



as of 05/25/2022 (subject to change)

THURSDAY, JUNE 9, TO SATURDAY, JUNE 11

Arrive early to enjoy area attractions, restaurants, shopping, and The Palm Beaches area during the weekend.

SUNDAY, JUNE 12

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 Palm Beaches

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

Opening Night Reception in Networking Center

Official opening of the Networking Center. Exhibitors compete for awards. Silent Auction Opens.

7:30 – 9:00 pm

Dinner in Paradise

Buffet dinner outdoors on the Event Lawn at Hilton West Palm Beach

Conference Program of Events subject to change.

MONDAY, JUNE 13

- 7:30 am – 5:30 pm **FAA Conference Registration Open**
(Sponsored by Welcome Guide-Map/CJ Publishers)
- 7:30 – 8:30 am **Continental Breakfast in the Networking Center**
Silent Auction Bidding
- 8:30 – 9:45 am **General Session #1**
"The Great Resignation: Hospitality's Workforce Problem"
Presenters: Dr. Jerry Parrish, Florida State University;
Dr. Peter Ricci, Florida Atlantic University
- 9:45 – 11:00 am **General Session #2**
(Sponsored by Gatemaster Technology)
"We're All Human: The Intersection of Guest and Employee Experience"
with Attraction Pros Live
Presenters: Matt Heller, Performance Optimist Consulting;
Josh Liebman, ROLLER
- 11:00 am – 12:00 pm **Networking Center Visit & Silent Auction Bidding**
- 12:00 – 1:45 pm **Power Lunch**
(Sponsored by SSA Group)
Surprise Arrival of the Gavel!
Annual Meeting
Florida Attractions Scholarship Foundation – Honoring Recipients
Special Guest Speaker: Jennifer Green, Liberty Partners of Tallahassee
- 2:00 – 3:15 pm **Breakout Sessions – four concurrent sessions**
(Sponsored by Spectrum Reach)
- Creating Frictionless Guest Experiences
 - Bridging the Generational Divide
 - Optimizing Revenue Beyond the Ticket Booth
 - Leveraging Digital Creative and Advertising to Effectively Reach Travelers
- 3:15 – 3:30 pm **Session Break**
- 3:30 – 4:45 pm **General Session #3**
VISIT FLORIDA Marketing & Research
"How Florida dominated the Recovery and Never Looked Back"
Presenters: Dana Young, VISIT FLORIDA President & CEO
Maggie Brandenburg, VISIT FLORIDA Senior Research Analyst
- 6:00 – 9:30 pm **Taste of West Palm Beach**
*Pick from a selection of unique restaurants at **The Square** in downtown West Palm Beach for a "dutch treat dinner" – enjoy this networking opportunity with your fellow FAA Conference attendees. A short walk across from the Hilton.*

TUESDAY, JUNE 14

7:30 am – 5:30 pm

FAA Conference Registration Open

(Sponsored by Welcome Guide-Map/CJ Publishers)

8:00 – 9:30 am

Celebration Breakfast

(Sponsored by PGAV Destinations)

Installation of new Board and Officers for 2022-2023. Award Presentations (Outstanding Attraction & Associate Member)

9:30 – 9:45 am

Session Break

9:45 – 11:45 am

Industry Roundtable Sessions – 3 rotations by topic

(Sponsored by Catalate Commerce)

Topics subject to change

Learn (bring your questions to the experts!)

Maximizing Your FAA Membership

VISIT FLORIDA Industry Relations

VISIT FLORIDA Research

The Future of Student and Youth Travel

Ride Safety Best Practices and Regulatory Compliance

Trends in Social Media

Share (come prepared to learn and contribute)

Share Your Sunshine

Capitalizing on Post-Pandemic Demand for Special Events & Private Events

Small Attraction Food Service and Retail Operations

Diversity, Equity, and Inclusion at Your Attraction

Legal Landmines for Florida Attractions

11:45 am – 1:10 pm

Taco Tuesday in the Networking Center

(Sponsored by accesso)

Silent Auction Finale

Final opportunity to bid on Silent Auction.

1:15 – 2:30 pm

Breakout Sessions – four concurrent sessions

(Sponsored by BlackDog Advertising)

Best Practices for Engaging Distributors, Wholesalers, and Tour Operators

Employee Support in 2022: The Care and Feeding of Your Human Collection

Instagrammers, Mommy Bloggers, and Your Next Big Influencer

Reboot & Reevaluate Your Marketing Plan

2:30 – 2:45 pm

Session Break

2:45 – 4:00 pm

General Session #4

(Sponsored by VISIT FLORIDA)

“Personal Leadership: Work Smarter, Execute Faster & Lead by Example”

Keynote Speaker: Steve McClatchy

4:00 pm – Adjournment

Conference Finale

(Sponsored by Southwest Airlines)

Passing of the Gavel, Chairman's Remarks, Grand Prize Drawings.

Conference Program of Events subject to change.

TUESDAY, JUNE 14 (CONT'D)

Adjournment – 5:30 pm

Silent Auction Check Out
Networking Center Available for Exhibit Breakdown

6:00 – 6:15 pm

Motorcoach Transportation
Departing from Hilton West Palm Beach to OnStage Event

6:30 – 9:00 pm

OnStage Event at Lion Country Safari
enjoy a unique tour of Lion Country Safari and an evening dining experience

WEDNESDAY, JUNE 15

AM

Hotel Checkout / or extend stay and enjoy the beautiful Palm Beaches area

Special Lighting for the Annual Conference provided by Zigong Lantern Group