



2025 Winter Conference

Waco, TX

January 21-23, 2025

MARKETING TRACK

Your facilitator: Wesley Lucas, Director of Communications, Visit Austin, TACVB Board Member, TACVB Marketing Committee Chair

Wednesday, January 22

8:00 a.m. – 8:45 a.m. Breakfast

8:45 a.m. – 9:00 a.m. Welcome to the 2025 TACVB Winter Conference!

9:00 a.m. – 9:30 a.m. Facilitator and attendee introductions

9:30 a.m. – 10:30 a.m. Trends & Emerging Tactics for DMOs in 2025

This session will get you up-to-date on all the latest trends in the world of digital marketing and tourism. Hear the latest tactics relating to marketing campaigns and hear about some of TwoSix Digital's latest strategies. You'll leave this session with valuable insights about the nuances of various advertising platforms, what's working, what's not, and what you need to do to get the very most out of your digital marketing in 2025 and beyond.

Takeaways:

- Learn what tactics are working (and not working) on social and paid media
- Put items on your radar that future-proof your organization during changing times
- Find out what's trending on secondary networks like YouTube, TikTok, and Pinterest
- Get updated on new AI tools to streamline your DMO marketing eCorts

Presented by Brian Matson, Senior Director of Strategy & Education, TwoSix Digital

10:30 a.m. – 10:45 a.m. Break

10:45 – NOON

"Stronger Together: How Texas Destinations Can Amplify Impact Through Strategic Co-op Partnerships"

Discover how partnering with fellow Texas destinations can transform your media/influencer hosted trips and out-of-market activations, while maximizing resources. Millerann Moya and Wesley Lucas will share practical approaches to joint initiatives that help extend reach, share costs, and create compelling visitor experiences. Perfect for tourism marketing and communications professionals looking to enhance their promotional efforts through strategic collaboration.

Presented by Wesley Lucas, Director of Communications, Visit Austin, and Millerann Moya, Assistant Director, Visit Plano

NOON – 1:00 p.m.

Lunch

1:00 p.m. – 2:00 p.m.

Email Marketing Best Practices

During this session, we'll discuss trends and best practices when it comes to developing and delivering an impactful email marketing program on behalf of your CVB. We'll explore options when it comes to the use of automated messages, segmentation, and funnels that nurture subscribers in a meaningful way. Today's email marketing is smart, actionable, and has great potential to be a driving force that supports your greater marketing objectives. In today's world, every DMO should be leveraging email marketing in a meaningful way as an integral part of its overall marketing strategy. Get a crash course during this session!

Takeaways:

- Learn about essential elements that need to be a part of your email marketing strategy
- Discover the best practices for creating impactful messaging with automated funnels
- Explore strategies to grow your lists both organically and through paid programs
- Get informed about new privacy changes and how they impact the tracking of email marketing programs

Presented by Brian Matson, Senior Director of Strategy & Education, TwoSix Digital

2:00 p.m. - 2:30 p.m.

Table discussions and Breakouts – Email Best Practices

2:30 p.m. – 2:45 p.m.

Break

2:45 p.m. – 4:00 p.m.

Branding Without Boundaries

Creating a destination full of storytellers

Travel brands are not built on great logos alone. They're built on memorable stories. This interactive session will spark new ways to think about engaging the stakeholders within your destination, in their own unique way. From restaurants to retailers, or lodging to events. Everyone is a storyteller, and the more they connect, the stronger brand you create. This session will include an impromptu panel discussion made up of members of the audience. So be ready to share!

Presented by Steve Chandler, Owner & Brand Strategist, Chandler Thinks

4:00 p.m. – 5:00 p.m. 360 Degree Destination Branding: Building Trust Beyond Visitors

Tourism professionals, it's time to rethink branding. While we're busy crafting campaigns to lure in visitors, are we missing a critical audience—the locals? Let's be honest: How many times have you heard (or said), "Locals aren't our target audience for tourism"? Or the classic, "No one understands what tourism does for our community"?

Here's the thing—those two sentiments might be more connected than we think. In our race to attract visitors, we may have overlooked an essential part of our job: proving the value of tourism within our own communities.

Your destination brand isn't just about consumer appeal; it's about earning local trust, respect, and advocacy. A strong local brand amplifies tourism's impact by fostering community pride and creating ambassadors for your destination.

This session flips the script on branding, focusing on how to build a brand that resonates not just with visitors but with all your stakeholders. Together, we'll explore strategies for demonstrating tourism's value locally, building support among residents, and aligning your brand to benefit both visitors and local businesses.

Because here's the truth: if your destination brand is doing its job, it's not just attracting visitors—it's helping your community thrive. Let's dive in and redefine what branding can do!

Presented by Steve Chandler, Owner & Brand Strategist, Chandler Thinks

Thursday, January 23

8:00 a.m. – 8:45 a.m.

Breakfast

8:45 a.m. – 9:00 a.m.

Welcome in the Breakfast Room

9:00 a.m. – 9:15 a.m.

Day 1 Recap

9:15 a.m. – 10:30 a.m.

Your Strategy Needs AI: Adapting Proven Frameworks for DMOs

In today's data-driven world, is your DMO fully leveraging AI? Join Matt Clement to explore advanced AI tools like Julius, NotebookLM, and PerplexityAI, alongside mainstream platforms like ChatGPT. This session focuses on transforming data into actionable strategies, integrating insights with proven frameworks such as "Playing to Win," and marketing principles from industry leaders. Learn how DMOs can overcome resource challenges and drive impactful action plans to boost the tourism economy.

Key Elements:

- **AI Tools for Strategy:** Discover how specialized AI platforms enhance data analysis and strategy building.
- **Source Integration:** Learn methods to upload and use diverse materials for richer AI insights.
- **Beginner-Friendly Guidance:** Navigate AI tools for research and insight synthesis to boost productivity.
- **Actionable Insights:** Turn AI-driven data into strategies using established marketing frameworks.

Key Takeaways:

- Use AI tools to enhance strategic planning.
- Integrate diverse sources for tailored insights.
- Build confidence in AI tools for research and analysis.
- Translate insights into effective strategies for your destination.

Presented by Matt Clement, Managing Partner, Madden Media

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – NOON

Marketing Shirtsleeves

Conference ends