



2025 Winter Conference

Waco, TX

January 21-23, 2025

SALES TRACK

Your facilitator: Jennifer Bumbalo, Vice President of Sales, Visit Dallas

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.

Introductions/Ice Breaker

9:30 a.m. – 10:30 a.m.

**Stronger Business Relationships to Drive More Bookings
(Interactive workshop)**

Trusted professional relationships are often the differentiator between a YES or a NO. This ½ day workshop provides a roadmap to leverage your unique style... with proven tips and tricks to optimize outcomes. The leader will blend proven techniques, group discussion, academic research, and small-team exercises to strengthen key skills including preparation, listening, and follow-up to close more deals. You will leave with a new outlook on cultivating relationships and a powerful new toolkit to identify, build and fortify client relations that will yield more business within weeks. Learning objectives:

- 1) 3 most important skills to truly understand decision-makers.
- 2) Capture and discern hidden opportunities and risks that propel sales and diminish challenges.
- 3) Distinguish yourself and your destination from competitors.
- 4) Leave confident with a clear 4-point personal 90-day action plan.

Presented by Rodney Schlosser, Senior Vice President, Asurion

10:30 a.m. - 10:45 a.m.

Break

10:45 a.m. - NOON

Workshop Continues

NOON – 1:00 p.m.

Lunch

1:00 p.m. – 1:45 p.m.

Harnessing Your Community's Unique Strengths

Unlock the full potential of your destination by diving deep into what makes your community unique. This session will help you explore the resources available in your area, identify key organizations to partner with, and leverage your local network to enhance your success. Learn how to align with community assets, discover hidden tools at your disposal, and create a strategy that positions you and your destination for growth. Whether you're hosting events, fostering collaborations, or driving local engagement, this session provides the insights needed to harness the power of your own backyard.

Presented by Jennifer Bumbalo, Vice President of Sales, Visit Dallas

1:45 p.m. – 2:00 p.m.

Roundtable discussions and report backs

2:00 p.m. – 2:30 p.m.

Cracking the Code: What Your Customers Really Want

Successful collaboration starts with truly understanding your customer's goals. In this session, we'll explore strategies to uncover what your customer is striving to achieve, identify their priorities, and align your efforts to meet their needs. Learn how to ask the right questions, interpret key objectives, and deliver solutions that exceed expectations. Whether you're working with clients, stakeholders, or partners, this session will empower you to build stronger relationships and drive outcomes that matter most to your customers.

Presented by Jennifer Bumbalo, Vice President of Sales, Visit Dallas

2:30 p.m. – 2:45 p.m.

Break

2:45 p.m. – 3:15 p.m.

Roundtable discussions and report backs

3:15 p.m. – 4:00 p.m.

Beyond the Numbers: Exploring Room Night Tracking and Reporting Strategies (Panel discussion)

Dive into the nuances of how organizations define and measure room night metrics. This session moves beyond specific tools or software to explore broader approaches. Are your tracked room nights limited to business generated directly through CVB sales efforts, or do you include inbound leads and events occurring independently of CVB involvement? Join us for an engaging discussion on the different philosophies behind room night reporting, how these choices impact organizational goals, and the value of creating a consistent and transparent tracking methodology. This is your opportunity to exchange insights and discover strategies to refine your approach.

Facilitated by Robert Lopez, Vice President, Abilene CVB

Panelists: Amy Tarr, Director of Sales, Visit Amarillo, and Alysha Carse, Director of Sales, Visit Plano

4:00 p.m. – 5:00 p.m.

Day 1 Recap and shirtsleeves discussion

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. – 9:45 a.m.

Group Sales Incentives

Most destinations provide incentives for meeting sales, but funding sources, eligibility, and incentive types differ. Join this panel discussion to:

- Discover the latest survey findings on DMO Groups Sales Incentives
- Discuss and share best practices
- Gain insight into various funding sources and incentive types

Panelists: Mark Thompson, Director, Visit Plano and Lori Fojtasek, Vice President, Sales and Services, Visit Irving

Presented by Suzzanne Ravitz, 2 Synergize

9:45 a.m. – 10:30 a.m.

Destination Services: The Ultimate Assist

Whether it's new or repeat business, the goal is to keep them coming back for more. Let's talk about the evolving role of Destination Services, our clients and how to determine your path to success.

Presented by Lisa Bethea, Director of Destination Services, Visit Frisco

10:30 a.m. – 10:45 a.m.

Break

10:45 a.m. – NOON

Facilitated Shirtsleeves discussion

Conference ends