

2022 EDUCATION SUMMIT AND VENDOR SHOWCASE

SEPTEMBER 14-16
CROWNE PLAZA VENTURA BEACH
VENTURA, CALIFORNIA

REGISTRATION BROCHURE



DMAwest
destination marketing association of the west

COME ON! IT'S TERRIFIC INDUSTRY EDUCATION IN A BEACH LOCATION.

Join us this fall in Ventura, California, as we spend a few days together reflecting on our shared experiences, acquiring new tactics as we look to the future, and — most important — celebrating the resiliency of the destination-marketing profession with peers and friends from across the West.

For your destination, your organization and yourself

Destination stewardship, DEI in action in your community, the visitor experience, your organizational culture, smart e-mail marketing, how community engagement has changed and more are part of the offerings at the upcoming Education Summit.

Discover new and relevant ways your industry peers are solving challenges you may face at your organization or destination. Increase your own value to your organization by participating at the Education Summit.

Plan to arrive September 13 (Tuesday) so you can participate in an Experiential Session! Explore our host destination via one of the Experiential Sessions. Experience-the-destination sessions focus on engaging outings that include ideas to take home to your destination. Choose from three delightful options; each outing includes a group lunch.

Gather in the evenings with your peers and vendor partners and catch up on the day and make new connections at Wednesday's Welcome Reception and Thursday's Offsite Reception at Grant Park.

Register today!

2022education
SUMMIT
and vendor showcase
Ventura CA
September 14-16 2022



VENDOR SHOWCASE

Meet Our Exhibitors—The Education Summit refreshment breaks and selected group meal functions are strategically located so delegates may spend time with our vendors/exhibitors, learning about products and services specifically for destination marketing organizations.

2022 DMA WEST EDUCATION SUMMIT PLANNING COMMITTEE

Co-chairs:

Melyssa Reeves, CDME, President & CEO, Visit Vacaville

Marlyss Munquía Auster, President & CEO, Visit Ventura

Members:

Bridget Crosby, Senior Manager of Content Strategy, Aspen Resort Chamber Association

Leslee Gaul, President & CEO, Visit Oceanside

Michele Gilmour, Director of Business Development, Visit Ventura

Colt Jarvis, Director of Marketing & Communications, Visit Ogden

Jane Roxbury, Director of Convention Services, Visit Tucson

Mark Thompson, CDME, CMP, Executive Director, Visit Plano



WEDNESDAY | SEPTEMBER 14

8:30am – 10:00am

Registration for Experiential Sessions Participants

9:00am – 1:30pm

Experience-the-Destination: Experiential Sessions

Select one -- separate fee applies.

1. Stroll through Ventura Botanical Gardens, Interactive Lunch with a Local Distiller and Chocolatier
2. Cruise the Coast on a Bike (*e-bike and regular bike options available, includes lunch*)
3. A Take-home Memory of Ventura (*includes a custom hat fitting and lunch*)

2:00pm – 6:00pm

Registration for Education Summit & Vendor Showcase

6:00pm – 7:00pm

Welcome Reception at Crowne Plaza Ventura Beach

Reception sponsored by Drozian Webworks

Sip, savor and nosh as you enjoy time with industry friends and colleagues.

THURSDAY | SEPTEMBER 15

8:00am – 5:00pm

Registration

8:15am – 9:00am

Hot Buffet Breakfast

9:00am – 10:00am

Opening General Session

Make It Real: Diversity, Equity, and Inclusion in Action in Your Community

10:00am – 10:45am

Vendor Showcase & Networking Break

Break sponsored Connect Meetings

Visit with our valued vendor representatives!

10:45am – 12:00pm

Concurrent Workshops

- A. Beyond What Community Engagement Traditionally Entailed
- B. One Voice, One Goal, One Vision to Earn More Business
- C. Tools and Financing Solutions for Your Destination's Workforce Development

SCHEDULE AT-A-GLANCE

12:00pm – 1:30pm

Luncheon

Best Idea Program Presentations and Awards

Luncheon sponsored by PCMA/Convene

A favorite component of the Education Summit is the Best Idea Program luncheon. Our award winners will share their creative and imaginative approaches to managing and marketing their destinations and organizations.

1:30pm – 3:30pm

Peer-to-Peer Advice Sessions

Select one when you register.

