

## 2025 Annual Destination Summit

### Schedule of Events

9-Sep | 8:30 AM - 1:00 PM | Registration

10-Sep | 11:00 AM - 3:00 PM | Trade Show Set-Up

9-Sep | 9:00 AM - 12:00 PM | Board Meeting

9-Sep | 1:30 PM - 5:00 PM | Experiential Tours

9-Jan | 6:00 PM - 7:00 PM | Welcome Reception

10-Sep | 8:00 AM - 5:00 PM | Registration

10-Sep | 8:00 AM - 9:00 AM | Breakfast

10-Sep | 8:45 AM - 9:00 AM | Welcome

10-Sep | 9:00 AM - 9:45 AM | General Session - Dylan Scacchetti | Topic: Topic - TBD

10-Sep | 9:45 AM - 10:15 AM | Vendor Showcase & Networking Break

10-Sep | 10:15 AM - 10:55 AM | Session 1 - Rachel Brown | Topic: From Silos to Synergy: Improving Stakeholder Engagement for Destination Success

10-Sep | 10:15 AM - 10:55 AM | Session 1 - John Lambeth | Topic: Securing the Competitive Edge: Finding Funding Stability

10-Sep | 10:15 AM - 10:55 AM | Session 1 - TTRA Session

10-Sep | 11:00 AM - 11:40 AM | Session 2 - Chuck Davison | Topic: Building Destination Strength: Measuring the Impact of Brand Awareness on Visitation

10-Sep | 11:00 AM - 11:40 AM | Session 2 - Martin Stoll | Topic: Smarter Workflows, Stronger Teams: Practical Innovation for the Future-Focused DMO

10-Sep | 11:00 AM - 11:40 AM | Session 2 - TTRA Session

10-Sep | 11:45 AM - 12:15 PM | Session 3 - Ashlynn Lowes | Topic: Hobby Horsing, Vulture Culture, & Fanny Pack Maximalists: Connecting what's unique about your destination with even more unique communities.

10-Sep | 11:45 AM - 12:15 PM | Session 3 - Chuck Davison | Topic: Beyond Bed Nights: The Metrics That Matter Now

10-Sep | 11:45 AM - 12:15 PM | Session 3 - TTRA Session

10-Sep | 12:15 PM - 1:15 PM | Lunch

| 12:30 PM - 1:15 PM | General Session - TTRA Speaker

10-Sep | 1:15 PM - 1:45 PM | Vendor Showcase & Networking Break

10-Sep | 1:45 PM - 2:25 PM | Session 4 - Bria Hammock | Topic: Design on a Deadline: How to Stay Inspired When the Clock Is Ticking

10-Sep | 1:45 PM - 2:25 PM | Session 4 - Jon Schneider | Topic: The Arms Race: Case Studies in Sports Facility Development

10-Sep | 1:45 PM - 2:25 PM | Session 4 - TTRA Session

10-Sep | 2:30 PM - 3:00 PM | Session 5 - Jarrod Lopiccolo | Topic: From Overrun to Awe-Inspired: How Visit Lake Tahoe Balances Resident Needs with Peak-Season Tourism

10-Sep | 2:30 PM - 3:00 PM | Session 5 - Chuck Davison | Topic: Content That Connects: Measuring the Impact of Emotionally Intelligent Marketing

10-Sep | 2:30 PM - 3:00 PM | Session 5 - TTRA Session

| 3:00 PM - 3:30 PM | Vendor Showcase & Networking Break

10-Sep | 3:30 PM - 4:10 PM | Session 6 - Dave Serino | Topic: Tips for Building Your Personal Brand and Leadership Voice in the Tourism Industry

10-Sep | 3:30 PM - 4:10 PM | Session 6 - Bria Hammock | Topic: From Criticism to Comeback: Using Feedback to Fuel Creative Brilliance

10-Sep | 3:30 PM - 4:10 PM | Session 6 - TTRA Session

10-Sep | 4:15 PM - 5:00 PM | General Session - Vanessa Bechtol | Topic: How Visit Tucson Built a Sustainable Tourism Program

10-Sep | 5:00 PM - 5:10 PM | Day 1 Wrap Up

10-Sep | 6:00 PM - 9:00 PM | Off-Site Reception

11-Sep | 8:00 AM - 1:00 PM | Registration

11-Sep | 8:00 AM - 8:30 AM | Breakfast

11-Sep | 9:00 AM - 9:30 AM | General Session - Hosted By TTRA

11-Sep | 9:30 AM - 10:00 AM | Vendor Showcase & Networking Break

11-Sep | 10:00 AM - 10:40 AM | Session 7 - Dan Janes | Topic: Powering Your DMO with Enterprise AI: Strategic Implementation & Key Considerations

11-Sep | 10:00 AM - 10:40 AM | Session 7 - Barbara Karasek | Topic: Creating a First-Party Data, Audience Targeting, and Ad Serving Trifecta to Yield Strong, Sustainable Growth

11-Sep | 10:00 AM - 10:40 AM | Session 7 - TTRA Session

11-Sep | 10:45 AM - 11:25 AM | Session 8 - John Lambeth | Topic: Navigating Rules and Best Practices for DMO Political Advocacy

11-Sep | 10:45 AM - 11:25 AM | Session 8 - Dylan Scacchetti | Topic: Creating a First-Party Data, Audience Targeting, and Ad Serving Trifecta to Yield Strong, Sustainable Growth

11-Sep | 10:45 AM - 11:25 AM | Session 8 - TTRA Session

11-Sep | 11:30 AM - 12:10 PM | Session 9 - Richard Peterson | Topic: Cultural Heritage Tourism 3.0: Adapting Inclusive Strategies through Community & Stakeholder Engagement

11-Sep | 11:30 AM - 12:10 PM | Session 9 - Meeting Planner Panel | Topic: Meeting Planner Panel

11-Sep | 11:30 AM - 12:10 PM | Session 9 - TTRA Session

11-Sep | 12:15 PM - 1:15 PM | Lunch & Closing Session

| 12:30 PM - 1:05 PM | General Session - Jonathan Smithgall | Topic: Religion, Branding, and the Power of Community Culture

| 1:05 PM - 1:15 PM | Closing