



Agenda Item: Update on 8th Annual Galveston Island Tourism Summit

Background: On May 5, 2022, Visit Galveston will host the 8th Annual Tourism Summit at the Galveston Island Convention Center, during National Tourism Week to educate and celebrate the exciting tourism industry. As it has been in the past, this was a FREE event to ALL tourism partners.

Each year, our numbers increase as we bring together the organizations involved in the Galveston hospitality community to learn from one another and from experts in the field. The Summit is designed to involve, inform, educate, and excite Galvestonians. The 2021 audience included tourism and hospitality industry professionals, attractions, elected officials, and educators with in-person registration numbers pouring in at an amazing 367. The online audience reached an astonishing 493 viewers.

This year we have the opportunity to grow the attendance again by offering a LIVE STREAM and in person experience, as well as our popular vendor expo, all featuring national and regional speakers presenting on a variety of topics aimed at increasing the number of travelers to Galveston. Those whose businesses are touched by travel from restaurateurs to hotel executives and transportation operators to nightlife professionals—will learn how to maximize their reach and get a chance to learn about new resources being made available to reach their goals.

Our sponsors make it possible for us to continue offer this high-quality programming, free of charge, to our partners:

Moody Bank	\$2,500.00
Del Papa	\$2,500.00
Miles Partnership	\$5,000.00
Mbuy	\$5,000.00
Mills Shirley	\$1,000.00
Tempest	\$1,500.00
Galveston Discovery Map	\$500.00
Port of Galveston	\$2,500.00
Joe Tramonte Realty	\$2,500.00
Sand n Sea	\$2,500.00
iTrip Vacations	\$500.00
JetSurf	\$500.00
Royal Caribbean	In-Kind
AB Sign Shop	\$500.00
GIA Insurance	\$500.00
The Daily News	\$5,000.00
Landry's	\$1,000.00
Moody Gardens	\$500.00
I45 Now	\$500.00

Pedigo Galveston	\$500.00
Julie Greenwell, Sand n Sea	\$500.00
Tom Schwenk	\$4,000.00

AGENDA

8:00AM – 8:30AM	Registration & Networking	Expo Hall
8:30AM – 9:00AM	Welcome	Grand Ballroom
9:00AM – 10:30AM	<p>Keynote</p> <p>Rich Redmond - CRASH Course for Success</p> <p>C - Commitment</p> <p>Dedicating energy to yourself, your craft, and your customers.</p> <p>R - Relationships</p> <p>Navigating and nurturing the connections that inspire us to grow.</p> <p>A - Attitude</p> <p>The one thing that people will always remember about you– and the one thing that will make or break ANY business venture.</p> <p>S - Skill</p> <p>Honing crucial skills for YOUR business, while constantly developing new ones.</p> <p>H - Hunger</p> <p>Stoking the flames for SUCCESS that burn in your belly!</p>	Grand Ballroom
10:30AM – 10:40AM	Break	GICC



10:40AM – 11:25AM

Breakouts I

Influencer 101 – Jessica Serna	Galleon I
Selling to Win! – Cindy Novotny	Galleon II
DEI Panel Discussion	Yacht
Experience Lab, Designing and Developing Unforgettable Experiences – Joe Veneto	Galleon III
How to thrive through the most challenging seasons - Dr. Jill Siler	Clipper
Island Resilience – Rey Medellin	Spinnaker
Extranet Benefits – Clayton Kolavo	Harbor
STR – Bryson Frazier	Schooner
Yoga Break - Erika Breaux	Expo Hall
Partner with your CVB – Scott Moon	Expo Hall

11:25AM – 12:30PM

Lunch & Networking

Expo Hall

12:30PM – 1:30PM

General Session

Grand Ballroom

Joe Veneto

Engineering Unforgettable Customer Experiences:

Experiences are the currency of 21st century consumers. To be successful, destinations, attractions, lodging companies, cultural sites, culinary venues, and retailers must engineer unforgettable visitor experiences that turn customers into brand ambassadors. Discover the Experience Formula to impact and influence customers' emotional bank accounts. Uncover experience levels to create engaging and immersive new offerings,

	Understand the five stages of every experience to create meaningful customer connections. Finally, learn about successful case studies and models to create sustainable tourism success.	
1:30PM – 1:40PM	Break	GICC
1:40PM – 3:00PM	Kelly de Schaun LIVE!	Grand Ballroom
3:00PM – 3:30PM	Networking	Expo Hall
3:30PM – 4:15PM	Breakouts II	
	Influencer 101 – Jessica Serna	Galleon I
	Creating Next Level Sales Strategies – Cindy Novotny	Galleon II Yacht
	DEI Panel Discussion	Galleon III
	Experience Lab, Designing and Developing Unforgettable Experiences – Joe Veneto	Clipper
	How to thrive through the most challenging seasons - Dr. Jill Siler	Spinnaker
	Island Resilience – Rey Medellin	Harbor
	Extranet Benefits – Clayton Kolavo	Schooner
	STR – Bryson Frazier	Expo Hall
	Yoga Break - Erika Breaux	Expo Hall
	Top 5 Must-Have Social Media Apps - Sydney Macapagal	
4:15PM – 5:00PM	Margarita Mixer & Networking	Expo Hall



