

**MEETINGS/SPORTS Advisory Committee Workshop
Monday, October 21, 2019
Daytona Beach Area CVB**

AGENDA

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|--------------|--|---|
| I. | Welcome & Introduction | Jim Berkley/Linda McMahon |
| II. | Digital Edge presentation
Ways your CVB/DMO can help prepare for an economic downturn | Mya Surrency
Co – Founder Digital Edge Marketing |
| III. | Question/Answer | Mya Surrency/CVB staff |
| VIII. | Public Participation | |

- ADJOURN -

MISSION: The Halifax Area Advertising Authority's (HAAA) advisory committees are comprised of local area tourism industry partners who are well versed in their respective fields related to the committee's designation. These committees serve as a sounding board for HAAA– aiding them in the creation and execution of an effective destination marketing plan.

- GOAL:**
- Participation in hosted events to include Meeting Planners Summits/FAMs, Tradeshows, and in market presentations.
 - Support destination meetings utilizing hotel meeting space, unique venues, restaurants, and attractions by providing guidance and marketing expertise in attracting regional, national and international meetings. Continued Ocean Center support.