

MARKETING & COMMUNICATIONS SUMMIT 2024

[RE]CREATE

02.27.24 - 02.29.24
Salt Lake City, UT, USA
HILTON SALT LAKE CITY CENTER

TUESDAY, FEBRUARY 27

Opening Reception 5:00 PM – 7:00 PM
Hosted by: Visit Salt Lake

WEDNESDAY, FEBRUARY 28

A Brisk Morning Walk 6:30 AM – 7:30 AM
Hosted by: Visit Salt Lake

Sound Bath Experience 6:30 AM – 7:30 AM
Hosted by: Visit Salt Lake

Networking Breakfast 8:00 AM – 9:00 AM

Welcome & Overview 9:00 AM – 9:15 AM

Morning MarCom Mixer 9:15 AM – 10:00 AM

Looking Into the Future: The DNEXT Futures Study 10:00 AM – 10:45 AM

Networking Break 10:45 AM – 11:00 AM

MARKETING Breakout Sessions	COMMUNICATIONS & PR Breakout Sessions	EXECUTIVE ROUNDTABLE Breakout Sessions	
Trendscape: The Ultimate Tourism Digital Marketing Update	Developing Impactful Communication Strategies, PR Plans and KPIs: A Crucial Component of Today's Destination Integrated Marketing Plan (Part 1)	Nurturing the MarCom Team of the Future	11:00 AM – 11:45 AM
Leveraging Partnerships for Accessible Marketing Strategies	Developing Impactful Communication Strategies, PR Plans and KPIs: A Crucial Component of Today's Destination Integrated Marketing Plan (Part 2)	Nurturing the MarCom Team of the Future Discussion	11:45 AM – 12:30 PM

Networking Lunch 12:30 PM – 1:30 PM

MARKETING Breakout Sessions	COMMUNICATIONS & PR Breakout Sessions	EXECUTIVE ROUNDTABLE Breakout Sessions	
Destination Peak: Strategic Tradeshow and Meeting Activations for CVBs	How Government Officials Can Support Tourism Communicators	Applicable AI: How Marketing Teams Can Use Ai at Work	1:30 PM – 2:15 PM
Connecting with Home: Mastering Resident-Centric Destination Marketing Strategies	Creative Solutions to Generate Buzz and Create Media Attention	Marketing Trends and Technologies	2:15 PM – 3:00 PM

Networking Break 3:00 PM – 3:15 PM

AI Unchained: Streamline Operations, Elevate Destinations 3:15 PM – 4:00 PM

SummitSpeak: Collaborative Conversations, Where Ideas Snowball Like Utah Flurries 4:00 PM – 5:00 PM

THURSDAY, FEBRUARY 29

Networking Breakfast 8:00 AM – 9:00 AM

MARKETPLACE OF IDEAS Concurrent Sessions

GRAND BALLROOM	TOPAZ ROOM	CANYON ROOM	SEMINAR THEATER	
Mastering Integrated Marketing: Visit Irving's "Irving on the Rocks" Campaign simpleview	Unleashing the Power of Experiences miles		New Bait, New Places to Fish, and How to Lure Them into our Lake ZARTICO	9:00 AM – 9:25 AM
Beyond the CTV Looking Glass: Replacing Vanity Metrics through 1st Party Data Tripadvisor	Identify and Invite Your Best Visitors Back EPSILON	Marketing & Sales Enablement: Strategies for Bridging the Gap to Develop a Badass Meetings Marketing Strategy digital edge	The Path to Purchase: Uncovering How Travelers Plan and Book Online expedia group media solutions	9:35 AM – 10:00 AM
Control Tower: Integrated Digital Experience Platform MMGY Global	Capture the Hearts, Minds, and Market Share with Meetings and Events Future Partners	How to Get the Most and Best From your Agency Partner MADDEN CONNECT PEOPLE TO PLACES	AI Unchained: Safely Integrating AI into Your Marketing Culture envisionit.	10:10 AM – 10:35 AM
Driving Your Marketing Strategy With Experiential CARVERTISE	We Need To Talk: How Conversational AI is Reshaping Every Stage of the Traveler's Journey Clicktripz	Empowering Diversity Through Digital Passports: A Deep Dive into DEI Initiatives with Bandwango bandwango The Destination Experience Engine	"The Talk" -- Why Social Inclusion Is Important for MarCom Leaders and How DI is Inspiring Small Steps with Big Impact for Any Organization PARADISE	11:00 AM – 11:25 AM
Enough Soft Metrics! Validating and Building Marketing Campaigns with Real Hotel Bookings ADARA A RateGain Company	Boost Your Marketing Strategy with Key Findings from State of Destination Marketing 2024 Report SOJERN	The Visual Landscape: What Destination Marketers are Planning for 2024 CrowdRiff		11:35 AM – 12:00 PM

Networking Lunch 12:00 PM – 1:00 PM

Destination Storytelling through Influencers, Events, and Data 1:00 PM – 1:45 PM

Destination Promotion: A Catalyst for Community Vitality 1:45 PM – 2:15 PM

Networking Break 2:15 PM – 2:30 PM

Revitalizing Identity: Strategies for Brand Re-Creation and Local Stakeholder Engagement 2:30 PM – 3:00 PM

AI at Work: How to use AI to Become More Efficient and More Human 3:00 PM – 3:45 PM

Happy Hour 3:45 PM – 5:00 PM
In Partnership With: Hilton Salt Lake City Center

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



THANK YOU TO OUR EVENT PARTNERS

