



Full Conference Agenda

Tuesday, May 12 (Pre-Conference)

7:30 AM - 2:30 PM

Tourism Academy Golf Outing

Bent Creek Golf Course | 10440 Tournament Lane

12:00 PM - 5:00 PM

Registration

Grand Foyer

1:00 PM - 3:00 PM

Pre-Conference: Downtown Jacksonville Walking Tour

Hotel Lobby

4:00 PM - 5:00 PM

First-Timers' Networking Happy Hour, presented by SnapSea

Mathews (Fourth Floor; access via Sky Bridge)

5:00 PM - 9:30 PM

Welcome Reception: Jacksonville River Cruise

St. Johns River

Wednesday, May 13 (Day 1)

6:00 AM - 4:45 PM

Registration

Grand Foyer

6:30 AM - 7:30 AM

Morning Fun Run

Hotel Lobby

7:30 AM - 8:30 AM

Networking Breakfast

Grand Foyer & Grand Ballroom

8:30 AM - 9:15 AM

Welcome & Opening Remarks

Grand Ballroom

9:15 AM - 9:45 AM

Fireside Chat: Powering Destination Discovery with Google

Grand Ballroom

10:00 AM - 10:45 AM

Roundtable: Modern Sales & Services Strategies

Grand 6

Roundtable: Marketing Momentum & Measuring Impact

Grand 7

Roundtable: Destination Advocacy & Public Policy Engagement

Grand 8

10:45 AM - 11:15 AM

Networking Break: Connect & Contribute (feat. Hubbard House)

Grand Foyer

11:15 AM - 12:00 PM

Roundtable: Small But Mighty

Grand 6

Roundtable: Partnership Pros

Grand 7

Roundtable: AI in Action

Grand 8

12:00 PM - 12:45 PM

Networking Lunch

Grand Foyer & Grand Ballroom

12:45 PM - 1:30PM

**Jaguars, Jacksonville, and the Big Picture:
How Sports Investment Drives Tourism**

Grand Ballroom

1:45 PM - 2:30PM

iDSS Release Notes: Year in Review

Grand 6

iDSS API: A Case Study

Grand 7

**SEO Isn't Dead (It's Just Deprecated):
Navigating Modern SEO, "GEO" & Hard Truths**

Grand 8

2:30 PM - 3:00PM

Networking Break

Grand Foyer

3:00 PM - 3:45PM

Training Session: iDSS Fundamentals

Grand 6

Introducing Space 2.0

Grand 7

**Proving the Website's Value:
Attributing Digital Engagement to Economic Impact**

Grand 8

4:00 PM - 4:45PM

Partner Engagement & Retention

Grand 6

Trials and Tribulations:

Best Practices and Challenges in Bidding on Sporting Events

Grand 7

Beyond Discovery: How To Design Websites That Inspire

Grand 8

5:00 PM - 6:00PM

SWWGSD Happy Hour (Smart Women Who Get Sh*t Done)

Mathews (Fourth Floor; access via Sky Bridge)

6:30 PM - 8:30PM

Evening Reception: Rooftop Vibes & Local Flavor in Five Points

Hoptinger Bier Garden & Sausage House | 1037 Park St

Thursday, May 14 (Day 2)

6:00 AM - 4:45 PM

Registration

Grand Foyer

7:00 AM - 7:45 AM

Morning Sound Healing Session

Grand 2

7:45 AM - 8:45 AM

Networking Breakfast

Grand Foyer & Grand Ballroom

8:45 AM - 9:30 AM

The Big Shift: Travel's Transformative Future

Grand Ballroom

9:45 AM - 10:30 AM

Mastering Events & Leads in iDSS

Grand 6

The Evolution of iDSS in an AI-Powered World

Grand 7

Panel: What I Wish I Knew Before My Website Redesign

Grand 8

10:30 AM - 11:00 AM

Networking Break

Grand Foyer

11:00 AM - 11:45 AM

Achieving Visitor Experience Excellence with iDSS

Grand 6

Trails That Thrive:

Turning Destination Assets into Small Business Drivers

Grand 7

**DMO Websites for an AI-Powered World:
Designing for the Future of Destination Discovery**

Grand 8

11:45 AM - 12:30 PM

Networking Lunch

Grand Foyer & Grand Ballroom

12:30 PM - 1:30 PM

**Who Blew Up The Website Launch?:
A Tourism Academy Murder Mystery**

Grand Ballroom

1:45 PM - 2:30 PM

Mastering Team Activities & Itinerary Management

Grand 6

Partner Onboarding & Engagement Playbook for iDSS

Grand 7

**Print Isn't Dead, But Boring Visitor Guides Are:
How to Reframe the Traditional Visitor Guide as an
Audit of Your Website & Content Strategy**

Grand 8

2:30 PM - 3:00 PM

Networking Break

Grand Foyer

3:00 PM - 3:45 PM

**Meeting Visitors Where They Are:
Experience Centers and Data-Driven Customer Insights**

Grand 6

Making Places Matter: Ideas That Bring Destinations to Life

Grand 7

**The Modern DMO Growth Engine:
Paid, Content, and SEO Working Together**

Grand 8

4:00 PM - 4:45 PM

**Powering the Next Era of Travel: The DMO Role in
Supporting Lodging Partners in an AI-Driven Landscape**

Grand 6

**Roadmap to Accessibility:
Welcoming Autistic and Sensory-Sensitive Visitors**

Grand 7

**Clicks That Count:
Optimizing Sponsored Placements on Your DMO Website**

Grand 8

5:00 PM - 7:00 PM

Dinner On Your Own

7:00 PM - 11:00 PM

Closing Party feat. Travel Jam & Lip Sync Battle

Decca Live | 323 E Bay St

Friday, May 14 (Day 3)

7:00 AM - 9:00 AM

Registration

Grand Foyer

8:00 AM - 8:45 AM

Networking Breakfast

Grand Foyer & Grand Ballroom

8:45 AM - 9:00 AM

Closing Remarks & Thank You!

Grand Ballroom

9:15 AM - 10:00 AM

From Chaos to Closed: iDSS + Cvent in Action

Grand 6

CRM Adoption & Change Management

Grand 7

The Content Clean-Up Lab: How to Audit, Optimize, and Act

Grand 8

10:15 AM - 11:00 AM

iDSS Reporting Lab: From Data to Decisions

Grand 6

The Competitive Edge: Advancing Your Sports Tourism Strategy

Grand 7

Beyond Prompts:

Using AI to Build Real Tools for Destination Marketing

Grand 8

11:15 AM - 12:00 PM

Training: iDSS Attend

Grand 6

Marketing Impact in iDSS:

Campaigns, Media Mentions & Brand Tracking

Grand 7

AI in the Writers' Room:

How We Create Content That Works for Users and Algorithms

Grand 8