

**2024 AGENDA**  
**ALABAMA GOVERNOR’S CONFERENCE ON TOURISM**  
**July 27-30**  
[www.alabamagovernorsconference.com](http://www.alabamagovernorsconference.com)  
**Hotel Capstone and Bryant Conference Center**  
**Tuscaloosa**  
**#24agcttuscaloosa**

**Saturday, July 27**

10:00 AM – 4:00 PM      **Silent Auction and Wine/Spirits Pull Set-Up**

**Sunday, July 28**

8:00 AM – 10:00 AM      **Set-Up for Trade Show and Silent Auction,  
Wine/Craft Beer/Spirits Pull**

9:00 AM – 5:00 PM      **Registration**

**Coffee, Tea, and Soft Drinks**  
***Sponsored by Coca-Cola and Royal Cup Coffee  
and Tea (invited!)***

10:00 – 11:35 AM      **Alabama Travel Council Annual Meeting & Alabama  
Tourism Partnership Update (open to all registrants)**

11:45 AM - 12:15 PM      **Light Lunch – Grab and Go**  
***Sponsored by***

**Grab and Go will close at 12:30. The Opening  
General Session begins at 12:30**

12:30 PM      **Opening General Session**

***Welcome and Introduction of Mayor by Kelsey  
Rush, President, Visit Tuscaloosa***  
***Welcome by Tuscaloosa Mayor Walt Maddox***

***Advisory Board Meeting***

***“Alabama Tourism Department’s Annual Update”***  
**Speakers: Lee Sentell, Director, Alabama Tourism  
Department; Grey Brennan, Deputy Director,  
Alabama Tourism Department;**

***“Ad Agency Update and ATD Partner Portal Discussion”***

**Speaker: Bill Dinan, Account Director, Intermark Group**

***Topic: Brand USA/Travel Exchange***

**Speaker:**

3:00 – 3:15 PM

**Break**

***Sponsored by Coca-Cola, Royal Cup Coffee and Tea,***

3:15 – 4:30 PM

***Generation “Them” – Navigating a Multi-Generational Workforce***

**Speaker: Kristin Scroggin**

**GenWhy**

5:00 – 6:00 PM

**Opening Reception in the Trade Show/Silent Auction**

***Sponsored by***

5:30 PM

**Wine/Craft Beer/Spirits Pull**

6:30 – 9:00 PM

**Evening Function at The Zone in Bryant Denny Stadium**

***Sponsored by Visit Tuscaloosa and Area Partners***

9:00 PM

**Unofficial After Party at Roll Call**

**Monday, July 29**

8:00 AM – 5:00 PM

**Registration**

**Refreshments**

***Sponsored by Coca-Cola, Royal Cup Coffee and Tea***

8:00 – 9:00 AM

**Breakfast in the Trade Show and Silent Auction**

***Sponsored by***

9:00 – 10:00 AM

**General Session**

***Curb Free with Cory Lee.com***

10:15 – 11:15 AM

**Panel Discussion**

***Train to Retain, Elevate Your Workforce***

**Panelists:**

**Pete Bloehm and Nick Dimario, Panini Pete Properties, and other industry reps**

11:30 AM – 1:15 PM

**Scholarship Luncheon**

**Sponsored by: Alabama Association of Destination Marketing Organizations (AADMO) and Compass Media**

**Master of Ceremonies, David Clark, President AADMO, and Dustin Gontarski, President, Compass Media**

**Presentation of 2024 Tourism Industry Scholarships by 2024 Chairmen of the Scholarship Committee, Jennifer Moore and Todd Scholl**

1:30 – 3:15 PM

**Two Breakout Sessions**

**Panelists:**

**Kelsey Rush, President & CEO, Visit Tuscaloosa**

**Kyle South**

**Justice Smyth**

**Jay Waters**

**Tracy Simms**

1:30 – 2:15 PM

***“Marketing and Sales”***

2:15 – 3:15 PM

***“Value of Partnerships in Marketing a Vibrant Community”***

3:30 PM

**Governor Kay Ivey Address**

4:15 – 5:30 PM

**Reception in the Trade Show/Silent Auction  
*Sponsored by***

5:00 PM

**Second Wine/Craft Beer/Spirits Pull**

6:30 PM

**Reception (Cash Bar)**

7:00 PM

**Alabama Tourism Department Awards Banquet  
Master of Ceremonies, Lee Sentell and Chris Stewart, the Voice of UA**

**(Cash Bar)**

The attire will be business/professional attire  
(Cash Bars - will be closed during Awards presentations- you may buy additional wine by the bottle at the bars)

9:15 PM

**Dessert and Coffee Immediately Following the Awards Banquet Closing of the Silent Auction in the Trade Show  
Last Chance to Bid and the Final Pull  
*Sponsored by***

**Tuesday, July 30**

8:00 AM

**Silent Auction Payment at Convention Registration Desk**

8:00 - 9:00 AM

**Breakfast in the Trade Show  
*Sponsored by***

9:15 – 10:00 AM

**Breakout Session  
*“Marketing and Sales”***

10:00 - 10:45 AM

***“Alabama Innovation Center Workforce Training Opportunities”*  
Speaker: Kailah Dozier**

**Marketing and Sales Breakout Session Options:  
Leveraging NIL Opportunities to Market Your Brand  
Approaching Your Strategy to Digital Content Creation  
Public Speaking and Pitching: Getting Comfortable with the Uncomfortable  
AI with Madden Media**

**03/11/2024**