



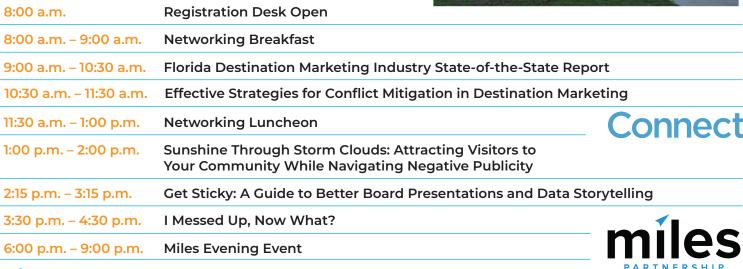
Annual Meeting

Wednesday, October 11, 2023

2:00 p.m. – 5:00 p.m. Board of Directors Meeting
4:00 p.m. – 6:00 p.m. Registration Desk Open

5:00 p.m. - 6:00 p.m. Welcome Reception

Thursday, October 12, 2023



Friday, October 13, 2023

8:00 a.m. – 9:00 a.m. Destinations Florida Annual Business Meeting

2024 Legislative Session Outlook with Mat Forrest

10:00 a.m. – 10:30 a.m. 100+ AI Use Cases for DMOs

10:30 a.m. – 11:30 a.m. VISIT FLORIDA Marketing Update

12:00 noon Adjourn

The support from the following partners makes our meetings possible:

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Educational Programming

THURSDAY, OCTOBER 12, 2023

Florida Destination Marketing Industry **State-of-the-State Report**

Hear from your peers throughout the Florida DMO industry about what's happening within their community, what's working, and what they have planned next.

Effective Strategies for Conflict Mitigation in Destination Marketing

Richard Goldman, R Goldman Consulting

Explore the art of conflict resolution within destination marketing with industry veteran Richard Goldman. Gain valuable insights into effectively managing conflicts that commonly arise among diverse interest groups at nearly every destination. This session offers real-world experiences and successful strategies to navigate conflicts. With the opportunity to hear from other DMO leaders, you'll take back ideas for solving conflicts in your own unique destination.

Sunshine Through Storm Clouds: Attracting Visitors to Your Community While Navigating Negative Publicity

Santiago Corrada, Visit Tampa Bay Casandra Matej, Visit Orlando David Whitaker, Greater Miami Convention & Visitors Rureau

In today's 24-hour news media landscape, Florida's destinations sometimes face unexpected narratives, questions from media, and concerned inquiries by travel partners. Our seasoned panel will share their strategies for handling negative publicity, responding gracefully to upset individuals, and addressing concerns raised by event promoters. This session will help you prepare to succeed, train your team to deliver effective messaging, and keep your tourism industry focused on attracting customers to your destination to

Get Sticky: A Guide to Better Board Presentations and Data Storytelling

keep the sun shining on your destination's brand.

Matt Clement, Madden Media

Do you find yourself struggling with presenting all the data, performance reporting, information, and research you're awash in?! Do you want your presentations to "stick" and turn any audience into raving advocates for you and your organization? Join Madden Media's Matt Clement as he takes you step

by step through all the ingredients, methods, and tips for better

presentations and effective communication of your information resources. You'll learn how to apply storyboarding techniques to build better board presentations, make effective "sense" of your data and research resources, make the numbers you report resonate, and choose the most powerful visualizations to make your arguments and demonstrate your successes.

I Messed Up, Now What?

Laura English and Adrianne Glass, Advance Travel & Tourism

How to turn a failure in your organization to a true learning lesson. With real life examples from tourism organizations and how they learned, moved forward, and even progressed from the mistake made.





FRIDAY, OCTOBER 13, 2023

2024 Legislative Session Outlook with Mat Forrest

Mat Forrest will give you a complete report on the activities of the destination marketing industry, an insider's look into the upcoming 2024 Legislative Session, as well as important industry updates and what they could mean for the tourism industry and your community.



100+ AI Use Cases for DMOs

Will Seccombe. Intentful

Rapid advancements in generative AI have unleashed a plethora of opportunities to connect with audiences using organic content. The travel and tourism industry, which has always relied on information to engage visitors, can greatly benefit from these breakthroughs. By combining human expertise with Al-driven technology, it's now possible to create high-quality, relevant content within minutes, enabling destination marketing organizations and travel brands to craft richer and more informative content for your audiences. Specific DMO use cases will be shared in an immersive conversation about using AI to be more efficient,



VISIT FLORIDA Marketing Update

Brett Laiken, VISIT FLORIDA

Garner insights on industry metrics and current campaigns driving visitors to Florida.

creative, and productive in your work every day.





MEETING LOCATION:

Brannon Center

105 S. Riverside Drive, New Smyrna Beach, FL 32168 (386) 410-2880





HOTEL ACCOMMODATIONS:

SpringHill Suites by Marriott New Smyrna Beach 512 Flagler Avenue, New Smyrna Beach, FL 32169 (386) 427-0512

The SpringHill Suites by Marriott New Smyrna Beach is offering special rates for Destinations Florida meeting participants at \$169 per night. You may call the hotel directly at (386) 427-0512 and reference the group name Destinations FL. Reservations must be made by Wednesday, September 13, 2023. Be sure to make your reservation now to avoid the inconvenience of staying off site at an alternate hotel.

2023 Destinations Florida Annual Meeting Registration Form – October 11-13, 2023

Use one form for up to four registrants from the same organization – Please print!

Registration Contact Name:			
Organization:			
Address:			
City:	State:	ZIP:	
Phone:	Email:		
Please circle the correct amoun line provided. Registration inclu			
	DMO MEMBER Registration	After Oct 4th add	Total Amount
#1 Name: Email:	·	\$100	
#2 Name: Email:	 \$195	\$100	
#3 Name: Email:	\$195	\$100	
#4 Name: Email:	 \$195	\$100	
		Grand Total:	
Method of Payment: 🗖 Check (payable to Destinations Florida	a) 🗆 Visa 🗖 M	 1asterCard □ AmEx
Card #:	Exp. Date:	Exp. Date: Sec. Code:	
Name on Card:	Signature:		
Cancellation Policy: A refund of your registr	ation fee will be made minus a \$25 processin	g fee, if cancellatior	n is received in writing seven days

Cancellation Policy: A refund of your registration fee will be made minus a \$25 processing fee, if cancellation is received in writing seven days prior to the date of the event. Alternates are encouraged to attend for any pre-registrant who is unable to attend. For our compliance with the Americans with Disabilities Act, please contact our office if you need any special accommodations. A minimum of seven days' notice is required.

Four Easy Ways to Register

DestinationsFlorida.org

Destinations Florida

1400 Village Sq. Blvd., Suite 3-250

Tallahassee, FL 32312

Email:
Suzanne@
DestinationsFlorida.org

Phone:850/222-6000
(with Visa/MC/Amex)