

2024 Schedule Recap

TUESDAY, APRIL 2, 2024

9 a.m.–1 p.m.	Registration
10 a.m.–noon	<p>Masterclass: Cracking the Code: Short Form Video Mastery - TikTok, Reels, YouTube Shorts, and Beyond - Your Digital Compass!</p> <p><i>Emily Tepper, Marketing Content Manager, Galena Country Tourism</i></p> <p><i>Joshua Albrechet, VP of Marketing and Communication, Visit Milwaukee</i></p> <p><i>Lisa Osborne, Social Media Manager, Visit Denver</i></p> <p><i>Michael Magaraci, Social and Digital Content Manager. Discover Long Island</i></p> <p><i>Hannah Grant, Crowdriff</i></p> <p>Sponsored by Crowdriff</p>
12:15–1:15 p.m.	Lunch on Your Own
12:15–1:30 p.m.	First Timers' Lunch
1:40–2 p.m.	Welcome
2:05–2:20 p.m.	<p>Crafting a Carbon-Neutral Tomorrow: San Luis Obispo's Blueprint for Sustainable Tourism Practices</p> <p><i>Molly Cano, Economic Development & Tourism Manager, City of San Luis Obispo</i></p> <p><i>Jarrold Lopiccolo, CEO & Founder, Noble Studios</i></p> <p>Sponsored by Noble Studios</p>
2:25–2:55 p.m.	<p>Using Data & AI to Build and Measure Your Digital Marketing Plan</p> <p><i>Justin Bresler, Visit Denver, Vice President, Chief Marketing Officer</i></p> <p><i>Lauren Cleland, Visit Savannah, Vice President of Strategic Marketing</i></p> <p><i>Leroy Bridges, Adara - A RateGain Company, VP of Sales</i></p> <p>Sponsored by Adara</p>
3–3:15 p.m.	<p>Get A Little Out There: How Atlas Obscura and Travel Nevada Leverage Unique Storytelling and Evergreen Content to Raise Awareness and Drive Consideration</p> <p><i>Ariel Azoff, Executive Director of Tourism & Brand Partnerships, Atlas Obscura</i></p> <p><i>Caroline Sexton, Chief Marketing Officer of Travel Nevada</i></p> <p>Sponsored by Atlas Obscura</p>
3:20–3:35 p.m.	<p>Evolve or Die: Stay Relevant with Pertinent Lessons from Non-Endemic Brands</p> <p><i>David Angotti, StaySense</i></p> <p>Sponsored by StaySense</p>
3:40–4:20 p.m.	<p>Coping Without Cookies – How to Reach Travelers When Third Party Data (Finally) Crumbles</p> <p><i>Tricia Miller, Digital Systems Manager, North Dakota Tourism</i></p> <p><i>Karina Sostre, Web Content Manager, Discover Puerto Rico</i></p> <p><i>Tom Loftus, CMO, Richmond Region Tourism</i></p> <p><i>Michael Pierce, Chief Digital Officer, Odney</i></p> <p><i>Moderator: Tucker Oakley, Account Director, Nativo</i></p> <p>Sponsored by Nativo</p>
4:25–4:55 p.m.	<p>Influencer Marketing Best Practices & Bookable Itineraries</p> <p><i>Astrid Emmanuelli, Social Media Manager, Discover Puerto Rico</i></p> <p><i>Jade Broadus, CEO, Steller</i></p> <p>Sponsored by Steller</p>
8–10 p.m.	Connect's Gone Country at Ole Red, hosted by Ole Red and the LVCVA