1. Organizational Decisions & Community Engagement
2. Group Sales, Client Communication & Client Expectations
3. Marketing Plans, Strategies & Goals

3:30pm – 4:15pm

Vendor Showcase & Networking Break

Break sponsored by Expedia Group Media Solutions

Have a snack and visit with our valued vendor representatives!

4:15pm – 5:00pm

General Session Presentation

Visitor Information Experience

5:45pm – 8:00pm

Offsite Reception at Grant Park

Hosted by Visit Ventura

Let's raise several toasts in the sunny outdoors, high in the hills, with a magnificent ocean view. Enjoy delicious farm-fresh local eats from the thriving agriculture of Ventura County, sip innovative local beverages, and watch the sky purple (our sunsets bow to no one), as we celebrate our industry and its ability to help forge bright days ahead. And, plain and simple, let's make new friends and share some laughs. Because, in the end, these are the things that matter.

FRIDAY | SEPTEMBER 16

8:00am – 1:00pm

Registration

8:00am – 8:30am

Hot Buffet Breakfast

8:30am – 9:30am

General Session Presentation & Annual Business Meeting

Challenges We May All Face:
Building a Response Team

9:30am – 10:15am

Vendor Showcase & Networking Break

Break sponsored by Noble Studios

Take advantage of this opportunity to learn about products and services offered by our vendors!

10:15am – 11:30am

Concurrent Workshops

- A. Destination Stewardship in a Post-COVID World: How Are You Marketing and Managing?
- B. Organizational Culture: Leveraging Powerful People Data to Drive Change
- C. Inbox Bullseye! How to Send Targeted Emails That Actually Land

11:30am – 12:30pm

Luncheon & Closing General Session

Creating a More Inclusive Travel Journey

AFTER THE EDUCATION SUMMIT, YOUR ORGANIZATION WILL BENEFIT

- Focus specifically on what you will take back to your organization as return for the investment.
- Offer to prepare and deliver a short presentation to colleagues to share what you've learned, and encourage follow-up questions.
- Share the conference's speaker presentations with colleagues.

FULL PROGRAM

WEDNESDAY | SEPTEMBER 14

8:30am – 10:00am

Registration for Experiential Sessions Participants

9:00am – 1:30pm

Experience-the-Destination: Experiential Sessions

Select one -- separate fee applies.

A. Stroll through Ventura Botanical Gardens, Interactive Lunch with a Local Distiller and Chocolatier

Departure Time from Hotel: 9:30 a.m.
[Docents from VBG will meet group in the hotel lobby at 9:30 a.m.]
Return Time to Hotel: Approximately 1:30 p.m.

Tour Duration: 4 hours

Includes: Ventura Botanical Gardens is a moderate walk with some inclines and stairs, wear comfortable shoes and bring your camera, the view is amazing! Tour followed by an interactive lunch on Terraza at Pierano's across from the Historic Ventura Mission and chocolate from Ex Voto Chocolates and a Ventura Spirits tasting. Then, check out downtown for some unique shopping and all within walking distance of the hotel.

Fee: \$95 per person

Maximum: 25 participants

B. Cruise the Coast on a Bike

Departure Time from Hotel: 9:00 a.m.
Return Time to Hotel: 12:30 p.m.

Walk to Humblemaker and meet Shelly Sund and then walk to Ventura Bike Depot

Tour Duration: 3.5 hours

Includes: A wellness coffee at Humblemaker Coffee Co., then a walking tour to the Ventura Bike Depot, with a quick stop at the Ventura Mission on the way. At Bike Depot, select an electric-assisted bike (15 maximum) or a regular bike (20 maximum) for a coastal Bike Tour to Ventura Harbor, stopping at Mermaid/CINP Visitor Center and Estuary. All these sites are great for photo ops! Then, lunch on historic Ventura Pier at Beach House Tacos,

with local beer options. Then, ride your bike back to the Crowne Plaza. The bikes will be transported back to the Bike Depot. Bike helmets provided by Bike Depot.

Fee: \$100 per person

Maximum: 35 participants based on pre-event bike selection (15 electric-assisted bikes and 20 regular bikes)

C. A Take-home Memory of Ventura

Departure Time from Hotel: 10:00 a.m.
Walk to Rumfish y Vino for a custom hat fitting at the Buckaroo Bar, Laura's mobile custom hat fitting by The Salt Ranch, followed by a family-style lunch at Rumfish with fresh local cocktails

Return Time to Hotel: 1:30 p.m.

