



Program Outline as of 5/26/10 – Subject to change

### **Wednesday, May 26**

- A.M. Visit area attractions, local sites, area shopping
- 10:00 a.m. - 3:00 p.m. **Trade Show Exhibitor Set Up**  
Silent Auction Preview Set Up
- 12:00 - 1:00 p.m. **Statesmen Luncheon** (by invitation only)  
[Sponsored by Welcome Guide-Map, CJ Publishers]  
*An opportunity for current and past leadership to catch up on Association news and activities*
- 1:00-6:00 p.m. **FAA Conference Registration Open**  
[Sponsored by Welcome Guide-Map, CJ Publishers]
- 2:00-2:30 p.m. **Chairman's Reception**  
[Sponsored by Visit Jacksonville]  
*Formal welcome to new members & first time attendees by Chairman of the Board and Board of Directors*
- 3:00-4:30 p.m. **Attraction Members Forum**  
[Sponsored by Florida Suncoast Tourism Promotions, Inc.]  
*Small group discussion on topics of interest affecting primary attractions, affiliate attractions, partner attractions, and state park members*

## **Wednesday, May 26 (continued)**

- 3:00-4:30 p.m.                    **Associate Members Forum**  
*Small group discussion on topics of interest affecting supplier associates, tourism associates, and DMO members*
- 5:00-5:45 p.m.                    **Conference Launch**  
*All conference attendees preview the highlights of this year's "Seeking New Treasures" program content. Opening remarks and special introductions.*
- 5:45-7:45 p.m.                    **Opening Night Welcome Reception in the Trade Show**  
[Co-Sponsored by St. Augustine, Ponte Vedra & The Beaches Visitors & Convention Bureau and the St. Johns County Tourist Development Council, co-sponsorship still available]  
*Official opening of the Trade Show. Exhibitors compete for the "Best Of Show" award.  
Silent Auction preview*
- 8:00-10:00 p.m.                    **Wednesday Night After Party**  
[Sponsorship Availability]  
*Casual dinner & entertainment at this optional add-on event which takes place outside World Golf Hall of Fame*

## **Thursday, May 27**

- 7:30 a.m.                            **FAA Conference Registration Open**  
[Sponsored by Welcome Guide-Map, CJ Publishers]
- All Day                                **Ask the Web Marketing Expert** – schedule a complimentary appointment with Angie Miller, Miles Media Group  
*Appointments scheduled on a first-come, first-served basis*
- 7:30-8:30 a.m.                    **Thursday Buffet Breakfast in Trade Show**  
[co-sponsored by Renaissance Resort at World Golf Village, co-sponsorship still available]  
*Visit trade show exhibitors and bid on Silent Auction one-of-a kind items*
- 8:30-10:00 a.m.                    **Industry Outlook**  
[Sponsored by FPIS, Brochure Distribution and Travel Marketing]  
*Best of Show award announcement*  
Speaker: Eileen Farrow, VISIT FLORIDA

## **Thursday, May 27 (continued)**

- Break 10:00-10:30 a.m.      **Coffee Break (in Trade Show)**  
[Sponsorship Availability]  
*Visit Trade Show exhibitors and Silent Auction bidding continues*
- 10:30 a.m.-11:45 a.m.      **Grass Roots in your Backyard Session**  
[Sponsorship Availability]  
Speaker: Karen Moore, APR, CPR  
Moore Consulting Group
- 12:00-1:45 p.m.      **Thursday Luncheon & Annual Meeting**  
[Sponsored by Kenney Communications]  
Keynote Speaker: Kathleen Deagan, Ph.D.  
Florida Museum of Natural History  
**Arrival of the Gavel Event!**  
[Gavel Arrival Sponsorship available]
- 1:45-3:00 p.m.      **The Crisis Event: Victimized or Managed! What's your Plan?**  
[Sponsorship Availability]  
Speakers: Elaine McLaughlin, CDME  
Dr. Lori Pennington-Gray  
Tourism Crisis Management Institute, University of Florida  
Amy Elliot Reedy, Integrated Insight, Inc.
- 3:00-3:45 p.m.      **Trade Show Visitation**  
[Sponsored by Cape Leisure Corporation]  
*Visit Trade Show exhibitors*  
*Silent Auction bidding continues*
- 3:45-5:00 p.m.      **Deepwater Horizon & Its Implications for the Offshore Drilling Debate**  
[Sponsorship Availability]  
Speaker: Frank Alcock, Ph.D., New College of Florida
- 6:00 p.m.      Transportation departs Resort for On-stage event at an area Attraction
- 6:30-9:00 p.m.      **"On-Stage" Event**  
Dinner, tour and activities at Fountain of Youth Archeological Park
- 9:20 p.m.      Conference attendees return to the Renaissance Resort at World Golf Village via chartered transportation

## **Friday, May 28**

- 7:30 a.m. **FAA Conference Registration Open**  
[Sponsored by Welcome Guide-Map, CJ Publishers]
- 8:00 - 9:45 a.m. **Friday Breakfast**  
[Sponsorship opportunity available]  
*Announcement of Outstanding Associate Member & Outstanding Attraction Member.*  
**“Best Attractions, Best Practices” Session**
- 9:45 -10:30 a.m. **Silent Auction/Trade Show ends**  
*Your **FINAL** opportunity to bid on your favorite items at the Silent Auction*
- 10:30 - 11:45 a.m. **Emerging Trends That Will Change The Way You Market Your Business & Social Media Forum**  
[Sponsorship opportunity available]  
Panelists: Steve Berlin, Vice-President & Publisher  
Elena Prostova, Creative Director, Miles Media Group  
Michelle Harris, Gatorland  
Christina Schwartzman, Sawgrass Recreation Park
- 11:45 a.m. **Conference Finale**  
[Sponsorship opportunity available]  
*Passing of the Gavel, Chairman’s Remarks, Wine Basket Drawing*
- 12:00 p.m. **Conference Adjourns**
- 12:00-1:00 p.m. **Trade Show Area Available for Exhibit Breakdown**
- 12:00-1:00 p.m. **Silent Auction Check Out**  
  
[Conference Tote Bags sponsored by CTM Media Group]  
  
[Conference Audio-Visual Sponsored by VISIT FLORIDA]