

**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 Pull Set-Up**
Nichols & Nichols Nook

Sunday, July 28

8:00 AM – 10:00 AM **Set-Up for Trade Show and Silent Auction and Wine Pull**
Nichols & Nichols Nook

9:00 AM – 5:00 PM **Registration** **BCC Registration Lobby**

Coffee, Tea, and Soft Drinks
Sponsored by Tuscaloosa Coca-Cola Bottling Company and Royal Cup Coffee and Tea
Sellers Auditorium Lobby

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

11:45 AM - 12:15 PM **Grab and Go Boxed Light Lunch**
Sellers Auditorium Lobby
Grab and Go will close at 12:20. The Opening General Session begins at 12:30

12:30 PM **Opening General Session** **Sellers Auditorium**

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

Welcome by Tuscaloosa Mayor Walt Maddox

Welcome by Ashley Olive, Bryant Conference Center and Annette Smallwood, Hotel Capstone

- 12:45 PM ***Alabama Tourism Department Advisory Board Meeting with Director's Report***
Mindy Hanan, JD, Chairman, ATD Advisory Board and
Lee Sentell, Director, Alabama Tourism Department
- 1: 30 PM ***Ad Agency and ATD Partner Portal Update***
Speaker: Bill Dinan, Account Director, Intermark Group
Hear from Intermark Group a review of ATD campaign production, implementation and performance results across all ATD paid and owned media channels. As paid media advertising cannot appear on in-state media, you may see most of this content for the first time.
- 2:00 PM ***Alabama Tourism Department's Programs: International Marketing, All in One, and Tourism Exchange***
Speaker: Grey Brennan, Deputy Director, Alabama Tourism Department
Alabama Tourism Department announces updates on programs and measures to drive tourism growth. Learn how to participate and get the latest information on our initiatives, including Welcome Centers, Group Tour, International Leisure, Media Exposure, Brand USA, and the All-In-One Multiple Attraction Pass
- 2:30 PM ***Travel South Update and Tourism Exchange USA***
Speaker: Liz Bittner, Travel South
Calling all Alabama destinations, accommodations, attractions, and experiences- would you like to focus on high-value customers and increase your sales revenues- join Travel South & Tourism Exchange USA as we share our domestic and international strategies to extend and expand visit spend.
- 3:00 PM ***Alabama Golf Update***
Speaker: Pam Shaheen, Crossroads Marketing, Inc.
As the publisher of *Golf Alabama* for the past 30 years and the golf marketing consultant for Alabama Tourism Department, Pam Shaheen will present all the efforts which ATD undertakes to promote the state as a golf destination. This will include the Golf Guide and its Website, Golf Media Tours, Print & Online Advertising, Consumer Golf Shows and the Golf Group Co-op program with participating DMOs, designed to reach large golf groups and to host future golf consumer and trade events.
- 3:15 PM ***Grab and Go Snack and Beverage Break***
Sponsored by Tuscaloosa Coca-Cola Bottling Company and Royal Cup Coffee and Tea
Sellers Auditorium Lobby

3:30 – 4:10 PM

Breakout Sessions Will Repeat - Select one of four

Option 1

Tourism Exchange Breakout

DMOs

Sellers Auditorium

Speaker: Nate Huff, President, Tourism Exchange USA

Tourism Exchange is a connectivity platform that allows attractions, experiences and accommodations of all sizes to connect their live product inventory to global OTAs and tour operators. In this session for local DMOs, learn how the Exchange offers an opportunity to create value for local partners, makes your marketing efforts more impactful and measurable, and allows you to feature bookable local businesses on your digital channels. Featuring real examples of how DMOs are using the Exchange, you'll learn how you can participate as well.

Option 2

Tourism Exchange USA

Lackey

FOR: Hotels/Dining Experiences, Attractions, Events, Tour Guides - How to Grow Your Business and Diversify Your Sales Using Tourism Exchange USA

Speaker: Jayne Stones, Strategic Partnerships Manager, Tourism Exchange USA

Tourism Exchange is a connectivity platform where tourism businesses of all sizes—from attractions and tour guides to accommodations—can expand sales by sharing live product inventory to global OTAs and tour operators. In this session, businesses are guided through the step-by-step process of connecting their inventory to the Exchange and exploring how the platform can be used to manage live availability, pricing and bookings across multiple distribution channels to reach new customers around the globe.

