

# Fantastic 5 Takeaways

<b>First: The 5 W's</b>	<p><b>Who:</b> Signature Travel Network Travel Advisors in the Greater LA region</p> <p><b>What:</b> Signature Travel Network Regional Travel Conference</p> <p><b>When:</b> June 4 – 5, 2025</p> <p><b>Where:</b> Los Angeles, CA</p> <p><b>Why:</b> to promote Greater Fort Lauderdale to this elite group of travel advisors that belong to the Signature Travel Network in this regional market.</p>
<b>Fantastic Five Takeaway #1</b>	Having a 10-minute presentation to the entire delegation at the opening session was extremely well received. It allowed me to get "what's new" out of the way on stage and allowed appointments to act as follow-up on the presentation, which many complimented the information given.
<b>Fantastic Five Takeaway #2</b>	The appointments were great for a deeper dive into Greater Fort Lauderdale; I met with roughly 65 agents in a round table type setting with 2-3 advisors at each table. Pier Sixty-Six is a new Signature partner, many questions around the property and people are excited that it is open and a new luxury option in the area.
<b>Fantastic Five Takeaway #3</b>	The general session was focused on AI and social media presence for advisors. Interesting statistics on using LinkedIn for research on destinations and generating content on that platform for certain demographics.
<b>Fantastic Five Takeaway #4</b>	Signature is selling more and more cruises now more than ever before, which plays into our favor as a destination servicing pre/post cruise.
<b>Fantastic Five Takeaway #5</b>	Many advisors are very excited for the Signature Annual Conference to move to Orlando in 2026. I hope we can work with partners such as Brightline to host a pre or post FAM when they come to Florida, as many advisors said they hope to check out more than just Orlando when they come.