



TACVB 2023 Winter Conference Sales Track

Objective: To provide practical and relevant training for Sales professionals in the tourism industry

Key takeaways for attendees include:

- An understanding of what to expect from future convention travel and how it will differ from the past
- How to work more effectively with meeting planners
- How to harness data, and use it to communicate with your partners
- Ways to boost your trade show presence
- Understand what is happening NOW in the tourism sales world
- Strategies to eliminate silos between your marketing and sales departments
- Meaningful interaction and idea sharing with your sales peers from across the state, representing all sizes of destination organizations

AGENDA

Thursday, January 19

7:15 –8:15 a.m.

BREAKFAST

8:15 a.m.

Welcome in the Breakfast Room

Kathleen Davis, TACVB; Larry Woods, Board Chair; Mark Thompson, Visit Plano

8:30 a.m.

Course introduction and overview

- Facilitator and participant introductions
- Agenda overview

Facilitators: Josie Lewis, Director of Sales, Visit the Woodlands

Amy Brown, Senior Vice President of Convention Sales & Services, Visit Fort Worth

9:00 a.m. – 3:30 p.m. (with breaks and lunch in between)

*We are thrilled to be working with the team from **Master Connection Associates (MCA)**, the premiere hospitality, tour and travel training and development company, specializing in sales, leadership, and service excellence. MCA has worked with DMOs across the US and abroad for several years assisting them in building their sales teams and distinguishing their destinations from others in the marketplace.*

MCA will deliver a customized training program for Day 1 based on our members' needs, with focus on sales skills training, increasing the effectiveness of presentation skills and new business development.

3:30 p.m. Meetings Mindset: Group Business 2023+

Destination Organizations need to understand the world of meetings and events to find a competitive edge, as meeting professionals increasingly seek partners-not vendors. Discover the stressors and challenges facing today's event professional and the role you play in tomorrow's meetings landscape. Get the information you need about the current market and recovery while revolutionizing the way your team sells by understating the perspective, outlook and challenges of professionals who source group business.

Presented by Meeting Professionals International (MPI)

Moderated by Drew Holmgreen, CED

Panelists:

Melinda Burdette, CMP, CMM

Jessie States, CMP, CMM

Allison Burkey, HMCC

Friday, January 20

7:15 –8:15 a.m. BREAKFAST

8:15 a.m. Welcome to Day Two in the Breakfast Room

Kathleen Davis, TACVB

8:30 a.m. Recap Day One

Josie Lewis and Amy Brown

9:00 a.m. A look ahead at the Texas Convention and Event Traveler in 2023.

Let's look at what to expect from convention travel and how it may differ from past years. Conventions are more intentional and thoughtful now and so are the attendees. This session will detail how the destination can learn more from each event, communicate with the attendees in a more personal way and how to create new KPIs for the effectiveness of each event on the community.

This session will help answer the following convention questions:

- How long do they stay in the region not just the convention area?
- Do they book outside the block?
- Where they spend and how it differs by event type?
- Where they go before and after the convention?
- How to create simple KPIs to track and report the effectiveness of your conventions

Presented by Katie Cook, Director of Strategic Advisors, and Julie Kunkle, Sales Director, Zartico

9:45 a.m.

What Keeps You Up at Night? Sales Shirtsleeves

In an open-mic fashion, we will invite participants to discuss the topics that are concerning them as sales professionals. Other participants will jump in to offer what they did in similar situations and suggest ideas on making headway.

Moderated by Josie Lewis and Amy Brown

10:45 a.m.

Break

11:00 a.m.

**What's Happening NOW in the world of Sales
Panel discussion**

Moderated by Amy Brown

Panelists:

Jo Beth Wolfe, Sales Manager, Visit College Station

Marie Woodard, Sales Manager, Visit McKinney

Travis Milum, Director of Association Sales, Visit Corpus Christi

NOON

Lunch

1:00 p.m.

Tradeshow Presence 101

This session will explore the world of tradeshow design, tips and tricks, things to avoid, and how to make an impact while you are on the tradeshow floor. We will discuss examples of destinations that have developed above and beyond tradeshow booths of varying budgets and staff sizes. Plan to learn about how to increase interaction and traffic, ramp up RFP development, and how to encourage client connection while at your next show. Come with questions, examples, and insights to share with the group!

Moderated by Josie Lewis

Panelists:

Marisa Obando, Social, Education, Religious, Fraternal & Government Sales Manager, Visit Plano

Heather Egan, Director of Leisure & International Sales, Grapevine CVB

Chad Enloe, Vice President Sales, Arlington CVB

2:00 p.m.

Eliminating Silos between Marketing and Sales Departments

This panel discussion will be a joint session with the Sales track attendees to discuss the strategies organizations have successfully taken to be more collaborative and effective when working with their Sales departments

Moderated by Kathleen Davis, TACVB

Panelists include:

Ashley White, Director of Marketing, Visit the Woodlands

Jennifer Walker, Senior Vice President/CMO, Visit Dallas

Review of key takeaways and dismissal