

# 2ND ANNUAL DESTINATIONS TEXAS INNOVATION SUMMIT

Conference Agenda – April 15–16, 2026

## DAY 1 – WEDNESDAY, APRIL 15

*Foundations, Governance, and the Near Future*

Building your AI foundation—from core concepts to emerging trends.

9:00–11:30 AM	<p><b>AI 101 + Governance – Pre-Conference Session</b></p> <p><i>Optional session for newcomers or those needing a refresher</i></p> <p>If you missed last year’s Innovation Summit or have limited hands-on AI experience, this session gives you the foundation you need to get maximum value from the rest of the conference. We’ll cut through the hype and give you practical knowledge you can use immediately.</p> <ul style="list-style-type: none"><li>• What AI actually is—and what it isn’t</li><li>• Why developing AI skills matters for your career and organization</li><li>• The core tools: what’s available and what each does best</li><li>• Understanding prompts: how to communicate effectively with AI</li><li>• Live demonstrations using real destination marketing scenarios</li><li>• Data privacy, security, and compliance essentials</li><li>• Common myths and misconceptions that hold teams back</li><li>• Risks to watch for and how to mitigate them</li></ul> <p>Presented by <b>Todd Brook, Managing Director, Unchained</b></p>
NOON	<p><b>Lunch &amp; Networking</b></p> <p>Open to all attendees.</p>
1:00 PM	<p><b>Welcome to the 2nd Annual Innovation Summit</b></p> <p><i>Opening Remarks and Setting the Stage</i></p> <p>Presented by <b>Todd Brook</b></p>
1:30 PM	<p><b>Before AI: Building the Foundation That Makes Artificial Intelligence Actually Work</b></p> <p><b>Session Description</b></p> <p>Contrary to popular belief, AI doesn’t create structure — it exposes the lack of it. Most organizations jump straight into AI tools without understanding the hidden structure their operation already runs on, and then wonder why everything AI does feels generic, clunky, or just plain wrong. Drawing from Madden ShiftOS methodology, this session shows attendees how to assess their DMO, department, or role through the lens of business process architecture before layering in AI. We’ll cover the three layers of business processes, the 4 Levels of Documentation framework, and personal context management — and you’ll leave with a playbook for creating the organizational clarity that transforms AI from a novelty into a genuine strategic advantage, and the foundation required for advanced capabilities like agentic workflows and high-level knowledge work.</p> <p><b>Learning Takeaways</b></p> <ol style="list-style-type: none"><li>1. How to map your business using the ShiftOS framework: the three layers of processes identify what your organization actually does; the 4 Levels of Documentation determine how deeply each process is captured — complementary lenses that reveal where AI will create real leverage and where it won’t.</li><li>2. Why personal context management enhances prompt engineering fundamentals: how building structured personal and organizational context gives AI what it needs to</li></ol>

	<p>deliver relevant results by default — reducing your reliance on complex prompt or context engineering techniques.</p> <p>3. How to build the foundation for advanced AI capabilities: why documented processes and organized knowledge are prerequisites for agentic automation, strategic analysis, and the high-level AI applications most organizations aspire to but aren't actually ready for.</p> <p>Presented by <b>Matt Clement, Managing Partner, Madden Media</b></p>
<b>2:00 PM</b>	<p><b>Panel: How We Are Using AI</b></p> <p><i>Real talk from destination marketers in the trenches</i></p> <p>No theory, no slides full of promises—just honest conversation with DMO professionals who are actively using AI in their work. Hear what's happening on the ground, including the wins, the failures, and the surprises.</p> <ul style="list-style-type: none"> <li>• Real use cases currently running in production</li> <li>• What delivered results faster than expected</li> <li>• Projects that failed—and why</li> <li>• Lessons learned the hard way</li> <li>• How AI has changed team dynamics and daily workflows</li> <li>• Advice for organizations just getting started</li> <li>• Open Q&amp;A with panelists</li> </ul> <p>Presented by <b>Moderated by Todd Brook</b> Panelists TBA</p>
<b>2:30 PM</b>	<b>Break</b>
<b>2:45 PM</b>	<p><b>Getting to Know Claude, Artifacts, Co-Work, and Code</b></p> <p><i>Game-changing tools and approaches from the top AI model today</i></p> <p>An introduction to Claude's most powerful capabilities—Artifacts for creating documents and visuals, Co-Work for collaboration, and the emerging world of “vibe coding.”</p> <ul style="list-style-type: none"> <li>• Hands-on with Claude's Artifacts and Co-Work features</li> <li>• Vibecoding: using AI tools like Claude Code, Lovable, and Replit to build apps and websites via prompting</li> <li>• Case study: Visit Dallas built an entire marketing equipment inventory platform through vibecoding</li> <li>• How DMOs are creating custom tools and platforms with no traditional coding</li> </ul> <p>Presented by <b>Tyler Kirsh, COO, Unchained</b></p>
<b>4:00 PM</b>	<p><b>Day 1 Wrap-Up</b></p> <p>Presented by <b>Todd Brook</b></p>
<b>5:00 PM</b>	<b>Partner Hall time</b>
<b>6:00–8:00 PM</b>	<b>Opening Reception</b> Sponsored by Visit College Station

## DAY 2 – THURSDAY, APRIL 16

### Strategy, Marketing, and Hands-On Application

From industry shifts to individual workflows—putting AI to work.