Tour Duration: 3.5 hours

Includes: A custom hat fitting by Laura, who shares a passion for the history of the place she calls home and a lifestyle around ranching and the ocean; she and her boyfriend laid the plans for The Salt Ranch.

Everything is designed and made by hand and built to last, inspired by a life well lived. The family-style lunch at Rumfish y Vino will offer delicious Central American small plates and inventive cocktails, along with a beautiful outdoor patio. On your way back to the hotel enjoy a stroll Downtown for some eclectic and unique boutique shopping.

Fee: \$125 (fee includes the custom hat!)

Maximum: 10 participants

2:30pm – 6:00pm

Registration for Education Summit & Vendor Showcase

6:00pm – 7:00pm

Welcome Reception at Crowne Plaza Ventura Beach

Sponsored by Drozian Webworks

Sip, savor and nosh as you enjoy time with industry friends and colleagues. Special thanks to our sustaining sponsor Drozian Webworks!

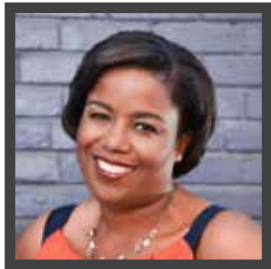


FULL PROGRAM

THURSDAY | SEPTEMBER 15

8:00am – 5:00pm
Registration

8:15am – 9:00am
Hot Buffet Breakfast



9:00am – 10:00am
Opening General Session

Make It Real: Diversity, Equity, and Inclusion in Action in Your Community
Presenter: Sonya Bradley, Chief of Diversity, Equity & Inclusion, Visit Sacramento

The racial reckoning of 2020 found the travel industry asking the hard questions about their diversity, equity and inclusion efforts and outcomes. Visit Sacramento knew the answer was 'not enough.' As a result, a decision was made to create a DEI leadership role to do something real, meaningful and measurable. This presentation will share Visit Sacramento's journey from the initial start to where they are today, and what's planned for the future.

10:00am – 10:45am
Vendor Showcase & Networking Break
*Break sponsored by Connect Meetings
Visit with our valued vendor representatives!*

10:45am – 12:00pm
Concurrent Workshops

A. Beyond What Community Engagement Traditionally Entailed
Presenters: Emily Forsha, Vice President of Integrated Marketing, Travel Lane County; Sara Toliver, CDME, President & CEO, Visit Ogden; Jennifer Wesselhoff, CDME, President & CEO, Park City Chamber/Convention & Visitors Bureau

We have a power panel to talk about what community engagement means today for destination organizations. The panelists will share snapshots of what they have discovered about their stakeholders and residents within their communities. Learn about their pain points and gains and the approaches these DMOs have taken to address the issues in their respective destinations. Panelists will discuss resources, marketing efforts, advocacy, volunteers, mega events, workforce issues, housing woes, and new programs and services being offered in their communities. What is your community passionate about?

B. One Voice, One Goal, One Vision to Earn More Business
Bringing together the DMO, Hotels, Convention Center and Partner Community to improve relationships and earn more business.
Presenter: Margie Sitton, Former Senior Vice President, Sales & Services, San Diego Tourism Authority

Join in the conversation about creating a full circle partnership that elevates two-way accountability of the DMO and their key partners. The result will be improved conversion, focus on new/need period business opportunities, improved communications, sharing of next level analytics and fewer pain points! Margie Sitton will share how San Diego set specific

expectations about how site inspections are conducted, what information is shared by the DMO to the hotels, venues and attractions and, finally, the execution by the on-site sales managers. That DMO's conversion went from 38% to over 90% year over year. Learn how a DMO can create a sales training program geared to support the meetings segment. The focus is for everyone to learn how to sell the destination's brand, their own region/neighborhood and how to be focused on the customer's specific meeting needs while being memorable with their sales presentations. Finally, discover ways to create reports that support mutual goals and expectations and further enhance communication between all entities. The results are improved speed to market, speed to understanding and speed to the customer.

