



as of 08/29/2021 (subject to change)

## **THURSDAY, AUGUST 26, TO SATURDAY, AUGUST 28**

Arrive early to enjoy area attractions, restaurants, shopping, and the Fort Myers area during the weekend.

## **SUNDAY, AUGUST 29**

9:00 am – 2:00 pm

**Networking Center Exhibitor Setup**  
Silent Auction Setup

12:00 – 7:00 pm

**FAA Conference Registration Open**  
*(Sponsored by Welcome Guide-Map/CJ Publishers)*

12:00 – 1:30 pm

**Board of Directors Luncheon**  
*for current FAA leadership only*

2:30 – 4:00 pm

**FAA Family Reunion**  
*(Sponsored by Guest Services, Inc.)  
A welcome to all attendees of the Conference*

*All evening events below sponsored by The Beaches of Fort Myers and Sanibel*

5:00 – 6:00 pm

**Conference Launch**  
*All attendees preview the highlights of the Conference. Opening remarks and special introductions.*

6:00 – 7:30 pm

**Shindig (Opening Night Reception in Networking Center)**  
*Official opening of the Networking Center. Exhibitors compete for awards. Silent Auction Opens.*

7:30 – 9:00 pm

**Wingding (Poolside Dinner)**  
*Buffet dinner outdoors on the Pool Deck at The Luminary Hotel*

*Conference Program of Events subject to change.*

# **MONDAY, AUGUST 30**

- 7:30 am – 5:30 pm      **FAA Conference Registration Open**  
*(Sponsored by Welcome Guide-Map/CJ Publishers)*
- 7:30 – 8:30 am      **Morning Nosh in the Networking Center**  
*Silent Auction Bidding*
- 8:30 – 9:45 am      **General Session #1**  
**“Behind the COVID-19 – Curtain” (Discussion and Q & A moderated by Bill Lupfer)**  
**Panelists: Kevin Guthrie, Director, Florida Dept. of Emergency Management**  
**Katie Kelly, Vice President, Worldwide Safety, The Walt Disney Company;**  
**Dr. Jerry Parrish, Chief Economist, Florida Chamber Foundation**
- 9:45 – 11:00 am      **General Session #2**  
**“COVID-19 – Lessons Learned” with Attraction Pros Live**  
**Presenters: Matt Heller, Performance Optimist Consulting;**  
**Josh Liebman, ROLLER**
- 11:00 – 12:00 pm      **Networking Center Visit & Silent Auction Bidding**
- 12:00 – 1:45 pm      **Gavel, Gab, Grub & Gain Lunch**  
*(Sponsored by SSA Group)*  
**Surprise Arrival of the Gavel!**  
**Annual Meeting**  
**Special Guest Speaker: Chris Thompson, Brand USA**  
*(Sponsored by FloridaVacationAuction.com)*
- 2:00 – 3:15 pm      **Breakout Sessions – four concurrent sessions**  
*(Sponsored by Gatemaster Technology)*  
  
   *“Strategies for Diversifying Attraction Revenue”*  
   *(The Workshop – hotel)*  
   *“Legal Q&A for Small Attractions and Businesses”*  
   *(Edison Room – 4<sup>th</sup> floor hotel)*  
   *“Understanding Digital Marketing ROI”*  
   *(Caloosa A – formerly in Heitman Room)*  
   *“Engage, Retain, and Motivate: Transforming the Employee Experience”*  
   *(Caloosa B – formerly Langford Room)*
- 3:15 – 3:30 pm      **Session Break**
- 3:30 – 4:45 pm      **General Session #3**  
**VISIT FLORIDA & Our Florida Legislature**  
**Speaker: Dana Young, President & CEO, VISIT FLORIDA**  
**Legislative Panel (with audience Q & A moderated by Matt Johnson)**  
*Representative Adam Botana - District 76, Bonita Springs*  
*Representative Lauren Melo - District 80, Naples*  
*Representative Spencer Roach - District 79, North Fort Myers*  
*Representative Jenna Persons-Mulicka - District 78, Fort Myers*
- 6:00 – 9:30 pm      **Taste of Fort Myers**  
*Pick from a selection of unique restaurants in the downtown Fort Myers area for a “dutch treat dinner” – enjoy this networking opportunity with your fellow FAA Conference attendees*

# **TUESDAY, AUGUST 31**

7:30 am – 5:30 pm	<b>FAA Conference Registration Open</b> <i>(Sponsored by Welcome Guide-Map/CJ Publishers)</i>
8:00 – 9:30 am	<b>Celebration Breakfast</b> <i>Installation of new Board and Officers for 2021-2022. Award Presentations (Outstanding Attraction &amp; Associate Member)</i>
9:30 – 9:45 am	<b>Session Break</b>
9:45 – 11:45 am	<b>Industry Roundtable Sessions – 3 rotations by topic</b> <i>(Sponsored by BlackDog Advertising) Caloosa A + B</i> Topics subject to change <b><u>Learn (bring your questions to the experts!)</u></b> “Contracting with Third Party Sellers” “General Legislative Update with Liberty Partners of Tallahassee” “VISIT FLORIDA One on One” “Legal Q&A for Small Attractions and Businesses” (cont’d from Breakout) “Finding Alternative Workforce Solutions for Your Business” “Programs to Restart Student Youth Travel to your Attraction”  <b><u>Share (come prepared to learn and contribute)</u></b> “Creating Inclusion in Your Company Culture” “Strategies for Diversifying Attraction Revenue” (cont’d from Breakout) “Transforming the Employee Experience” (cont’d from Breakout) “Understanding Digital Marketing ROI” (cont’d from Breakout) “What Have We Learned About Social Media since 2020?”
11:45 am – 1:10 pm	<b>Soiree Buffet (in Networking Center)</b> <i>(Sponsored by accesso)</i>  <b>Silent Auction Finale</b> <i>Final opportunity to bid on Silent Auction.</i>
1:15 – 2:30 pm	<b>Breakout Sessions – four concurrent sessions</b> <i>(Sponsored by Spectrum Reach)</i> “DMOs and Attractions: Charting the Course Toward the Future” <i>(The Workshop – hotel main floor)</i> “Embracing Technology to Improve the Guest Experience” <i>(Edison Room – 4<sup>th</sup> Floor)</i> “Intentional Marketing Strategies to Reach Diverse Travelers” <i>(Caloosa A – formerly Heitman Room)</i> “Your Guests Are Talking – Are You Listening?” <i>(Caloosa B – formerly Langford Room)</i>
2:30 – 2:45 pm	<b>Session Break</b>
2:45 – 4:00 pm	<b>General Session #4</b> <i>(Sponsored by VISIT FLORIDA)</i> <b>Keynote Speaker: Susan Salgado</b>
4:00 pm – Adjournment	<b>Conference Finale</b> <i>(Sponsored by Southwest Airlines)</i> <i>Passing of the Gavel, Chairman’s Remarks, Grand Prize Drawings.</i>

*Conference Program of Events subject to change.*

## **TUESDAY, AUGUST 31 (CONT'D)**

Adjournment – 5:30 pm

**Silent Auction Check Out**  
**Networking Center Available for Exhibit Breakdown**

6:30 – 9:00 pm

**The Roaring 20s: Onstage Event at Sidney & Berne Davis Art Center**  
*enjoy a fun-filled dining experience at this unique downtown Fort Myers venue*

## **WEDNESDAY, SEPTEMBER 1**

AM

Hotel Checkout / or extend stay and enjoy the beautiful Fort Myers area