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 @DESTINTL • #DIFLW23



# ADVOCACY 2023 SUMMIT

[RE]DEFINE |  10.10.23-10.12.23  Little Rock, AR, USA



All sessions will be held in Ballroom D on level 3 of the Statehouse Convention Center unless otherwise indicated. For full session descriptions and speakers, visit the summit website.

TUESDAY, OCTOBER 10

**Essential by Design: The Indispensable Role of Destination Organizations and Their Employees . . . . . 4:00 PM – 4:15 PM**

**Beyond Economics: Destination Promotion as a Catalyst for Your Community’s Vitality . . . . . 4:15 PM – 5:00 PM**

**Welcome Reception . . . . . 5:30 PM – 7:30 PM**  
Location: William J. Clinton Library and Museum

WEDNESDAY, OCTOBER 11

**Morning Walk Along the Arkansas River (Complimentary Registration Required) . . . . . 6:30 AM – 7:15 AM**  
Meet Up Location: Little Rock Marriott Lobby

**Chair Yoga: Rise and Flow (Complimentary Registration Required) . . . . . 6:30 AM – 7:15 AM**  
Location: Riverview Room (Little Rock Marriott, Level 1)

**Networking Breakfast . . . . . 8:00 AM – 9:00 AM**  
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

**Welcome to Little Rock: Launching the Summit and Meeting Your Moderator . . . . . 9:00 AM – 9:15 AM**

**Ignite Your Advocacy: 5 Quick-Fire Ideas to Jumpstart Your Efforts. . . . . 9:15 AM – 9:30 AM**

**Getting to Know Mayor Frank Scott, Jr. . . . . 9:30 AM – 10:00 AM**

**Understanding the Pulse of Your Residents: Release of the National Resident Sentiment Studies for Canada and the United States. . . . . 10:00 AM – 10:45PM**

**Networking Break. . . . . 10:45 AM – 11:00 AM**  
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

**Power in Words: Crafting Messages That Connect With Your Communities . . . . . 11:00 AM – 11:30 AM**

**The Destination Effect . . . . . 11:30 AM – 12:15 PM**

**Networking Lunch . . . . . 12:15 PM – 1:30 PM**  
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

**Hot Button Issues in Advocacy: insights from the Advocacy Committee and the Canadian Destination Leadership Council. . . . . 1:30 PM – 2:30 PM**

**Deciphering Data: Adam Sacks on Communicating the Importance of Travel and Tourism to Policymakers . . . . . 2:30 PM – 3:15 PM**

**Networking Break. . . . . 3:15 PM – 3:30 PM**  
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

**Navigating the Cannabis Landscape: A Review of the 2023 Policy Successes and Setbacks . . . . . 3:30 PM – 4:00 PM**

**Pioneering Sustainable Destinations: Unpacking the Advocacy Committee’s Survey and DI’s 2024 Roadmap . . . . . 4:00 PM – 4:30 PM**

**Day One Debrief: Reflections, Revelations, and Readyng for Tomorrow . . . . . 4:30 PM – 4:45 PM**

THURSDAY, OCTOBER 11

**Networking Breakfast . . . . . 8:00 AM – 9:00 AM**  
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

**Marketplace of Ideas: Round 1. . . . . 9:00 AM – 9:25 AM**

**Marketplace of Ideas: Round 2 . . . . . 9:35 AM – 10:00 AM**

**Networking Break. . . . . 10:00 AM – 10:20 AM**  
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

**Marketplace of Ideas: Round 3 . . . . . 10:20 AM – 10:45 AM**

**Marketplace of Ideas: Round 4 . . . . . 10:55 AM – 11:20 AM**

**Marketplace of Ideas: Round 5 . . . . . 11:30 AM – 11:55 AM**

**Networking Lunch . . . . . 12:00 PM – 1:00 PM**  
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

**Looking Into the Future: The 2023 DNEXT Futures Study . . . . . 1:00 PM – 1:45 PM**

**Celebrating Excellence: A Career Exit Interview With Shimo . . . . . 1:45 PM – 2:15 PM**

**Showing Up and Making A Difference - Alternatives to Travel Boycotts . . . . . 2:15 PM – 2:45 PM**

**Networking Break. . . . . 2:45 PM – 3:00 PM**  
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

**Developing Stakeholder Engagement: Identifying, Mapping & Engagement . . . . . 3:00 PM – 3:30 PM**

**Advancing the Destination Promotion Community Indicator . . . . . 3:30 PM – 4:00 PM**

**Summit Summation: Insights, Impact, and a Look Ahead . . . . . 4:00 PM – 4:15 PM**

**Happy Hour . . . . . 4:15 PM - 5:30 PM**  
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

Sessions subject to change.  
Visit the summit website for the latest information.

