dine around on you own. Travel safely!

