

VTC Orientation 2023

Tue, March 7 – Thu, March 9

VIRGINIA IS FOR LOVERSSM

www.VATC.org



Tue, Mar 7 | Day 1

9:00 am – 9:05 am	Welcome – <i>Wirt Confroy</i>
9:05 am – 9:40 am	Research "It All Begins Here. Is your Data Ready?" – <i>Pratiksha Bhattarai</i>
9:40 am – 10:15 am	Destination Development Managers (DDM) – <i>Becky Nave</i> "Community Planning, Development & Marketing"
Break – 5 minutes	
10:20 am – 10:50 am	Tourism Success Story – <i>Julie Perry, Orange County</i>
10:50 am – 11:25 am	Grants & Funding Sources – <i>Staci Martin</i>
Break – 5 minutes	
11:30 am – 12:00 pm	Business Development "New Product. New Visitors." – <i>Wirt Confroy</i>

Wed, Mar 8 | Day 2

9:00 am – 9:35 am	VTC Brand & Creative "brand creative" – <i>Lindsey Norment</i>
9:35 am – 10:10 am	Communications "Sharing the Best Stories of Your Destination" – <i>Andrew Cothorn</i>
Break – 5 minutes	
10:15 am – 10:50 am	Digital Marketing "Strategically Driven with Digital" – <i>Tom Kirk</i>
10:50 am – 11:20 am	Tourism Success Story – <i>Adam Fariss, Iron Heart Winery</i>
Break – 5 minutes	
11:25 am – 12:00 pm	Content & Social Media "Leverage Search & Digital Content" – <i>Danielle Emerson</i>

Thu, Mar 9 | Day 3

9:00 am – 9:35 am	Domestic Sales "Attracting Group Business" – <i>Joni Johnson & Danish Saadat</i>
9:35 am – 10:10 am	VA Welcome Centers "Maximizing In-Market Visitor Experiences" – <i>Noelle Baker</i>
Break – 5 minutes	
10:15 am – 10:50 am	International Marketing "Target the Big Spenders!" – <i>Christi Braginton</i>
10:50 am – 11:25 am	Virginia Film Office "Make Your Location A Star" – <i>Margaret Finucane</i>
11:25 am – 11:35 am	Tourism Poll
11:35 am – 11:45 am	Final Questions for VTC + Follow Up – <i>Wirt Confroy</i>