Option 3

Alabama Sports Update - 2023 State of the Industry on Sports

Birmingham

Speaker: Don Dukemineer, Visit Decatur

Past Sports ETA Chair, Don Dukemineer, will discuss what trends were noticed, and how communities are preparing for the future in new sports development. The report will also take a look at how communities have evolved post-Covid, and the impact sports tourism is driving economic impact. He will also give the 2023 State of the Industry report for sports tourism that was conducted by the Sports Events and Tourism Association (Sports ETA) and Tourism Economics.

Option 4

Alabama Tourism Department's Partner Portal

Panelists: Pam Smith, Alabama Tourism Department, Claire Barrentine, and Bill Dinan, Intermark Group **Wilson**

Hear from ATD and Intermark Group staff about the latest improvements to the Partner Portal and its role in supporting content across all ATD paid and owned media channels. Get answers to your questions about how to improve your and your destination area's representation across these channels via user generated content posted in partners.alabama.travel.

4:15 – 4:55 PM

Breakout Sessions Will Repeat -Select one of four

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Tourism Exchange USA

FOR:DMOs ***Sellers Auditorium***

How to Increase Visitation and Create Industry Value Using Tourism Exchange USA

Speaker: Nate Huff, President, Tourism Exchange USA

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5:00 – 6:00 PM

Opening Reception in the Trade Show/Silent Auction **Rast A&B**
Sponsored by Experience Montgomery

5:30 PM

Wine Pull **Nichols Nook**

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 at the Alamite Hotel

Want to keep the party going but you're not sure where to go? Roll Call offers a casual indoor/outdoor dining and drinking experience in a plush setting. Conveniently situated in the heart of downtown Tuscaloosa in the Alamite Hotel. Roll Call features cocktails, local and craft beer, and wines by the glass. We kindly request that guests cover their own costs.

Monday, July 29

8:00 AM – 5:00 PM

Registration

Sellers Auditorium Lobby

Refreshments

Sellers Auditorium Lobby

Sponsored by Tuscaloosa Coca-Cola Bottling Company and Royal Cup Coffee and Tea

8:00 – 9:00 AM

**Breakfast in the Trade Show and Silent Auction
Sponsored by Gulf Shores and Orange Beach Tourism**

Rast A&B

9:00 – 10:00 AM

General Session

Sellers Auditorium

Rolling Toward a More Accessible Alabama

Speaker: Curb Free with Cory Lee

People with disabilities spend over 58 billion dollars per year in the travel industry but are so often left out of travel narratives. In this session, Cory Lee will share his experiences as a wheelchair user that's been to over 40 countries and all seven continents, but he'll also highlight what exactly goes into planning an accessible trip, how Alabama can reach and attract disabled travelers, and why inclusivity makes sense from a business standpoint. After attending this session, destinations will have the tools they need to be a leader for accessible travel.

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

Mason

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

Join us for an enlightening breakout session on how businesses within our industry can leverage NIL opportunities. We'll debunk the myth that NIL partnerships require a massive budget, showing you how to make impactful collaborations in creative ways. Gain a clear understanding of NIL, along with practical ideas, recommendations, and real examples tailored for the tourism and hospitality industry.

Option 2

Integrated Marketing – Making the Maximum Impact With What You Have

Wilson

Speaker:

Dive into this breakout session as we give advice on how to integrate all aspects of marketing, beyond just digital content creation, for optimal results. You'll discover practical ways to

leverage your owned media to boost visibility, engagement, and even bookings. This session will equip you with actionable tips and techniques to create compelling content that drives results beyond the digital landscape.

Option 3

Public Speaking & Pitching: Getting Comfortable with the Uncomfortable Birmingham
Speaker: Dr. Adam Sharples Brooks, University of Alabama

With Dr. Brooks, you're joining a dynamic breakout session on mastering public speaking, designed to help you embrace discomfort and turn it into confidence. Learn strategies to engage your audience, deliver compelling pitches with poise, and communicate with meaning. This session will provide practical tips and techniques to transform your communication skills and make lasting impressions.

Option 4

Building an AI Enabled DMO Lackey
Speaker: Matt Clement, Managing Partner, Madden Media

This session explores how DMOs and tourism related businesses can leverage AI to drive value and innovation. It will cover integrating AI to enhance departmental synergy, transform data into strategies, and streamline operations. It also discusses empowering partners with insights for better decision-making and growth, using AI for strategic positioning, and delivering customized resources to highlight a destination's innovative edge. The goal is for DMOs to lead in AI evolution, turning challenges into opportunities.

