

# MARKETING & COMMUNICATIONS SUMMIT 2025

FEBRUARY 4-6, 2025 • AUSTIN, TX



## TUESDAY, FEBRUARY 4

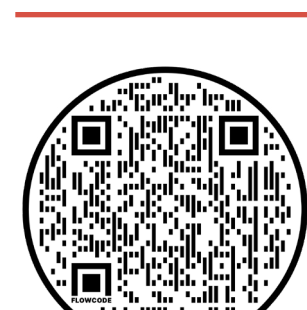
Registration & Badge Pick-up	12:30 PM – 5:00 PM
Visit Austin Hub	12:30 PM – 5:00 PM
Public Relations & Communications Committee Meeting (Invitation Only)	1:00 PM – 2:00 PM
Marketing Committee Meeting (Invitation Only)	1:00 PM – 2:00 PM
Back-to-School @ UT Austin Immersive Workshop (Additional Registration Required)	2:15 PM – 5:15 PM
Opening Reception Texas State History Museum	5:30 PM – 7:30 PM

## WEDNESDAY, FEBRUARY 5

Registration & Badge Pick-up	7:30 AM – 5:00 PM
Visit Austin Hub	7:30 AM – 5:00 PM
Networking Breakfast	8:00 AM – 9:00 AM
Welcome & Conference Overview	9:00 AM – 9:20 AM
Morning MarComm Mixer: An Interactive Kickoff	9:20 AM – 10:05 AM
Scoring Big and Global Sports and Entertainment: Leveraging Major Events to Boost Tourism	10:05 AM – 10:45 AM
Networking Break	10:45 AM – 11:00 AM
Marketing Breakout Session: Leveraging Tourism Improvement Districts for Economic Impact	11:00 AM – 11:45 AM
Communications Breakout Session: Launching and Sustaining Destination Brands with Strategic Earned Media	11:00 AM – 11:45 AM
Executive Roundtables: MarTech Stack: What's Working, What's Not and Best Practices	11:00 AM – 11:45 AM
Marketing Breakout Session: Storytelling in Motion: Choosing the Right Channels to Amplify Your Message	11:45 AM – 12:30 PM
Communications Breakout Session: Building Buzz: Leveraging Signature Events to Amplify Destination Branding	11:45 AM – 12:30 PM
Executive Roundtables: AI - Educate Yourself on How/When to Integrate into Leadership Workflows	11:45 AM – 12:30 PM
Networking Lunch	12:30 PM – 1:30 PM
Marketing Breakout Session: From Audiences to Communities: Building Authentic Connections to Strengthen Relevance	1:30 PM – 2:15 PM
Communications Breakout Session: How to Master Newsjacking at any Budget	1:30 PM – 2:15 PM
Executive Roundtables: Stop the Madness Content Strategy and Fulfilment	1:30 PM – 2:15 PM
Marketing Breakout Session: Maximizing Impact: Aligning Sales, Marketing and PR for Destination Success	2:15 PM – 3:00 PM
Communications Breakout Session: Off the Record: Navigating Crisis Topics	2:15 PM – 3:00 PM
Executive Roundtables: Marketing the Marketing	2:15 PM – 3:00 PM
Networking Break	3:00 PM – 3:15 PM
Ethics of AI Marketing: Pros and Cons	3:15 PM – 4:00 PM
Community-Driven Marketing: Cultivating Destination Pride	4:00 PM – 4:45 PM
Client Success Stories in Emerging Tech Testing	4:45 PM – 5:00 PM

## THURSDAY, FEBRUARY 6

Morning Wellness Activity: Start Your Day with Intention Zlotnik Ballroom	6:30 AM – 7:30 AM
Registration & Badge Pick-up	7:30 AM – 12:00 PM
Visit Austin Hub	7:30 AM – 12:00 PM
Networking Breakfast	8:00 AM – 9:00 AM
Marketplace of Ideas – Round 1	9:00 AM – 9:25 AM
Marketplace of Ideas – Round 2	9:35 AM – 10:00 AM
Marketplace of Ideas – Round 3	10:10 AM – 10:35 AM
Networking Break	10:35 AM – 11:00 AM
Marketplace of Ideas – Round 4	11:00 AM – 11:25 AM
Marketplace of Ideas – Round 5	11:35 AM – 12:00 PM
Networking Lunch	12:00 PM – 1:00 PM
Marketing Breakout Session: Media Attribution	1:00 PM – 1:45 PM
Communications Session: The Seismic Shift: How Gen Z Is Ushering in a New Era in Travel Marketing Online	1:00 PM – 1:45 PM
Marketing Session: Your Strategy Needs AI: Adapting Proven Frameworks for DMOs	1:45 PM – 2:30 PM
Communications Session: The Seismic Shift: How Gen Z Is Ushering in a New Era in Travel Marketing Online (continued)	1:45 PM – 2:30 PM
Marketing Session: Marketing the Marketing	2:30 PM – 3:15 PM
Communications Session: Leveraging Mission Vision and Value in an Era of Cultural Wars	2:30 PM – 3:15 PM
Networking Break	3:15 PM – 3:30 PM
Maximizing Opportunities During Transformation	3:30 PM – 3:45 PM
Unlock the Potential of Cross-Cultural Audiences through Insight- Driven Campaigns	3:45 PM – 4:30 PM
Networking Happy Hour Courtyard	4:15 – 6:00 PM



Sessions subject to change. Visit the summit website for the latest information: [destinationsinternational.org/2025-marketing-communications-summit](https://destinationsinternational.org/2025-marketing-communications-summit)

## THANK YOU TO OUR EVENT PARTNERS

