

# SESSIONS

DAY 1 - 20/11/2024

eTourism Marketplace

20-22 November, 2024  
Grand Hyatt Washington  
Washington, D.C.

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## Registration & Supplier Move In

11:00 - 13:00  
Networking Events

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## Marketplace Appointments

14:00 - 15:00  
Marketplace Appointments

Get guaranteed face time with the buyers and suppliers capable of helping you reach your full potential during eTourism's Marketplace Appointments. Our advanced AI-matchmaking effortlessly links buyers with the most suitable suppliers, transforming the way business gets done. Say goodbye to wasted time, and hello to intentional networking.

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## Research & Travel Trends in 2024 & Beyond

15:10 - 15:50  
Education

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## Marketplace Appointments

16:00 - 17:00  
Marketplace Appointments

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## Opening Reception

18:30 - 20:30  
Networking Events

# SCHEDULE

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TIME	EDUCATION	MARKETPLACE APPOINTMENTS	NETWORKING EVENTS
11:00			11:00 - Registration & Supplier Move In
14:00		14:00 - Marketplace Appointments	
15:00	15:10 - Research & Travel Trends in 2024 & Beyond		
16:00		16:00 - Marketplace Appointments	
18:00			18:30 - Opening Reception

# SESSIONS

DAY 2 - 21/11/2024

eTourism Marketplace

20-22 November, 2024  
Grand Hyatt Washington  
Washington, D.C.

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## Networking Breakfast

08:00 - 09:00  
Networking Events

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## Marketplace Appointments

09:10 - 10:50  
Marketplace Appointments

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## Budget Maximization: Strategies to Secure Additional Marketing Funds

11:00 - 11:40  
Education

Discover proven strategies to elevate your destination marketing efforts and unveil the secrets to unlocking additional resources for your DMO. Learn how to leverage data analytics for informed decision-making, cultivate strategic partnerships, diversify funding sources, embrace innovative marketing channels, and effectively demonstrate ROI. When additional budget isn't an option, learn how to effectively stretch the dollars that you do have to best benefit your organization. Join us to gain actionable insights and propel your destination marketing success to new heights.

## Participants

**Karina Anthony** - Senior Director of Marketing, Visit Atlantic City

**Daniel Schwartz** - Senior Director, Global Tourism Development, San Francisco Travel

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## Networking Lunch & Round Table Discussions

11:50 - 13:00  
Networking Events

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## Marketplace Appointments

13:15 - 15:30  
Marketplace Appointments

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## AI Evolution: Leading Your Team Into The AI Era

15:40 - 16:40  
Education

Embrace AI's role in destination marketing and learn to leverage it effectively. Join us to enhance AI literacy, discover opportunities, and ensure ethical practices. Master crafting AI prompts for capturing travelers and hitting your targets. Define key performance indicators (KPIs) for measuring AI's impact on visitor satisfaction, engagement, revenue, and efficiency. Empower your team to lead in AI, driving innovation and success in destination marketing.

## Participants

**Janette Roush** - EVP Marketing & Digital, New York City Tourism

**Cody Chomiak** - VP of Marketing, Travel Manitoba

**Moderator: Wes Rhea** - Chief Executive Officer, Visit Stockton

**Marina Petrova** - CEO, Intentful

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TIME	EDUCATION	MARKETPLACE APPOINTMENTS	NETWORKING EVENTS
08:00			08:00 - Networking Breakfast
09:00		09:10 - Marketplace Appointments	
11:00	11:00 - Budget Maximization: Strategies to Secure Additional Marketing Funds		11:50 - Networking Lunch & Round Table Discussions
13:00		13:15 - Marketplace Appointments	
15:00	15:40 - AI Evolution: Leading Your Team Into The AI Era		

# SESSIONS

DAY 3 - 22/11/2024

eTourism Marketplace

20-22 November, 2024  
Grand Hyatt Washington  
Washington, D.C.

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## Networking Breakfast

08:00 - 08:35  
Networking Events

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## The Future of Data: Navigating What's Next

08:40 - 09:40  
Education

Join us for an insightful discussion on navigating the rapidly evolving realm of digital marketing and data analytics. First we will hear from Datafy Co-Founder and President, Kelby Bosshardt, who will delve into the intricacies of geolocation data, tourism advertising metrics, and the impending transition to a cookie-less future. Kelby and our expert panel will demystify attribution models, showcasing how geolocation data and other sources can enrich reporting capabilities and enhance accountability, ultimately empowering DMOs to demonstrate the tangible impact of their marketing endeavors. Attendees will walk away with knowledge to address the imminent shift in advertising measurement frameworks, ensuring continued relevance and effectiveness in an ever-changing landscape.

### Participants

**Panelist: Wit Tuttell** - Executive Director, Visit North Carolina

**Panelist: Nate Kelley** - Director of Research, San Diego Tourism

**Moderator: Kelby Bosshardt, MBA** - President and Co-Founder, Datafy

**Panelist: Donald Lilley** - Director of Technology and Business Intelligence, Visit Baltimore

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## Marketplace Appointments

09:50 - 11:15  
Marketplace Appointments

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# SCHEDULE

DAY 3 - 22/11/2024

eTourism Marketplace

20-22 November, 2024  
Grand Hyatt Washington  
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TIME	EDUCATION	MARKETPLACE APPOINTMENTS	NETWORKING EVENTS
08:00	08:40 - The Future of Data: Navigating What's Next		08:00 - Networking Breakfast
09:00		09:50 - Marketplace Appointments	