



CULTURAL
CROSSROADS
GACVB ANNUAL CONFERENCE

**Gas South Convention Center
6400 Sugarloaf Parkway, Duluth GA 30097**

Sunday, February 2

5:00 pm **Board of Directors Tour and Dinner**

Monday, February 3

9:00 – 1:00 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)**

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 – 1 pm **Sponsor & Exhibitor Setup**

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

10 – 10:30 am **Leadership Sessions Break**

10:30 – 11:45 **Pre-Conference Leadership Development Session (LEC Course)**

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

Presented by: The Leadership Institute at Columbus State University

12:00 pm

Lunch on your own
[Enjoy unique dining in Gwinnett](#)

1:30 – 2:45 pm

Welcome & Opening General Session

2:45

Afternoon Break

Auction Opens

3:15 – 4:30 pm

Breakout Sessions (3) Three

Breakout I

Session Partner: Tempest

Breakout II

Session Partner: Advance Travel & Tourism

Breakout III

Session Partner: Response Marketing Group

5:30 pm

Evening Transportation Departure from Westin Atlanta Gwinnett

5:45 – 7:15 pm

**Opening Reception Event featuring GACVB Band, The C.A.R.D.S
Good Word Brewing & Public House**
Sponsored by: Accent Creative Group

7:30

Dine Around on your own.

Following the opening reception at Good Word Brewing & Public House, enjoy one of Downtown Duluth's delicious dining options, from cozy cafes and upscale eateries to international cuisines. Whether you're in the mood for Southern comfort food, Asian fusion, or fresh seafood, the area has something to satisfy every palate.

- 7:30 – 10:00 pm - Bus transportation on a 30-minute rotating loop returning to Westin Atlanta Gwinnett. The Downtown Duluth pick-up location is **outside Good Word Brewing & Public House**.

Tuesday, February 4

7 – 8:15 am

Breakfast / Networking

- 8 am **Registration Open**
- 8:30 - 9:30 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*
- 10:00 – 12:30 pm **Immersion Excursions**
- 1:00 – 2:30 pm **Leadership Luncheon**
- Leadership Excellence Certification (LEC) Graduation
 - Special Membership Presentation
 - *Travelblazers* Recognition
- 2:00 – 3:15 pm **General Session**
- 3:15 – 3:45 pm **Afternoon Break**
- 3:45 – 4:30 pm **General Session**
- 5:45 – 9:00 pm **Evening Reception & Georgia Tourism Awards**
 Reception: Convention Center Courtyard 5:45 – 6:45 pm
 Georgia Tourism Awards Program: Westin Atlanta Gwinnett 7:15

Wednesday, February 5

- 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 (3) Three**
- Breakout I**

- Breakout II**

Breakout III

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

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

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

