



**2025 Winter Conference
Waco, TX
January 21-23, 2025
MARKETING TRACK**

Wednesday, January 22

8:00 a.m. – 9:00 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 efforts in 2025 and beyond.

Takeaways:

- Learn what tactics are working (and not working) on social and paid media
- Put items on your radar that futureproof 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 efforts

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

10:30 a.m. – 10:45 a.m.

Break

10:45 – NOON

Revolutionizing Tourism: How Texas DMOs are Harnessing AI for Smarter Marketing (Panel discussion)

Join us for this interactive session as we explore how several of our Destination Organizations in Texas are using AI to optimize their strategic marketing efforts.

Moderated by Matt Clement, Managing Partner, Madden Media

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 Brain 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

Branding exercise and report backs.

4:00 p.m. – 5:00 p.m.

Session TBA

Thursday, January 23

8:00 a.m. – 9:00 a.m.

Breakfast

9:00 a.m. – 9:15 a.m.

Day 1 Recap

9:15 a.m. – 10:15 a.m.

Session TBA

10:30 a.m. – NOON

Marketing Shirtsleeves

Conference ends