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# Sales & Marketing Symposium

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June 29-30, 2021  
DoubleTree by Hilton Lafayette

Sponsored by



Join us for one-day educational event aimed specifically at sales and marketing pros throughout the travel industry. We'll balance a deep dive into hot topics, with inspiration and laughter, helping you return to work with a renewed appreciation for your work. Reconnect with peers from around the state, enjoy some great content and take a mental break with a fun night at Rock N' Bowl!

*This program will be held in conjunction with the LTA June board meeting*

## SCHEDULE

### Tuesday, June 29

9-10:15 a.m.

#### **Breakfast Session: Work to a Different Beat**

Justin-Jones Fosu

*Over breakfast, Justin will explore an inside-out approach powered by practical research that empowers you to bring your best self to work everyday. Using the African drum as a metaphor of bringing meaning, Justin will energize and inspire you to own your mindset, meaning and performance at work and home. You'll leave with an instantly applicable and personalized plan to take ownership of your work life... and, no doubt, some memorable laughs!*

10:15-10:45 a.m.      Coffee Break

10:45 a.m.-12 p.m.      **Breakout Sessions**

#### **The Cookie-less Future of Digital Marketing**

Compass Media panel

*As impending rules and regulations make it harder to track and target potential visitors, we're all wondering how to best measure and maximize marketing campaigns. In this session, Compass will give an overview of the changing landscape of digital advertising and what metrics will be most important. The session will also dive into the mind of the post-pandemic traveler – how to best reach them with your marketing mix and what messaging is working.*

#### **Group Tour Sales & Tactics for Our New Future**

Sally Davis Berry

*The Group tour market has been affected by the coronavirus but is slowly making a rebound. In this session, we will talk about new ideas for sales strategies, tactics your business can implement now to be ready for a rebound and tips to be group friendly in 2022. And if you are a bit rusty with industry terms, you won't want to miss Lingo Bingo at the end of this session!*

- 12:15-1:15 p.m.      **Lunch: Thought Leader Discussion**  
*Lunch will feature informal discussion with thought leaders from within the industry about the changing expectations of clients/visitors in 2021, the positive shifts in the post-pandemic world and more.*
- 1:30-2:45 p.m.      **Creativity & Connections**  
Aileen Bennet  
*Grab a drink and join Lafayette local Aileen Bennet to change your perspective and explore your creative side. This session will connect your left brain and right brain with some fun, hands-on activities that will remind you why you love promoting Louisiana!*
- 3-4:30 p.m.      **General Session: The Roaring Twenties**  
Shawna Suckow  
*Welcome to the most disruptive business climate we've ever experienced! The pandemic threw the entire world into a tailspin, but we're emerging now and everything looks different in this new light. There's a lot of confusion and noise out there about what the marketplace will look like as we continue to move forward. How will you shift your strategy, your tools, and your processes to meet the quickly evolving demands of this accelerated and different marketplace? How will you position yourself for the Roaring Twenties?*
- 4:45-5:45 p.m.      **LTA Executive Committee meeting** \*Exec Committee only
- 6:30 p.m.      **Reception and Dinner**  
*LTA board members will join Symposium participants for an evening of fun and networking at Rock N' Bowl Lafayette.*
- Wednesday, June 30**
- 8:30-10:30 a.m.      **LTA board meeting** \*LTA Board only

## ELIGIBILITY

The Sales & Marketing Symposium is recommended for sales directors, sales managers, marketing directors and others in each associated departments of all Louisiana hotels, attractions, CVBs, transportation companies, parks, restaurants and other companies within the travel and hospitality industry.

## HOTEL

A discounted hotel room rate of \$99 is available at the DoubleTree by Hilton Lafayette.  
Call (337) 235-6111 and give the group code: LTA

## FEE

The registration fee of \$275 includes education, breakfast and lunch, plus dinner and bowling at Rock 'N Bowl

**REGISTER NOW**