

Monday, February 8, 2027

TIME	SESSION / PRESENTER	SESSION TYPE
12:30 PM - 1:45 PM	**The Internet Is Changing: What Comes Next for Destination Marketing?** Seth Chalmers, Kyle Huff, Jason Dodge, Brian Matson	Lab
1:45 PM - 2:00 PM	**Break**	Break
2:00 PM - 3:15 PM	**Marketer Jam** Adam Stoker - Brand Revolt	Lab
3:30 PM - 3:40 PM	**Opening Session**	General Session
3:40 PM - 3:50 PM	**Welcomes** Melyssa Reeves - One West, Tammy Canavan - Visit Seattle	General Session
4:00 PM - 4:45 PM	**Profile of the One West Accessible Traveler** Amir Eylon - Longwoods International	General Session
4:55 PM - 5:00 PM	**Housekeeping** Melyssa Reeves - One West	General Session
6:00 PM - 7:00 PM	**Opening Reception**	Reception

ONE WEST MARTECH SUMMIT
SEATTLE, WASHINGTON
FEBRUARY 8 - 10, 2027

Tuesday, February 9, 2027

TIME	SESSION / PRESENTER	SESSION TYPE
7:30 AM - 8:30 AM	**Breakfast**	Meal Function
8:30 AM - 8:35 AM	**Welcome & Announcements** Melyssa Reeves - One West	General Session
8:35 AM - 8:55 AM	**Did I do That? Creative In-House Content for DMO's** Brian Matson - Two Six Digital	General Session
9:00 AM - 9:30 AM	**The new ROI of the Destination Website** Ben Walton - Miles Partnership	General Session
9:35 AM - 10:00 AM	**Think Like a Creator** Shaylee Stevens - Visit Ogden	General Session
10:10 AM - 10:40 AM	**Break**	Networking Break
10:45 AM - 11:10 AM	**Two Years In: How Visit Stockton is Rethinking Destination Marketing** Robyn Camino, Seth Chalmers, Moyo Oyelola	Concurrent Sessions
10:45 AM - 11:10 AM	**Breaking Out of Traditional Destination Sales: A Case Study** Meagan McGuire - Seattle's Southside	Concurrent Sessions
11:20 AM - 11:45 AM	**Trust the Process , Not the Prompt: An ethical use of AI** Emma Herrle - Two Six Digital	Concurrent Sessions
11:20 AM - 11:45 AM	**Setting the Standard:Multi-Layered Data** Matt Wakefield, Kari Hoffman	Concurrent Sessions
11:45 AM - 12:15 PM	**Break**	Networking Break
12:20 PM - 1:20 PM	**Lunch**	Meal Function
12:40 PM - 1:10 PM	**Passion Profile/Visitor Guide Co-Op Results** David Reichbach	General Session
1:20 PM - 1:45 PM	**Relevant, Extractable, Authoritative: The New Standard** Kyle Huff -Tempest	General Session
3:00 PM - 5:00 PM	**Experiential Sessions**	Experiential Sessions

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Wednesday, February 10, 2027 | Morning

TIME	SESSION / PRESENTER	SESSION TYPE
7:30 AM - 8:20 AM	**Breakfast**	Meal Function
8:25 AM - 8:30 AM	**Good Morning/Sponsor Thank you's** Melyssa Reeves - One West	General Session
8:40 AM - 9:10 AM	**Traffic was Never the Goal - A conversation with Rand Fishkin** Jason Dodge, Rand Fishkin	General Session
9:15 AM - 9:40 AM	**Influence Measured: A working Session on Creator Partnerships** Katrina Southern - Cody Yellowstone	General Session
9:45 AM - 10:10 AM	**We Gave AI a Job, not a Prompt** Jenna McCormick, Jim Walter, Jason Swick	General Session
10:10 AM - 10:30 AM	**Break**	Networking Break
10:40 AM - 11:10 AM	**Stop Making Content; Building a Content System** Carole Skeeter-Stevens, Ben Collins - Travel Medford	Concurrent Sessions
10:40 AM - 11:10 AM	**Defend the Spend: Protecting Your Budget with Data** Sarah Lehman - Zartico	Concurrent Sessions
11:20 AM - 11:50 AM	**What if Smaller Numbers Tell a Better Story** Mina Robertson - Ad+genuity	Concurrent Sessions
11:20 AM - 11:50 AM	**Give Your Idea a Glow Up: Using AI as a Creative Partner** Maggie Bunting - Zartico	Concurrent Sessions

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Wednesday, February 10, 2027 | Afternoon

TIME	SESSION / PRESENTER	SESSION TYPE
12:00 PM - 1:00 PM	**Lunch**	Meal Function
12:20 PM - 12:50 PM	**The Art & Science of Destination Storytelling** Alicia Boe, Kate Yordi - Visit Mesa	General Session
1:10 PM - 2:10 PM	**Wildfire Communications & Resilience: PR Strategy in Times of Crisis** Brianna Francis, Scott Humpbert, Amanda Sherlin	Concurrent Sessions
1:10 PM - 2:10 PM	**Upskill the Humans: Building AI Confidence on a Small DMO Team** Sarah Benoit - Learn Tourism	Concurrent Sessions
2:20 PM - 2:50 PM	**How to Make the BOTS Love Your Place** Martin Stoll - Sparkloft Media	Concurrent Sessions
2:20 PM - 2:50 PM	**The Channel Your Stakeholders Actually Read** Sarah Flick - Social Media Somm	Concurrent Sessions
2:50 PM - 3:10 PM	**Break**	Networking Break
3:35 PM - 4:05 PM	**A Playbook for Homegrown Destination Branding** Amanda Scherlin, Margolee Pemberton - Visit Estes Park	General Session
4:10 PM - 4:40 PM	**Making Better Leadership Decisions about AI & Technology** Carrie Tomlinson - Miles Partnership	General Session
4:40 PM - 5:05 PM	**Plan Forward, Not Backward: Building a Marketing Calendar** David Wells - Tourism Economics	General Session
5:05 PM - 5:10 PM	**Thank you, wrap up** Melyssa Reeves - One West	General Session
6:00 PM - 8:00 PM	**Closing Event**	Reception