

# DESTINATIONS **FLORIDA**

An aerial photograph of a long, sandy beach curving along the coast. The ocean is a vibrant blue with white waves breaking onto the shore. The beach is dotted with people, umbrellas, and beach toys. In the background, there are several multi-story buildings and a line of trees under a clear blue sky with a few wispy clouds.

**2023 ANNUAL MEETING  
OCTOBER 11-13, 2023**

**Brannon Center  
105 S. Riverside Drive  
New Smyrna Beach, FL 32168**

# 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

8:00 a.m. Registration Desk Open

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 10:30 a.m. Florida Destination Marketing Industry State-of-the-State Report

10:30 a.m. – 11:30 a.m. Effective Strategies for Conflict Mitigation in Destination Marketing

11:30 a.m. – 1:00 p.m. Networking Luncheon

1:00 p.m. – 2:00 p.m. Sunshine Through Storm Clouds: Attracting Visitors to Your Community While Navigating Negative Publicity

2:15 p.m. – 3:15 p.m. Get Sticky: A Guide to Better Board Presentations and Data Storytelling

3:30 p.m. – 4:30 p.m. I Messed Up, Now What?

6:00 p.m. – 9:00 p.m. Miles Evening Event

Connect

miles  
PARTNERSHIP

Friday, October 13, 2023

8:00 a.m. – 9:00 a.m. Networking Breakfast

9:00 a.m. – 10:00 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

VISIT FLORIDA®

12:00 noon Adjourn

The support from the following partners makes our meetings possible:

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Eric Friedheim  
Tourism Institute  
Department of Tourism, Hospitality  
and Event Management  
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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 Bureau*

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 keep the sun shining on your destination's brand.



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

*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 AI-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, creative, and productive in your work every day.



## VISIT FLORIDA Marketing Update

*Brett Laiken, VISIT FLORIDA*

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



**VISIT FLORIDA**

## 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 amount for each registrant and write their name and email address on the line provided. Registration includes all seminars, breakfast, lunch, reception, and dinner.

	DMO MEMBER Registration	After Oct 4th add	Total Amount
#1 Name: _____ Email: _____	\$245	\$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**)  Visa  MasterCard  AmEx

Card #: \_\_\_\_\_ Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**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

**Online:**  
**DestinationsFlorida.org**

**Mail:**  
Destinations Florida  
1400 Village Sq. Blvd.,  
Suite 3-250  
Tallahassee, FL 32312

**Email:**  
Suzanne@  
DestinationsFlorida.org

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