

Florida Association of Destination Marketing Organizations

2018 ANNUAL MEETING

NOVEMBER 14-16, 2018

Insider DMO Operations Secrets
From the World's Foremost Experts

Hilton Pensacola Beach
Pensacola, Florida



ANNUAL MEETING

WEDNESDAY, NOVEMBER 14, 2018

- 3:00 PM – 5:00 PM Board of Directors Meeting
- 4:00 PM – 6:00 PM Registration Desk Open
- 5:00 PM – 6:30 PM Welcome Reception

THURSDAY, NOVEMBER 15, 2018

- 8:00 AM Registration Desk Open
- 8:00 AM – 9:00 AM Networking Breakfast
- 9:00 AM – 10:00 AM Destination Marketing Industry State-of-the-State Report
2018 Legislative Recap and 2019 Session Outlook
- 10:30 AM – 11:30 AM The New Tourism Lexicon:
Rewriting Our Industry's Narrative
- 11:30 AM – 1:00 PM Networking Luncheon
- 11:30 AM – 1:00 PM Building Vibrant Communities
- 1:45 PM – 2:30 PM How DMOs and VISIT FLORIDA Can Partner
to Attract More Visitors 
- 2:45 PM – 3:30 PM Building Long-Term Community
Involvement in Promoting Tourism
- 3:30 PM – 4:15 PM Fresh Lessons on Successful Leadership
at Florida DMOs
- 5:30 PM – 9:30 PM Miles Partnership Evening Event at
Margaritaville's Landshark Landing 

FRIDAY, NOVEMBER 16, 2018

- 8:30 AM – 9:30 AM Networking Breakfast at The Grand Marlin
- 9:30 AM – 11:30 AM DMO Community Outreach for Hurricane Relief



Hilton Pensacola Beach

12 Via De Luna Drive
Pensacola Beach, FL 32561
(850) 916-2999

The Hilton Pensacola Beach is offering special rates for FADMO meeting participants, beginning at \$129.00 per night. Call the hotel directly at (850) 916-2999 and reference the group name Florida Association of Destination Marketing Organizations to make your reservation. Our host hotel has sold out for every FADMO Annual meeting. Be sure to make your reservation now to avoid the inconvenience of staying off site at an alternate hotel. Reservations must be made before Monday, November 5, 2018.

This program is made possible by the generous support of our sponsors :

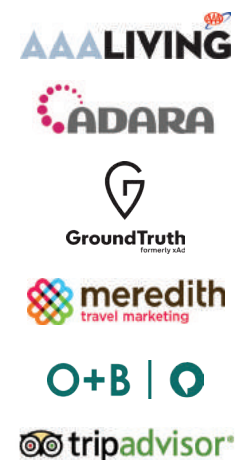
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PROGRAM DETAILS

Thursday, November 15, 2018

The New Tourism Lexicon: Rewriting Our Industry's Narrative

Jack Johnson, Destinations International

Words matter in politics, and those words need to be chosen carefully. If we are going to be successful in changing the narrative



surrounding our industry, it starts with a values-based approach. That means talking to stakeholders in a manner that is simple and emotional and connects their values to your organization. In this session, Jack Johnson will demonstrate why our industry must utilize a new tourism vocabulary to connect with stakeholders in a meaningful way and better illustrate the value of your organization.

Building Vibrant Communities

Quint Studer, Studer Community Institute

A vibrant community needs to attract investments, provide good jobs, and create lively downtowns where citizens will want to work, live, shop, and play. You will learn strategies for managing the psychological aspects of change—how to alleviate fear, create confidence, and win buy-in from your local community and legislators to recognize the value of tourism marketing in your community.



2018 Legislative Session Recap and 2019 Outlook

Mat Forrest, FADMO Lobbyist

Get an insider's look into the key races throughout Florida that will impact the Florida Legislature, what they mean for the tourism industry and what they could mean to your community

Florida Destination Marketing Industry State-of-the-State

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.

Building Long-term Community Involvement in Promoting Tourism

Richard Goldman, St. Augustine, Ponte Vedra & The Beaches VCB
Jorge Pesquera, Discover the Palm Beaches

While all Floridians enjoy the sales taxes visitors pay, many would rather not have to navigate the additional traffic, experience longer wait times at their favorite restaurants or listen to additional noise within their neighborhoods. As tourism marketers we must get our tourism industry, elected leaders and community to embrace visitors as an asset and blessing. This panel of Florida DMO veterans will reveal the challenges they've faced within their community and the ongoing systems they employ to build support for tourism marketing.

Fresh Lessons on Successful Leadership at Florida DMOs

Kerri Post, Visit Tallahassee
Stacy Ritter, Greater Fort Lauderdale Convention & Visitors Bureau

While each of our panelists have extensive experience with DMOs, they each began their current position within the last two years. The honeymoon period is long-gone, they've had to manage expectations, get stakeholder buy-in and focus community support on a fresh vision for attracting visitors. This will be a frank, insider's-only discussion of what it takes to succeed in the local political climate so your DMO can do the important work of attracting visitors to your community.

Miles Partnership Evening Event at Margaritaville's Landshark Landing Beach Bar & Grill

Miles Partnership has planned another unforgettable evening event on the beach that you do not want to miss! We'll hop on trolleys for a quick ride to Margaritaville's Landshark Landing Beach Bar & Grill. Enjoy live music, dinner and drinks in the open air, covered beach bar and restaurant and gather around the fire pits with a gorgeous view of the Gulf waters.



Margaritaville's Landshark Landing Beach Bar & Grill

165 Fort Pickens Road, Gulf Breeze, FL 32561

Friday, November 16, 2018

DMO Community Outreach for Hurricane Relief at the Grand Marlin

In the communities that were hardest hit by Hurricane Michael, some residents have lost everything including their homes and access to clean water, basic sanitation and basic hygiene items. The Florida Association of Destination Marketing Organizations and Visit Pensacola are working with Clean the World Foundation to provide this two-hour volunteer event. Working in dynamic teams, our goal is to build 1500 hygiene kits which will provide much needed relief to those in need.

The Grand Marlin
400 Pensacola Beach Blvd., Pensacola Beach, Florida 32561



2018 FADMO ANNUAL MEETING REGISTRATION FORM

NOVEMBER 14-16, 2018

Use one form for up to four registrants from the same company. Use copies of this form to register more people.

Do Not Miss Out!

Registration Contact Name _____

Company _____

Address _____

City _____ State _____ ZIP _____

Phone _____ E-mail _____

Please circle the correct amount for each registrant and write name on the line provided.	DMO MEMBER Registration	After November 8th add	Total Amount
#1	\$245	\$100	\$
#2	\$195	\$100	\$
#3	\$195	\$100	\$
#4	\$195	\$100	\$
		Grand Total	\$

Method of Payment: Check (payable to FADMO) Visa MasterCard American Express

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.

EASY WAYS TO REGISTER

ONLINE:	www.FADMO.org		
MAIL TO:	FADMO 1400 Village Sq. Blvd. Suite 3-250 Tallahassee, FL 32312	EMAIL:	Suzanne@FADMO.org
FAX:	(850) 222-6002	PHONE:	(850) 222-6000 (with Visa/MC/Amex)