



**November 17& 18, 2025**

All sessions will be held at the Atlanta Marriott Northeast/Emory Area hotel.  
2000 Century Boulevard NE  
Atlanta, Georgia 30345

## **Agenda**

### **Monday, November 17, 2025**

**1:00 pm**

**Welcome to Group Sales & Marketing Symposium**  
Amanda Dyson-Thornton, Executive Director - GACVB

**Welcome to DeKalb**

James Tsismanakis, CEO, Discover DeKalb, the DeKalb Convention and Visitors Bureau, and Sports DeKalb

**1:15 pm - 2:15 pm**

**Opening Session**  
***Leveraging FIFA World Cup 2026 to Drive Tourism***

Learn from industry experts on how to use FWC26 to attract visitors to your destination. Discussion includes aligning campaigns with soccer themes, international fan travel, cultural exchange, and global sports tourism trends, as well as strategies for working with local, national, and international media to spotlight Georgia's diverse destinations.

**2:15 pm – 2:45 pm**

**Afternoon Break**  
**Sponsored by: Georgia Entertainment**

**2:45 pm- 3:30 pm**

**General Session**

***The Future of Destination Marketing with AI***

Featuring **Mike Robertson** with Media One, who will share fresh insights on how AI is reshaping destination marketing like you've never heard before. *(Full session description coming soon.)*

**3:45 pm- 4:30 pm**

**Breakout Session | Sales**

***AI-Powered Lead Generation & Prospecting***

Discover how AI can transform your sales approach by quickly analyzing large datasets to identify high-value leads. Learn how predictive analytics can pinpoint the prospects most likely to convert, helping your team focus efforts where they'll make the biggest impact.

**3:45 pm- 4:30 pm**

**Breakout Session | Marketing & PR**

***Harnessing AI for Innovation***

Learn how to use AI to drive innovation, streamline workflows, and achieve measurable results. This session offers hands-on strategies, ethical guidance, and practical tools you can apply immediately to transform your organization.

**3:45 pm- 4:30 pm**

**Breakout Session | Services**

***Enhancing the Experience with Human-AI Balance***

Explore how AI can help destination services teams deliver personalized, seamless, and memorable visitor experiences. Learn practical strategies to streamline communication, anticipate visitor needs, and maintain the human touch that keeps guests engaged and delighted.

**5:30 pm**

**Shuttle Loop**

Departs from the hotel lobby; runs continuously.

**5:30 pm- 6:30 pm**

**Evening Reception sponsored by: Discover DeKalb**

**6:00 pm- 9:00 pm**

**Evening Dine Around**

**9:00 pm**

**Shuttle Loop ends.**

## **Tuesday, November 18, 2025**

**8:00 am - 9:00 am**      **Coffee and Conversation**  
**Sponsored by: Pineapple PR**

**9:00 am - 10:00 am**      **General Session**  
***CRM 101 : Mastering CRM for DMOs***

CRM systems are essential for effective destination marketing, but using them well can be a challenge. Join Pholeta Alexander (Atlanta CVB) and Brent Foerster (Tempest) as they share real-world tips, best practices, and lessons learned to help your organization maximize CRM strategies, improve visitor engagement, and make smarter data-driven decisions.

**10:15 am - 11:15 am**      **Breakout Session | Sales**  
***CRM Strategies That Close Deals***

Equip your sales team with practical CRM skills to turn leads into results. Learn how to track high-value prospects, segment audiences, streamline tasks, and use data to sharpen your sales strategy. Walk away with actionable tools to make every client interaction count.

**10:15 am - 11:15 am**      **Breakout Session | Marketing & PR**  
***Driving Tourism Through PR Campaigns***

Join **Deborah Stone** (Pineapple PR) and **Amanda Stanfill** (StyleBlueprint) to learn how smart PR campaigns and local partnerships can boost visibility, create buzz-worthy events, and attract visitors to your destination.

**10:15 am - 11:15 am**      **Breakout Session | Services Sales**  
***Secrets for Services Teams***

Want to make visitor experiences seamless and keep tourism dollars in Georgia? Hear from local service providers about building strong partnerships and tapping into resources you didn't even know existed. Learn insider tips, practical strategies, and real-world success stories to elevate your service game while supporting Georgia businesses.

**11:30 am- 12:45 pm**

**Luncheon Roundtable Roundup**

**Sponsored by: StyleBlueprint**

Peer Table Leaders | Join your industry peers as you share best practices, obstacles, and successes.

**1:00 pm- 2:00 pm**

**General Session**

***Advocacy 101: Making Georgia #1 for Tourism***

Join Dr. Tyler Reinagel for a high-energy session on CVB advocacy. Get the inside scoop on the Senate Study Committee, Tourism Day at the Capitol, and practical tips to make your voice heard—plus three key takeaways to boost your impact and help Georgia tourism thrive.

**2:15 pm-3:30 pm**

**Breakout Session | Sales**

***Esports as a Tourism and Engagement Driver***

Esports isn't just gaming — it's a rapidly growing tourism and economic driver. Join us for an inside look at how esports events are attracting visitors, engaging younger audiences, and creating new opportunities for Georgia destinations. This session will explore strategies for leveraging esports to boost local tourism, host major events, and connect with both collegiate and professional gaming communities.

**2:15 pm-3:30 pm**

**Breakout Session | Marketing& PR**

***Travel Unity: Marketing for an Inclusive Industry***

Discover how marketing teams can help make travel welcoming for everyone. Learn innovative strategies for inclusive campaigns, professional development, and community-building that connect people of all backgrounds—while driving engagement and growth for your destination.

**2:15 pm-3:30 pm**

**Breakout Session | Services**

***Service That Delivers Results***

Learn from top Georgia teams how service excellence drives results, keeps visitors coming back, and turns every interaction into a win for your destination.

**3:45-4:30 pm**

**Closing Session**  
***Tourism Future Forecast***

Join us for a forward-looking conversation on what's next for Georgia's tourism industry. This panel of industry leaders will explore emerging trends, opportunities, and collaborative strategies shaping the future of travel, hospitality, and economic growth across our state. Don't miss this insightful wrap-up to the Symposium as we look ahead to the next chapter of Georgia tourism.

**4:30 pm**

**Closing Remarks & Adjournment**

**Presented by:**  
**Georgia Association of Convention & Visitors Bureaus and**

**Host Sponsor:**  
**Discover DeKalb**