

MEETINGS/SPORTS ADVISORY COMMITTEE WORKSHOP

Monday, October 21, 2019 • 2:30 PM • Daytona Beach Area CVB located at 126 East Orange Avenue Daytona Beach, FL 32114

The Meetings & Conventions and Sports Advisory Committees hosted a workshop that was called to order by the Chair Jim Phillips at 2:33p.m., October 21, 2019. Attendance was taken by Chantelle Bravo and the following members were present, Chris Capozzi, Barbara Kopala, Jennifer Sisk, John Phillips, Karen Szemborski, Kathy Masterson, Linda Bowers, Michelle Waddell, Mike Sandler, Nancy Guran, Robin Camacho, Sandra Boone, Sarah Rasheid, Wendy Dorman

Guests:

Alfredo Gonzalez, Mya Surrecy, Amanda Dabkowski, Katie Prestwood, Connor Rand, Glenda Billings, Tara Hart-Patterson, Hiren Hadhi, Libby Gallant, Amy Dumas

Staff:

Lori Campbell-Baker, Linda McMahon, Chantelle Bravo, Brandon Little, Sam Pollack, Christy Zimmerman

Welcome & Introduction

John Phillips calls workshop to order on Monday, October 21, 2019 at the Daytona Beach Area Convention & Visitors Bureau at 2:33pm

Chantelle Bravo does roll call

Linda McMahon introduces Mya Surrency, presenter Digital Edge Marketing

Digital Edge Presentation

Mya Surrency, Co – Founder Digital Edge Marketing, presented Ways your CVB/DMO can help prepare for an economic downturn. Topics presented included Social Media is a key for consumers and planners alike, don't stray from the basics/brochures/packages, Prepare today for what tomorrow may bring, Take time to look ahead, Don't wait, Need dates are very easy to market/partner with CVB, Technology impact-2022 predicted to be the year consumer devices know more about your emotions than your families do, CVB work with more Nontraditional tour operators (Soul Cycle/Wellness), Trends to be solution for meeting planner, Capture digital technology (audio,video), Shake up the way you're doing FAM Tours...VIBE of destination, FAM Tours are important factor in decision making process

Question/Answer

Mya Surrency/CVB staff answered questions or discussed the following: Hope Sarzier discussed LinkedIn CVB, Kay Galloway Social channel cards and sharing, Alfredo Gonzalez-millennial meeting planners speak different language with them...Mya's Answer always be yourself. Marketing more playful. Older tends to be more reserved. Incorporate slang into hashtags. More engaging and fun.

Public Participation

Lori Campbell-Baker would love to see what sparked interest or impressions. Kathy Masterson-quite impressed with presentation. Linda Bowers-agrees 100%-need to encompass our beach destination-ad agencies-World's most famous beach. Nancy Guran-better learning of how to speak new language. Sam Pollack-site visits want CVB presence. Karen Szemborski-different approach for millennials need to go after. Robin Camacho-definitely would like to have more workshops to bring to the table new ideas-millennials not following step. Lori Campbell-Baker-requested partner challenges. Sam Pollack-need dates of hotels. Chris Capozzi-get people past stigma of bikeweek and springbreak. Kathy Masterson-overcome and speak to be out there and communicate (Feb-May time frame). Karen Szemborski- most mtg planners are not millennials. Linda Bowers-once we bring in planners they're sold. Amy Dumont-excited

Adjourn

There being no further business or public participation the workshop was adjourned at **3:35pm**

Submitted by, Chantelle Bravo, Group Sales Coordinator