

SCHEDULE AT A GLANCE

** Sessions take place in Bellini 2002-2106 unless otherwise noted*

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TUESDAY, APRIL 2, 2024

9 a.m.-1 p.m.	Registration
10 a.m.-noon	Masterclass 1: Shortform Video Leadership
12:15-1:15 p.m.	Lunch on Your Own
12:15-1:30 p.m.	First Timers' Lunch
1:40-2 p.m.	Welcome
2:05-2:20 p.m.	Crafting a Carbon-Neutral Tomorrow: San Luis Obispo's Blueprint for Sustainable Tourism Practices
2:25-2:55 p.m.	Using Data & AI to Build and Measure Your Digital Marketing Plan
3-3:15 p.m.	Get A Little Out There: How Atlas Obscura and Travel Nevada Leverage Unique Storytelling and Evergreen Content to Raise Awareness and Drive Consideration
3:20-3:35 p.m.	Evolve or Die: Stay Relevant with Pertinent Lessons from Non-Endemic Brands
3:40-4:20 p.m.	Coping Without Cookies – How to Reach Travelers When Third Party Data (Finally) Crumbles
4:25-4:55 p.m.	Influencer Marketing Best Practices & Bookable Itineraries
8-10 p.m.	Connect's Gone Country at Ole Red, hosted by Ole Red and the LVCVA

WEDNESDAY, APRIL 3, 2024

8:45-9 a.m.	Welcome
9:05-9:45 a.m.	Navigating Viral Content; Best Practices and Pitfalls
9:50-10:20 a.m.	Engaging Gen Z and Millennial Travelers: Innovating Across Channels
10:25-10:35 a.m.	Morning Break
10:35 a.m.- 12:05 p.m.	Masterclass 2: Mastering Google Analytics 4: The Good, The Bad, & The Ugly
12:10-1:10 p.m.	Lunch on Connect Spring Trade Show Floor: Extended Networking with Thousands of Attendees
12:15-1:15 p.m.	DMO Roundtable Luncheon: Connect, Share, Innovate
1:15-1:55 p.m.	Conversion Metrics for DMOs
2-2:30 p.m.	Partnering for Success: Atlanta's Recipe for Collaboration and DMO Excellence
2:30-3 p.m.	Afternoon Break
3-3:45 p.m.	The AI Adoption Journey: Impact and Learnings
3:50-4:05 p.m.	Sippin' Success: A Spirited Journey with Orange 142 and the Tennessee Whiskey Trail
4:15-5 p.m.	Storytelling 101: Crafting Connections: Strategies to Forge Deeper Bonds with Your Travelers
8-10 p.m.	Tao Beach—White Party

THURSDAY, APRIL 4, 2024

8-8:10 a.m.	Welcome & Thank You
8:10-8:50 a.m.	Panel: Tailored Marketing for All: Engaging Diverse Audiences
8:55-9:35 a.m.	ETSY Award Recognition
9:40-10:40 a.m.	Bright & Shiny New Objects & Products
10:45-11 a.m.	How Discover Puerto Rico Connected with Conscientious Travelers Through CTV Advertising
11:30 a.m.	Departures