



TACVB Innovation Summit

June 9-10, 2025

Sheraton Arlington

Agenda

Day 1: Monday, June 9

1:00 - 1:15 p.m. — Event Opening

1:15 - 3:00 p.m. — Introduction and Key AI Insights for Destinations

Gain insights into AI's transformative potential for destinations, understand measurable impacts like time savings and enhanced results, explore common barriers including security, hallucinations, and governance. Learn the POINT methodology for optimizing generative AI, witness live demonstrations of effective prompt crafting, and discover practical applications in HR, social media, and visual content creation. Everyone will have copies of all prompts used.

3:00 - 3:30 p.m. — BREAK

3:30 - 4:00 p.m. — The Future of AI Technology

Explore emerging trends in AI, including the future of digital assistants, chatbots, intelligent agents, automated workflows and the impact on SEO. Discuss essential shifts in team structures and competencies required to stay ahead.

4:00 - 4:30 p.m. — Q&A Session - Ask anything AI

Here is your opportunity to ask those burning questions - what to buy, how to use it, or where it fits in your team? Now's your chance to ask anything and everything!

4:30 - 5:00 p.m. — Guest Panel: Practical Uses of AI

Join industry guests as they share real-world examples of AI implementation, highlighting practical strategies for integrating AI into everyday business practices.

6:00 - 8:00 p.m. — Opening Reception

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Day 2: Tuesday, June 10

8:00 - 9:00 a.m. — BREAKFAST

9:00 - 10:00 a.m. — Interactive AI Workshop: Exploring Gemini, Co-Pilot, Claude & ChatGPT

Join us for an engaging and hands-on workshop designed to introduce you to the most popular generative AI assistants: Gemini, Microsoft Co-Pilot, Claude, and ChatGPT. Discover their unique strengths, practical applications, and best practices for enhancing productivity across your work and life.

10:00 - 10:15 a.m. — BREAK

10:15 - 11:00 a.m. — Creating Your Destination's AI Policy: A Practical Workshop

Join us for a hands-on session designed to simplify AI policy creation for your destination. We'll guide you through clear, practical steps to develop an effective AI policy, including setting expectations and best practices for responsible AI use. Each attendee will be given a downloadable template to use for their organization.

11:00 - 12:30 p.m. — Marketing Meets AI: Interactive Campaign Workshop

Join us for an engaging, hands-on workshop where you'll team up with fellow marketers to craft AI-powered campaigns. Together, you'll see firsthand how AI transforms creative ideas into impactful marketing results.

12:30 - 1:30 p.m. — LUNCH

1:30 - 2:00 p.m. — Notebook LM Interactive Workshop

Experience one of today's most impressive AI tools in action! Join us for an engaging, hands-on exploration of Notebook LM, Google's cutting-edge AI platform that seamlessly integrates your notes, data, and AI-powered insights into one powerful workspace.

2:00 - 2:45 p.m. — Itinerary Planning & Website Chat: Enhancing Your Marketing Site

Join us for an insightful session focused on leveraging itinerary planning and AI-powered website chat to elevate your marketing website's user experience.

2:45 - 3:00 p.m. — BREAK

3:00 - 3:45 p.m. — Optimizing Operations with AI - Practical Strategies to Save Time & Reduce Costs

Discover how AI is revolutionizing business operations by streamlining processes, improving efficiency, and significantly reducing costs.

3:45 - 4:30 p.m. — Executive Roundtable: Bringing AI to Life

General discussion on bringing AI to life.