Breakout Descriptions

Influencer 101 – Jessica Serna - Making Social Media Work for Your Business

During this presentation, Jessica Serna of My Curly Adventures will walk you thru why social media should be a key part of your business plan. She'll share how to get more eyes on your business, get access to organic content and keep potential clients updated on changes/specials. You'll also learn the importance of telling your own personal story and how build loyalty and a fan group within your following. As a traveler herself, Jessica will give you insight into how a traveler chooses where they will visit, what they will do, what they will eat and how you can influence their decision. You'll walk away with tangible action items to start creating content and build your business' social media plan today.

Selling to Win! – Cindy Novotny

Cindy Novotny is so excited to back with you in Galveston and will share the sales tips and tricks for those of you that are 'newer' in the sales area or feel that you need a brush up on the basics. With her high energy and motivational approach, she will focus on 3 of the key sales basics: new business development, asking the right questions to close more business and telling your story of 'Why Galveston'. Let's do this!

Creating Next Level Sales Strategies – Cindy Novotny

Once again, for those of you that know Cindy Novotny, she will bring the enthusiasm and momentum to push you to the next level of selling in a strategic way. This breakout session will focus more on selling strategies vs. selling basics. You will leave with an understanding of how to begin your strategic sales plan no matter what business you're in. Get ready to take your strategies to the next level!

DEI Panel Discussion – Steven Baines, Alex Thomas, Susan Keeble and Hannah Walker

How DEI initiatives must be authentic to each institution and how varied it is in implementation

Experience Lab, Designing and Developing Unforgettable Experiences – Joe Veneto

Destinations and Travel Partners must focus on developing and innovating their offerings into compelling experiences for visitors. Drill down on the strategies presented in the keynote session to design and develop new experiences. Learn the best product types to leverage your existing assets into engaging and immersive experiences. Discover strategies and experiential filters that will nurture your brand narrative. Tap into the power of stories to enable customers to amplify your message, drive referrals and generate revenue! Uncover successful case studies and experience models.

How to thrive through the most challenging seasons - Dr. Jill Siler

These past two years, in the midst of a global pandemic, have brought about some of the most challenging work – whether in leading through shifting and complex information or in serving our visitors in a multitude of ever-changing environments. While the work we do is incredible, it is not without cost. Dr. Jill Siler, author of *Thrive Through the Five: Practical Truths to Powerfully Lead through Challenging Times* will share strategies to not just survive difficult seasons, but to truly thrive!

Island Resilience – Rey Medellin

This breakout session will provide participants with an understanding of resilience and provide the knowledge needed to apply resilience to everyday life. They will also learn how to implement resilience skills that can help overcome tourism burnout. The participants will see how the "Line of Professionalism" can improve their interactions with customers.

Extranet Benefits – Clayton Kolavo

Did you know you can list your Galveston business for FREE on the brand-new VisitGalveston.com? Clayton Kolavo, the Digital Content Strategist for Visit Galveston, is here to show you all the ways you can utilize the partner portal extranet to update your listing, submit events and more.

STR – Bryson Frazier

Join us for a riveting discussion on the phenomena that is the proliferation of short-term rentals on the island. We will dive into their growth, trends, tax collections, impacts on hotels, and what the Park Board is doing to address this very important topic. The agenda is as follows:

- Introduction – The Galveston Park Board and Short-Term Rentals
- What is HOT? – A brief history and appropriate use of the Hotel Occupancy Tax
- Proliferation of Short-Term Rentals – A look at growth, trends, collections, and more
- Impact on Hotels – What has this meant for hotels?
- What We Are Doing – The Galveston Park Board is front and center on this issue
- What the Future Holds – A look ahead



Yoga Break - Erika Breaux

Sitting on an uncomfortable chair and staring at a computer screen for long hours could bring on a host of health problems. Does your neck, shoulder, back or heel twinge with pain after a few hours in the office? Do your fingers ache from continued tapping on the keyboard? Are your eyes feeling weary from gazing at the monitor? Or maybe, you would just like to recharge your mind to tackle the rest of the day at office? Well, the answer to all of this might be in 'office yoga'. Join Erika for some mindful movements you can take with you to the office to help you move through your workday with ease and grace.

Marketing Opportunities with Your CVB – Scott Moon

During this breakout session, you'll meet with a member of Visit Galveston who will make you aware of FREE and low-cost benefits available to tourism partners. In addition, advertising information will be available for the official destination magazine, Island Soul, and destination website, VisitGalveston.com.

Top 5 Must-Have Social Media Apps – Sydney Macapagal

It's 2022, and social media should be an essential tool in your marketing strategy. Social media marketing isn't just about having an Instagram profile but educating, entertaining, and engaging with your audience. Understanding all things Meta to analytics can be pretty tricky on top of running a company, but we are here to give you a crash course on the Top 5 Must-Have Social Media Apps that can boost your business to the next level.