



Strategic Task Force and Board Recommendations

1. Large Spring Meeting
2. 2 year Plan of Events
3. EC/CEO Meeting
4. VDP and Virgo Recognition
5. Allied Involvement/ Content
6. Regional Advocacy
7. Smaller DMOs – High-Level Presenters



Committees



Education / Professional
Dev



Membership



Conventions



Legislative and Advocacy



Tourism



Awards



Finance

VA-1 Program



VA-1 TOURISM SUMMIT

EXPERIENCE VIRGINIA



WHEN

Nov. 13–15, 2016



WHERE

Roanoke, Virginia
The Hotel Roanoke



VA-1 Begins In:

181

Days

03

Hours

38

Minutes

28

Seconds



The Theme

Experience Virginia

Culinary

Arts and
Music

Outdoors/
Recreation

Sports



Salvage Dawgs Robert Culp
and Mike Whiteside

Marketplace

Blog

About Us

Partners



Tool Box



Meet the Dawgs

Robert, Mike, Ted, Tay, Grayson, Koiner, Jeff & Susan

[Learn more about the crew →](#)

Episode Guide

Seasons One through Four of Salvage Dawgs

[Learn more about each episode →](#)





Brainstorming

Culinary

Arts and
Music

Outdoors/
Recreation

Sports

VATOURISM SUMMIT

Our Goal

- 8-10 Sessions in the 4 areas
- 1 Workshop – VDP Oriented
- Future VACVB Sessions
- Industry trends and presenters
- New

VATOURISM SUMMIT

Details

- E-marketing workshop
- Virgo Showcase at the meeting
- VDP Alignment
- Remember the Audience
 - Hoteliers, Attractions, DMOs, Vendors, Suppliers
- Future VACVB Sessions
- Industry trends and presenters from a DMAI or ESTO level
- Think Local
- Funding is minimal

VA TOURISM SUMMIT

Brainstorming

#1 Culinary	#2 Outdoors/ Recreation
#3 Arts and Music	#4 Sports

Please let your moderator know if you would like to be on the programming sub-committee taking ownership for 1 or more presentations

2015 Sessions

General Session & Debates with Rita McClenny, Ted Sullivan, Wirt Confroy, Scott Schumaker, Jason Tesauro, Matt Bolas and Diane Bechamps

Digital Workshop with VTC

M&C DMO Roundtable

You can't Fool Me: Six Ways to Outsmart Today's Savvy Travel Planner

DMO Tour & Travel Roundtable

Opening General Session with Lieutenant Governor Ralph S. Northam, Mike Caldwell and Philip G. Emerson on

General Session with Ted Sullivan and Sima Dahl on Tuesday, November 17

The Promise of Big Data: Getting Closer to Your Travel Consumer

Video: The Future of Marketing

UI / UX Website Trends and Practices

Optimize Your Digital Footprint, Increase Your Sway

Jumpstart Your Story Telling: Create Content that Connects

Brand + Blogger Collaborations: A Love Story in Modern Marketing

Making Tough Marketing Choices in the New Digital Age

How Blue Ocean Strategy can Revitalize and Refresh Your Tourism Marketing Budget

Break Through the Noise: The Art & Science of Group Business Marketing

Using Mobile Apps to "Tap" Fans of Craft Breweries

Tripadvisor, Travel Trends & Reputation Management

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