11:30 AM – 1:15 PM

Scholarship Luncheon in the Capstone Ballroom 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:

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2:30 – 3:15 PM

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

Panelist:

Sellers Auditorium

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

We often say that tourism is the first date to economic development and that the two go hand-in-hand. During this panel discussion, we'll hear from some of Tuscaloosa's community leaders that play a role in both economic development and tourism as they work to identify and promote the elements that make Tuscaloosa attractive to individuals as a place to live, work, play, invest in, and visit. They'll also discuss insights from their in-depth research project with The University of Alabama and how tourism and economic development practitioners can better collaborate to market the vibrancy of their communities, especially as Alabama ranks among one of the top states suffering from "brain drain".

3:30 PM **Governor Kay Ivey Address** **Sellers Auditorium**

4:00 – 5:15 PM **Reception in the Trade Show/Silent Auction**
Rast A&B
Sponsored by Poarch Band of Creek Indians (PCI)

5:00 PM **Wine Pull** **Nichols Nook**

6:00 PM **Reception at the Bryant W. Bryant Museum**
Sponsored by the Paul W. Bryant Museum and Madden Media

7:00 PM **Alabama Tourism Department Awards Banquet**
Master of Ceremonies, Lee Sentell and Chris Stewart, the Voice of UA Basketball and Football
Sellers Auditorium

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** **Rast A&B**
Last Chance to Bid and the Final Pull
Sponsored by Wind Creek Hospitality

Tuesday, July 30

8:00 AM	Silent Auction Payment at Convention Registration Desk Sellers Auditorium Lobby
8:00 - 9:00 AM	Breakfast in the Trade Show Sponsored by Alabama Living Rast A&B
9:00 – 11:30 AM	Beverages Sponsored by Tuscaloosa Coca-Cola Bottling Company and Royal Cup Coffee and Tea Sellers Auditorium Lobby
9:00 – 10:15 AM	<p>Generation “Them” – Navigating a Multi-Generational Workforce Sellers Auditorium</p> <p>Speaker: Kristin Scroggin, GenWhy</p> <p>Embark on a journey with Generation "THEM," a captivating exploration into the 'WHY' behind each American generation's unique perspectives. Discover the key to fostering understanding, strengthening teamwork and ensuring workplace cohesion. This presentation provides a solid grasp of generational norms. It emphasizes the critical need to attract and retain top young talent for long-term sustainability, all while offering a light-hearted look at the quirks that make us uniquely human.</p> <p>Learning Objectives:</p> <ul style="list-style-type: none"> -Attendees will learn to decode each generation's names, norms and accepted age ranges currently shaping the American workplace. -Attendees will uncover 3-5 commonly beliefs within each generation, unraveling the tapestry of their distinct world views. -Attendees will differentiate between the traditionalist perspectives and the evolving mindset of incoming generations. -Attendees will master the art of articulating feedback for employees across different generations, maximizing acceptance, and catalyzing positive change. -Attendees will discover effective communication mediums tailored to each generation, enhancing workplace productivity and collaboration.
10:15 – 11:00 AM	<p>ACCS Innovation Center and the Skills for Success Program Sellers Auditorium</p> <p>Speaker: Houston Blackwood, Workforce Director</p> <p>The ACCS Innovation Center is a division of the Alabama Community College System that brings together the state's community colleges, business and industry, and community partners to deliver rapid, industry-recognized non-credit training within some of the state's most in-demand career fields, including hospitality and tourism. During this session, you'll learn about the important resources available to those in our industry and how you can tap into their Skills for Success program, which offers rapid and free training.</p>
11:05 AM	Innovate Alabama Sellers Auditorium

**Speaker: Chris Blankenship, Commissioner,
Alabama Department of Conservation and Natural
Resources** **Sellers Auditorium**

Innovate Alabama has launched SEEK AL, a digital campaign dedicated to showcasing the rich variety of outdoor recreation assets the state has to offer its residents, visitors, and to innovators looking for a place to play, work, and put down roots.

SEEK AL will leverage the state's parks, waterways, greenways, and trails to position Alabama not just as a thriving innovation ecosystem, but a place that has something for everyone, whether a current resident or someone looking to relocate!

Stay to learn how Innovate Alabama, the Department of Commerce, and other key organizations plans to craft a new economic development strategic to grow Alabama into the next decade and beyond.

11:35 AM

Conference Concludes

07/09/2024