



Program Outline as of 5/20/10 – Subject to change

Wednesday, May 26

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| 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]
<i>An opportunity for current and past leadership to catch up on Association news and activities</i> |
| 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]
<i>Formal welcome to new members & first time attendees by Chairman of the Board and Board of Directors</i> |
| 3:00-4:30 p.m. | Attraction Members Forum
[Sponsored by Florida Suncoast Tourism Promotions, Inc.]
<i>Small group discussion on topics of interest affecting primary attractions, affiliate attractions, partner attractions, and state park members</i> |

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, Interactive Designer, 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
Speakers: Chris Thompson, VISIT FLORIDA
Will Seccombe, 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: to be announced
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
- 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]
Presenter: 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.
Education Session # 5
“Best Attractions, Best Practices”
- 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**
[Sponsorship opportunity available]
Panelists: Steve Berlin, Vice-President & Publisher
Elena Prostova, Creative Director, Miles Media Group
- 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**

[Canvas Tote Bags sponsored by CTM Media Group]

[Conference Audio-Visual Sponsored by VISIT FLORIDA]