



ANNUAL CONFERENCE

Schedule

Tuesday, August 20

11:00 a.m. - Noon	TACVB Board Meeting
6:00 p.m.	TACVB Board Dinner

Wednesday, August 21

9:00 a.m. – 5:00 p.m.	Registration/badge pick up
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Pre-Conference Tours and Sessions (optional add-on sessions):

8:00 a.m. – 11:30 a.m.	<i>Destination Tour</i>
9:00 a.m. – noon	<i>Destination Marketing Principles Class</i>
9:00 a.m. – 11:00 a.m.	<i>Sales 101 Workshop</i>
9:00 a.m. – 11:00 a.m.	<i>Services 101 Workshop</i>
Noon	First Time Attendee Luncheon sponsored by Bandwango
1:00 p.m. – 2:15 p.m.	Welcome to the 2024 TACVB Annual Conference! "Tourism Titan Talks: Insights from Industry Icons"
2:30 p.m. – 3:15 p.m.	General Session: "Destination Storytelling: Communicating for Impact" <i>Presented by Jenifer Sarver, Sarver Strategies, Larry Woods, Visit Boerne, and Mitch Whitten, Visit Fort Worth</i>
3:30 p.m. – 4:30 p.m.	Texas Tourism Awards Presentation
4:30 p.m. – 6:00 p.m.	Young Professionals Reception sponsored by Tempest, Destination Bryan and South Padre Island CVB.
6:00 p.m. – 8:30 p.m.	Opening Reception sponsored by Visit Austin featuring The Spazmatics <i>*80s attire encouraged! (transportation from the hotel will be provided)</i>

Thursday, August 22

8:00 a.m. – noon	Registration/badge pick up
8:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 9:15 a.m.	Morning Remarks and Acknowledgements
9:15 a.m. - 10:00 a.m.	Opening Keynote Session: “State of Travel” <i>Presented by Katie Briscoe, CEO, MMGY</i>
10:15 a.m. - 11:00 a.m.	Daring to Lead: Harnessing Data to Neutralize Misperceptions and Drive Change Career Growth Strategies: Navigating Opportunities for Young Professionals Transform your Marketing Strategy with AI: A Practical Guide Winning the Bid: Mastering the Sports Event Bidding Lifecycle Social-First Storytelling
11:00 a.m. – 11:15 a.m.	Break
11:15 a.m. – noon	Defining Your Destination’s Path Establishing Authority in an AI World: Content Strategies that Boost Traffic & Trust for DMO Websites Unleash the Power of Funding: Navigating the Texas Event Trust Fund Program for Sports Tourism Success Digital Advertising for the Modern DMO: Marketing to Multi-generations Lessons Learned from our Large Texas Destinations (panel discussion)
Noon – 1:30 p.m.	LUNCH sponsored by Connect + Biz Bash , Hot Takes with Adara and the TACVB Annual Business Meeting
1:30 p.m. – 2:15 p.m.	General Session: “How to Harness More from Your Hoteliers.” Building solid relationships with your area hoteliers is critical for DMO success. Facilitated by Scott Joslove, President & CEO, THLA
2:30 p.m. - 3:15 p.m.	From Safety to Security: Building Strong Partnerships with local Law Enforcement & Community Groups (panel discussion) Travel Trends & Texas Travel Insights Marketing your Destination through Your Sports Stakeholders Transforming the Visitors Center Experience (panel discussion) Updates from Travel Texas, Film & Music Offices
3:15 p.m. – 3:30 p.m.	Break

3:30 p.m. - 4:15 p.m.	HR Hiring Best Practices Attribution for Advocacy Crafting Unforgettable Site Visits: The Creative Approach Maximizing Financial Resources: Strategies for Sustainable Growth Elevating Your Services Game (panel discussion)
4:30 p.m. - 6:30 p.m.	Networking Reception sponsored by Texas Monthly

EXPLORE AUSTIN ON YOUR OWN – FREE NIGHT AND PARTNER DINNERS

Friday, August 23

8:00 a.m. – 9:00 a.m.	Breakfast
9:00 a.m. – 9:45 a.m.	General Session: “A Generational Revolution: Leading Gen Z and Millennials into a New Era of Work.” <i>Presented by David Coletto, CEO, Abacus</i>
9:45 a.m. - 11:15 a.m.	Facilitated Shirtsleeves Sessions “What’s keeping you up at night?” <i>*This is a DMO Members Only Session, no partners please.</i> Topics: CEO/Executive, Marketing, Sales, Services & Sports
11:15 a.m. – noon	TACVB Topic Throwdown: Join Matt Clement from Madden Media as he hosts the inaugural TACVB Topic Throwdown! Watch your colleagues debate a range of tourism and travel topics in a session that's guaranteed to be hilarious, interactive, and engaging!

CONFERENCE ENDS