8:00 AM	Breakfast
8:45 AM	Welcome to Day 2 – Head to Breakout Sessions

## MORNING BREAKOUT SESSIONS

TIME	MARKETING TRACK	LEADERSHIP TRACK
9:00 AM	<p><b>Performance in the Age of AI</b> <i>How AI is changing traveler discovery—and what DMOs must do to stay visible</i></p> <p>Focuses on the strategic shift: how traveler search behavior is evolving with AI assistants, the move from keywords to intent-driven queries, and building authority on AI-driven platforms. Includes case study from Visit Irving on adapting to AI-driven search.</p> <p>Presenter: <a href="#">Media One + Visit Irving</a></p>	<p><b>“AI is Easy. Humans are Hard.”</b> <i>AI adoption is proven—the real challenge is leading your team through change</i></p> <p>AI processes are proven to drive new business outcomes for DMOs when deployed effectively. We know what problems we’re solving and we know how to measure success. The challenge is stewarding organizational culture to get buy-in from staff across all departments. In 2026, there are still many myths suppressing AI adoption, and CEOs are asking for insights related to change management and how best to lead staff to embrace AI intentionally. This session will share takeaways from Matador Network &amp; GuideGeek’s AI Roadmap project with Visit Mesa, Tourism Richmond (BC), Visit Florida Keys and other DMOs. The 5-phase Roadmap has been effective helping CEOs lead AI strategy with a structured process focused on empowering teams across all departments.</p> <p>We will also share takeaways from the new Matador AI Council, comprised of CEOs across North America and Europe. The Council was designed for CEOs to have a comfortable space to discuss AI integration at a strategic level.</p> <p>Presenter: Greg Oates, <a href="#">Matador Network</a></p>
10:15 AM	BREAK	BREAK
10:45 AM	<p><b>Search Everywhere: A Tactical Playbook for DMO Visibility in 2026</b> <i>Platform-by-platform tactics to start prioritizing immediately</i></p> <p>Builds on the 9:00 AM session. While that session covered why and how search has changed, this one digs into what to do about it—optimization across your website, social media, LLMs, community forums, and more.</p> <p>Attendees leave with a clear, actionable roadmap.</p> <p>Presenter: <a href="#">Kenzie Austin, Unchained</a></p>	<p><b>The AI Mirror: How to Decode Stakeholders, Strengthen Teams &amp; Pressure-Test Strategy</b> <i>Use AI to understand people, anticipate reactions, and make smarter strategic decisions</i></p> <p>What if you could understand how your stakeholders actually think—before you walk into the room? This session introduces a practical method for using AI to build personality and cognitive profile maps, synthesizing public records, meeting transcripts, and behavioral data into intelligence you can act on. Attendees will learn how to map city council members and board directors to identify who’s with you, who’s against you, and what they actually care about; how to build “red team” simulations that predict how a strategy or initiative will land before you put it in front of the room; how to make stronger hiring decisions by surfacing cognitive fit; and how to diagnose the invisible chemistry dynamics that determine whether a team thrives or quietly stalls out.</p> <p>Presenter: <a href="#">Matt Clement</a></p>

NOON	<b>Networking Lunch</b>
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## AFTERNOON GENERAL SESSION

1:00 PM	<p><b>Building Your Own Assistants</b>  <i>Turn AI into your always-available thinking partner</i></p> <p>Beyond organizational tools, AI can transform how you personally work. This session shows you how to build custom AI assistants for your daily workflow—as a strategist, sounding board, and productivity multiplier.</p> <ul style="list-style-type: none"> <li>• Identifying where AI fits into your personal workflow</li> <li>• Building custom GPTs tailored to your specific role and needs</li> <li>• Creating a “brain trust” of specialized AI assistants</li> <li>• Practical examples: research, writing, analysis, brainstorming</li> <li>• Prompt patterns that get consistently better results</li> <li>• Hands-on: building your first personal assistant</li> </ul> <p>Presented by <b>Todd Brook</b></p>
2:00 PM	<b>Break</b>

## AFTERNOON BREAKOUT SESSIONS

TIME	MARKETING TRACK	LEADERSHIP TRACK
2:30 PM	<p><b>Shifts in Destination Marketing: Building Custom AI Agents</b>  <i>The playbook is being rewritten—here’s what’s replacing it</i></p> <p>Explores major changes underway in destination marketing and introduces building custom AI agents for your organization. Includes live demo of creating an agent for a real DMO task.</p> <p>Covers custom GPTs, visitor FAQs, itinerary builders, content assistants, and low-code/no-code options.</p> <p>Presenter: <b>Tyler Kirsh, Unchained</b></p>	<p><b>Building Instant Presentations</b>  <i>Learn the new tools that make it easy to rapidly develop polished presentations</i></p> <p>The latest AI-powered tools have transformed presentation creation from hours of work into minutes. This hands-on session walks you through the platforms and workflows that let you go from idea to polished deck fast.</p> <p>Covers tools like Gamma, Beautiful.ai, and AI features in PowerPoint and Google Slides—with live demos and time to build your own.</p> <p>Presenter: <b>Todd Brook</b></p>

3:15 PM	<p><b>Summit Recap and Action Planning</b>  <i>Two days of content means nothing without action</i></p> <ul style="list-style-type: none"> <li>• Key takeaways from both days</li> <li>• Building your personal 30-day action plan</li> <li>• Prioritizing: what to tackle first</li> <li>• Resources for continued learning</li> <li>• Staying connected: community and follow-up opportunities</li> <li>• Closing remarks</li> </ul> <p><b>Kathleen Davis, President &amp; CEO, Destinations Texas</b></p>
3:30 PM	<p><b>Conference Ends</b></p> <p>See you in Plano in September for the 2026 Women’s Conference and Annual Conference!</p>