

**2024 AGENDA
ALABAMA GOVERNOR'S CONFERENCE ON TOURISM
July 27-30**

**www.alabamagovernorsconference.com
Hotel Capstone and Bryant Conference Center
Tuscaloosa
#24agcttuscaloosa**

WE'RE ON A ROLL!

Saturday, July 27

10:00 AM – 4:00 PM **Silent Auction and Wine/Spirits Pull Set-Up**

Sunday, July 28

8:00 AM – 10:00 AM **Set-Up for Trade Show and Silent Auction,
Wine/Craft Beer/Spirits Pull**

9:00 AM – 5:00 PM **Registration**

**Coffee, Tea, and Soft Drinks
*Sponsored by Coca-Cola and Royal Cup Coffee
and Tea***

10:00 – 11:35 AM **Alabama Travel Council Annual Meeting & Alabama
Tourism Partnership Update (open to all registrants)**

11:45 AM - 12:15 PM **Light Lunch – Grab and Go
*Sponsored by***

**Grab and Go will close at 12:20. The Opening
General Session begins at 12:30**

12:30 PM **Opening General Session**

***Welcome and Introduction of Mayor by Kelsey
Rush, President & CEO, Visit Tuscaloosa***

Welcome by Tuscaloosa Mayor Walt Maddox

12:45 PM ***Advisory Board Meeting***

1:15 PM **Alabama Tourism Department's Annual Update**

Where We've Been, Where We're Going
Speaker: Lee Sentell, Director, Alabama Tourism Department

1:30 PM ***“Alabama Tourism Department’s Programs: International Marketing, All in One, and Tourism Exchange”***
Speaker: Grey Brennan, Deputy Director, Alabama Tourism Department

2:00 PM ***“Ad Agency Update and ATD Partner Portal Discussion”***
Speaker: Bill Dinan, Account Director, Intermark Group

2:30 PM ***Travel South Update and “Tourism Exchange”***
Speaker: Liz Bittner, Travel South

3:00 PM Break

3:15 PM ***ATD Golf Update***
Speaker: Pam Shaheen, Alabama Golf Guide

3:30 PM ***Tourism Exchange Breakouts***
DMOs* *Sellers
Hotels/Dining Experiences,
Attractions, Events, Tour Guides,* *TBD

5:00 – 6:00 PM ***Opening Reception in the Trade Show/Silent Auction***
Sponsored by Experience Montgomery

5:30 PM ***Wine Pull***

6:15 – 6:45 PM ***Shuttle to The Zone!***

6:30 PM ***“A Taste of Tuscaloosa at The Zone in Bryant Denny Stadium”***
Sponsored by Visit Tuscaloosa and Area Partners
Important: Please be sure to be at The Zone at 8:15 PM for a special presentation and Fireworks!!

8:30 – 9:15 PM ***Shuttles return to the Hotel Capstone***

9:00 PM ***Unofficial After Party at Roll Call***

Monday, July 29

8:00 AM – 5:00 PM

Registration

Refreshments

Sponsored by Coca-Cola, Royal Cup Coffee and Tea

8:00 – 9:00 AM

**Breakfast in the Trade Show and Silent Auction
*Sponsored by***

9:00 – 10:00 AM

General Session

Rolling Toward a More Accessible Alabama

Speaker: Curb Free with Cory Lee

10:15 – 11:15 AM

Breakout Session #1

Attendees will select one option from four topics:

Option 1: Leveraging NIL Opportunities to Market Your Brand

Speakers: Tripp Powell with Yea, Alabama and Cole Price with Crimson Tide Sports Marketing Sports Marketing

Option 2: Approaching Your Strategy to Digital Content Creation

Speakers: TBD

Option 3: Public Speaking & Pitching: Getting Comfortable with the Uncomfortable

Speaker: Dr. Adam Sharples Brooks, University of Alabama

Option 4: Building an AI Enabled DMO

Speaker: Matt Clement, Managing Partner, Madden Media

11:30 AM – 1:15 PM

Scholarship Luncheon at the Hotel Capstone

Sponsored by: Alabama Association of Destination Marketing Organizations (AADMO) and Compass Media

Master of Ceremonies, David Clark, President AADMO, and Dustin Gontarski, President, Compass Media

Presentation of 2024 Tourism Industry Scholarships by 2024 Chairmen of the Scholarship Committee, Todd Scholl and Don Dukemineer

1:30 – 2:30 PM

Breakout Session #2

Attendees will select one option from four topics:

Option 1: *Leveraging NIL Opportunities to Market Your Brand*

Speakers: Tripp Powell, Yea, Alabama and Cole Price with Crimson Tide Sports Marketing

Option 2: *Approaching Your Strategy to Digital Content Creation*

Speakers: TBD

Option 3: *Public Speaking & Pitching: Getting Comfortable with the Uncomfortable*

Speaker: Speaker: Dr. Adam Sharples Brooks, University of Alabama

Option 4: *Building an AI Enabled DMO*

Speaker: Matt Clement, Managing Partner, Madden Media

2:30 – 3:15 PM

Panel Discussion: “Value of Partnerships in Marketing a Vibrant Community”

Panelist:

Kelsey Rush, President & CEO, Visit Tuscaloosa

Kyle South, President & CEO, The Chamber of Commerce of West Alabama

Justice Smyth, Executive Director, Tuscaloosa County Economic Development Authority

Jay Waters, Senior Instructor, The University of Alabama

3:30 PM

Governor Kay Ivey Address

4:00 – 5:15 PM

**Reception in the Trade Show/Silent Auction
*Sponsored by***

5:00 PM

Wine Pull

6:00 PM

Reception at the Bryant Museum (Cash Bar)

7:00 PM

Alabama Tourism Department Awards Banquet

Master of Ceremonies, Lee Sentell and Chris Stewart, the Voice of UA Basketball and Football
(Cash Bar)

The attire will be business/professional attire
(Cash Bars - will be closed during Awards presentations- you may buy additional wine by the bottle at the bars)

9:15 PM

Dessert and Coffee Immediately Following the Awards Banquet Closing of the Silent Auction in the Trade Show
Last Chance to Bid and the Final Pull
Sponsored by

Tuesday, July 30

8:00 AM

Silent Auction Payment at Convention Registration Desk

8:00 - 9:00 AM

Breakfast in the Trade Show
Sponsored by

9:00 – 10:15 AM

Generation “Them” – Navigating a Multi-Generational Workforce
Speaker: Kristin Scroggin, GenWhy

10:15 – 11:00 AM

Alabama Innovation Center Workforce Training Opportunities
Speaker: Kailah Dozier

11:00 AM

Conference Concludes

05/22/2024