



You've Got Filming... Now What?

Film tourism is growing across Georgia — but how do destinations truly capitalize? Explore how to leverage on-screen exposure and turn production into visitation! A tactical workshop for communities ready to maximize opportunity.

The Data Advantage: Turning Numbers into Action

Data isn't optional! It's your secret weapon. Join us for an honest, real-world conversation about how Georgia destinations are using data to prove ROI to boards and elected officials, defend and protect crucial funding, make smarter marketing and investment decisions, identify high-value visitors, and drive strategic planning across the organization. You'll walk away with practical, actionable takeaways you can bring back to your team immediately. This isn't theory, it's how Georgia DMOs turn numbers into results.

Visitor Services: The Front Line of Experience

The visitor experience starts long before arrival and lasts well after departure. Discover how a strong visitor services strategy drives reputation, repeat visitation, and community pride.

CEO Roundtable: Georgia Leadership in Action

The most anticipated conversation of the GACVB Annual Meeting. No scripts, no slide decks. no polished talking points. Just real Georgia destination CEOs having an honest, behind-the-scenes conversation about what's happening in our industry. Think of it as the "corner office group chat" — live and unfiltered.

AI & Destination Organizations: Not Your Typical AI Talk

Everyone's tired of generic AI presentations... this one is different. This session cuts through the hype and focuses on what DMOs need to know. Learn how to set clear internal guardrails so your team can innovate safely, protect your brand in a rapidly changing digital landscape, empower staff to use AI responsibly without losing creativity, and strategically plan for what's next in AI for tourism.

Marketing Ideas You Can Steal! Secret Weapons Edition

A lively, insider conversation moderated by Georgia Tourism marketing pros, sharing their cleverest campaigns, social strategies, and can't-miss initiatives.

CRM Technology Workshop

Bring your laptop, roll up your sleeves, and dive in! Learn how to harness the latest CRM tools to manage contacts, engage visitors, and drive repeat business—hands-on, practical, and designed so you leave with strategies you can implement immediately.

PR: Turn Your Story into Headlines

Public relations is essential to a destination's success, but getting noticed takes more than press releases. Join us for an insider's look at the tricks of the trade, from pitching to top-tier media to crafting stories that capture attention. Learn practical, real-world strategies to amplify your destination's voice, protect your brand, and generate media coverage that truly moves the needle. Walk away with actionable tips you can use immediately to elevate your PR game and make your destination unforgettable.

Big Soccer Game: How Destinations Score

Major events bring major opportunities. See how Georgia destinations are turning big games into big wins! Walk away with actionable ideas you can adapt and implement immediately in your own community.

Improvement Districts Panel: Making Places Shine

Wondering what a CID, TID, or BID really is? Learn how these districts can transform your destination! Join our panel of experts as they break down how Community Improvement Districts are shaping tourism, enhancing visitor experiences, and driving economic impact. Learn step-by-step how to determine if a CID or similar model is right for your community and what actions to take next to get started.

Explore Georgia Update!

Big things are happening in Georgia tourism! Join us for an energetic update with the one and only Jay Markwalter and the regional representatives as they share the latest wins, trends, and insider scoop from across the state. Expect fun stories, surprising insights, and takeaways you can use back at your destination!

Advocacy: Under the Gold Dome

Investing in Georgia tourism is big business, and it takes action at the statehouse! Over the summer, four Senate Study Committee meetings explored ways to make tourism #1 in Georgia. Join us for an insider look at what's happening under the Gold Dome, where things stand now, and what's next for Georgia's tourism industry. Don't miss this chance to see how advocacy drives real impact for your destination!