



## 2026 Winter Conference

### SALES TRACK

**Your facilitators:** Alysha Carse, Director of Sales, Visit Plano  
Heather Egan, Director of Leisure and International Sales, Visit Grapevine

### AGENDA

#### Thursday, January 29

8:00	<b>Breakfast</b>
8:45 a.m.	<b>Welcome to the 2026 Winter Master Class Conference!</b> <b>Opening Remarks then head to your tracks</b>
9:00 a.m.	<b>The Art and Science of Sales Success (Interactive Workshop)</b>

The secret to sales success is a combination of art *AND* science. This hands-on workshop is focused on both – building stronger relationships with prospective clients/stakeholders *AND* managing time efficiently and effectively. This combination becomes your “sales motion” and creates a pattern of momentum that drives outstanding results.

#### **Key topics will include:**

1. Fill and qualify your pipeline (know your target markets, and use simple processes and filters)
2. Differentiate your advantages (and have prepared 1-pagers and emails ready-to-go)
3. Build and sustain relationships with the individuals making the decisions (low-cost tips and tricks)
4. Fuel promising prospects with easy tools (and follow-up) that allow you to close-deals

*The filter for all for each topic will be focusing on the largest, most promising prospects – allocating time to what matters, and avoiding distractions that get in the way of winning business.*

The session includes a mix of presentation, small group activities, review of key concepts, and discussion of best practices. You'll learn tips and tricks to incorporate into your own playbook. The content is practical and tactical, and is applicable to sales leaders at large and small CVBs, tenured or new. You'll leave with new and refreshed approaches that super charge 2026 results.

*Presented by Rodney Schlosser, Sales Strategy Speaker, [www.RodneySchlosser.com](http://www.RodneySchlosser.com)*

**10:30** **Break**

**10:45** **Sales Workshop continues...**

**NOON** **Lunch**

**1:00 p.m.** **The Power of Presence: How to Speak with Confidence and Credibility**

In the destinations industry, every presentation is a sales moment. From pitching partners and clients to representing your destination's vision, how you show up determines whether audiences lean in, or tune out. This high-energy workshop equips participants with **polished presentation skills and executive presence** to communicate with confidence, clarity, and authority. Attendees will learn practical techniques to sharpen messaging, elevate delivery, and align body language and voice with their value proposition. Participants leave with immediately usable tools to strengthen sales presentations, client pitches, and high-stakes conversations, ensuring their presence and message inspire trust and drive action.

*Presented by Jenifer Sarver, Principal, Sarver Strategies*

**2:00 p.m.** **Turning Insights Into Action: Using Data to Drive Smarter Sales Decisions**

Data is only powerful if it leads to action. In this session, Cindy Decker of Tourism Economics will walk attendees through the key data points destination organizations need to make informed, confident sales decisions. Cindy will break down what data matters most, where to find it, and how to apply it in real world sales and marketing scenarios.

Attendees will learn how to use data to identify opportunity markets, strengthen sales conversations, support strategic priorities, and better align efforts with organizational goals. This session is designed to help sales professionals move beyond reports and dashboards and turn insights into clear, actionable strategies that drive results.

*Presented by Cindy Decker, Senior Manager, Client Relationships and Insights, Tourism Economics*

**3:00 p.m.                      Break**

**3:15 p.m.                      Beyond the Ballroom: Creative Approaches to Group Business  
(Panel Discussion)**

Not every destination has traditional meeting or event space—and that shouldn't stop you from winning group business. In this panel, Texas DMOs and partners will share creative, transferable strategies for attracting meetings, sports, and group events by leveraging non-traditional venues and experiences. Panelists will highlight real examples of how they've packaged unique spaces, built community partnerships, and positioned their destination in a way that reduces planner risk and increases confidence. Attendees will leave with fresh ideas, practical considerations, and new ways to tell their destination story beyond a conventional inventory list.

*Moderated by Heather Egan, Director of Leisure and International Sales, Visit Grapevine  
Panelists: Laura Marts, Director, Discover Odessa; Morgan Key, Business Development Manager, Destination Bryan; Steve Genovesi, Executive Vice President, Visit Austin*

**4:00 p.m.                      Shirt Sleeves Sessions – Round 1**

Join us for open, peer driven conversations focused on the topics that matter most. Shirt sleeves sessions are designed for candid dialogue, shared problem solving, and discussion around challenges that may not be fully explored elsewhere in the program. Come ready to exchange ideas, learn from one another, and talk honestly about what is keeping you up at night.

***ENJOY EXPLORING BOERNE ON YOUR OWN!***

## **Friday, January 30**

**8:00 a.m.** **Breakfast**

**8:45 a.m.** **Welcome to Day 2! Morning Remarks**

**9:00 a.m.** **Tradeshow Talk (Panel Discussion)**

Trade shows can be a powerful pipeline tool—but only when approached strategically. This panel brings together perspectives from different market sizes and segments to break down how to choose the right shows, prepare effectively, and maximize results before, during, and after the event. Panelists will cover what trade shows are out there, how to determine which are most realistic and valuable for your destination, best practices for booth presence and buyer engagement, and how to measure ROI in a way that makes sense for DMOs of any size. The session will also explore alternative approaches for destinations unable to attend trade shows, ensuring everyone leaves with a clear path to generating qualified leads.

*Moderated by Alysha Carse, Director of Sales, Visit Plano*

*Panelists: Marisa Obando, National Sales Manager, Visit Plano, Scott Poland, Director of Group Sales, Visit Grand Prairie, Amy Tarr, Director of Sales, Visit Amarillo*

**10:15** **Break**

**10:30** **Shirtsleeves Sessions – Round 2**

Join us at the end of the conference for open, peer driven conversations designed to cover the topics we did not get to during the program. These informal sessions create space to raise lingering questions, explore unresolved issues, and share final insights before heading home.

**NOON** **Conference Ends**