WEDNESDAY, APRIL 3, 2024

8:50–9 a.m.	Welcome
9:05–9:45 a.m.	<p>Navigating Viral Content; Best Practices and Pitfalls</p> <p><i>Joao Mendes, Social Media Manager, Experience Kississmee,</i></p> <p><i>Brent Bernasconi, Director of Digital Marketing, San Diego Tourism</i></p> <p><i>Ryan Copacia, Travel Team Lead, Tiktok</i></p> <p>Sponsored by TikTok</p>
9:50–10:20 a.m.	<p>Engaging Gen Z and Millennial Travelers: Innovating Across Channels</p> <p><i>Sam Goodman, Industry Manager, Growth and Mid-Market Sales, Snap Inc.</i></p> <p><i>Ina Li, Social Media Coordinator, Visit Milwaukee</i></p> <p><i>Cameron Caldwell, Digital Marketing Manager, Visit Dallas</i></p> <p>Sponsored by Snap</p>
10:25–10:35 a.m.	Morning Break
10:40 a.m.–12:05 p.m.	<p>Mastering Google Analytics 4: The Good, The Bad, & The Ugly</p> <p><i>Gray Lawry, VP of Strategy & Insights, Miles Partnerships</i></p> <p><i>Paul McLeod, Director of Analytics Simpleview</i></p> <p>Sponsored by Miles Partnership</p>
12:05–1:10 p.m.	Lunch on Connect Spring Trade Show Floor: Extended Networking With Thousands of Attendees
12:15–1:15 p.m.	DMO Roundtable Luncheon: Connect, Share, Innovate Sponsored by Orange 142
1:15–1:55 p.m.	<p>Conversion Metrics for DMOs</p> <p><i>Dean Burke, CEO of Travel Tacoma</i></p> <p><i>Christian Folk, Partner and Digital Director at DVA Advertising and Public Relations</i></p> <p><i>Moderator: Kelly Smith, VP of Advertising at Datafy</i></p> <p>Sponsored by Datafy</p>
2–2:30 p.m.	<p>Partnering for Success: Atlanta's Recipe for Collaboration and DMO Excellence</p> <p><i>Sheretha Bell, VP of Brand, Atlanta CVB</i></p> <p><i>Amy Wilson, Co-founder & CEO, Winistry</i></p> <p><i>Kaitie Burger, Director of Destination Strategy, Madden Media</i></p> <p><i>Mae Bodine, VP of Client Strategy & Development, Digital Edge</i></p> <p>Sponsored by ATL, Winistry, Madden Media, and Digital Edge</p>
2:30–3 p.m.	Networking Break
3–3:45 p.m.	<p>The AI Adoption Journey: Impact and Learnings</p> <p><i>Amie Newsome, Social Media & Content Manager, Visit NC Smokies</i></p> <p><i>Maria Gonzales, Content & Community Engagement Manager, Travel Santa Ana</i></p> <p><i>Kendall Akin, Creative Manager, Visit Estes Park</i></p> <p><i>Moderated by Bruce Amick, COO of GenAi Business, Intentful</i></p> <p>Sponsored by Intentful</p>
3:50–4:05 p.m.	<p>Sippin' Success: A Spirited Journey with Orange 142 and the Tennessee Whiskey Trail</p> <p><i>Charity Toombs, Executive Director, Tennessee Whiskey Trails</i></p> <p><i>Emily Parli, Senior Digital Sales Manager, Orange 142</i></p> <p>Sponsored by Orange142</p>
4:10–4:55 p.m.	<p>Storytelling 101: Crafting Connections: Strategies to Forge Deeper Bonds with Your Travelers</p> <p><i>Lara Brockway, VisitABQ</i></p> <p><i>Josh Coddington, Tourism Arizona</i></p> <p><i>Ashlie Beede, Explore Branson</i></p> <p><i>Moderator: Meredith Vaughan, Vladimir Jones</i></p> <p>Sponsored by Vladimir Jones</p>
8–10 p.m.	Tao Beach—White Party

THURSDAY, APRIL 4, 2024

8–8:10 a.m.	Welcome & Thank You
8:10–8:50 a.m.	<p>Panel: Tailored Marketing for All: Engaging Diverse Audiences</p> <p><i>Danny Guerrero, CEO The Culturist Group</i></p> <p><i>Kimber Foster, Director of Tourism, Greater Palm Springs</i></p> <p><i>Mo Parikh, CEO, Bandwango</i></p> <p><i>Moderator: Claire Dunlap, CDTP Director of Sales & Marketing, Visit Cayuga</i></p> <p>Sponsored by The Culturist Group</p>
8:55–9:35 a.m.	eTSYs Awards Recognition <i>Jen Barbee, Destination Innovate</i>
9:40–10:35 a.m.	<p>Bright & Shiny New Objects & Products:</p> <p>Arrivalist Powered by AirDNA <i>Bram Gallanghar, Economist</i></p> <p>Wheel the World <i>Yoel Waisberg, Head of Business Development and Arturo Gaona, Chief Partnerships Officer</i></p> <p>Vibemap <i>Noah Friedman, CEO</i></p> <p>Seeker <i>Jody Vandergriff, Founder & Chief Seeker</i></p> <p>Boldest <i>CEO, Xose Feijoo</i></p>
10:40–11 a.m.	<p>How Discover Puerto Rico Connected with Conscientious Travelers Through CTV Advertising</p> <p><i>Presented by Leah Chandler, CMO, Discover Puerto Rico</i></p> <p>Sponsored by LG Ads</p>
11:30 a.m.	Departures