C. Tools and Financing Solutions for Your Destination's Workforce Development
Presenter: Tiffany Gallagher, Vice President of Operations, Civitas

Destination Marketing Organizations (DMOs) are facing an unexpected and unprecedented workforce crisis amidst the COVID-19 pandemic. US Travel reported in January of this year, "Leisure and Hospitality (L&H) still accounts for 34% of all jobs lost and not yet recovered. And the sector's unemployment rate, at 6.7%, is much higher than the 3.9% unemployment rate in the overall economy. These figures underscore how disproportionately the L&H sector was impacted by the pandemic." Jack John, Chief Advocacy Officer for Destinations International, stated "Over the last year we have been required to identify what is essential in what we do. We have done fewer things but hopefully done them better. We have needed to pull back on inspiring and storytelling and instead we have needed to be creative in promotions and develop a major focus on engaging the people in our community, helping the people in our community in a way we have never had to before." This presentation will feature data related to workforce challenges but focus on solutions for DMOs and how destinations are partnering with local governments and partner organizations to create solutions for the tourism industry. What participants should expect to learn:

- The latest data on the workforce crisis
- Solutions for workforce challenges
- Explore new funding mechanisms to help acquire sustainable funding

FULL PROGRAM

12:00pm – 1:30pm

Luncheon

Luncheon sponsored by PCMA

Best Idea Program Presentations and Awards

Presenters: Representatives from DMOs Receiving Achievement Awards

A favorite component of the Education Summit is the Best Idea Program luncheon. Our award winners will share their creative and imaginative approaches to marketing their destinations and managing their organizations.

1:30pm – 3:30pm

Peer-to-Peer Advice

Sessions open to only DMO delegates.

Choose one session when you register.

A peer facilitator will guide discussion at each session.

1. Organizational Decisions & Community Engagement

What new decisions have been made regarding the organization (workplace, leadership, governance)? Are you and your colleagues interacting more with your stakeholders/members and residents? What are the expectations of your DMO from your community?

2. Group Sales, Client Communication & Client Expectations

How are you communicating with clients/meeting planners? How do they wish to communicate with you? Do meeting planners have new or more expectations from the local DMO when bringing group business to your community? What new services is your DMO offering groups/clients?

3. Marketing Plans, Strategies & Goals

How has your DMO's marketing focus changed? Is the focus on short-term strategies/goals for now? What long-term goals are a focus for your DMO? What are your Board's expectations going forward?

3:30pm – 4:15pm

Vendor Showcase & Networking Break

Break sponsored by Expedia Group Media Solutions

Have a snack and visit with our valued vendor representatives!

4:15pm – 5:00pm

General Session Presentation

Visitor Information Experience

Presenter: Matt Stiker, Senior Vice President-Travel, BVK

It's well understood that DMOs are not responsible for and can't control the in-market visitor experience. Once a visitor arrives in the destination, that responsibility is [appropriately] ceded to the hotels, restaurants, attractions, retail shops, and others. But the visitor information experience is different, and should not be ceded to anyone. The DMO is the expert, and must claim and own that right. Yet far too many DMOs stop their efforts once a trip is booked, and move on to inspiring the next travelers. That's a mistake, and a huge missed opportunity, not only for the DMO, but for all the members of the destination's hospitality industry. In this presentation, Matt Stiker walks through his experience leading the transformation of the physical visitor information center in San Francisco, as well as how that organization (and others) can approach taking visitor information outside the physical center and ensuring that the DMO remains at the center of all in-destination discovery.

5:45pm - 8:00pm

Reception at Grant Park

{Transportation provided}

Hosted by Visit Ventura

Let's raise several toasts in the sunny outdoors, high in the hills, with a magnificent ocean view. Because ocean views and a Mediterranean climate are what Ventura does. The very area where you'll stand was threatened – and the nearby Botanical Gardens burned – by Ventura's 2017 Thomas Fire. Now the Botanical Gardens and the hillsides have returned to their former glory. Not hard to see the tourism metaphor. Enjoy delicious farm fresh local eats from the thriving agriculture of Ventura County, sip innovative



local beverages (Ventura has a booming craft beer and wine scene), and watch the sky purple (our sunsets bow to no one), as we celebrate our industry and its ability to help forge bright days ahead. And, plain and simple, let's make new friends and share some laughs. Because, in the end, these are the things that matter. After the reception and return to the hotel, Ventura is – appropriate for a fresh-off-the-boat seafood town – your oyster. From the hotel you can walk downtown – art galleries, boutique shops, wineries, antique stores, and restaurants of every ethnicity and taste, almost all of them locally owned. We're happy to live here and that happiness permeates our town.

FRIDAY | SEPTEMBER 16

7:45am – 1:00pm

Registration

7:45am – 8:30am

Hot Buffet Breakfast

8:30am – 9:30am

General Session Presentation & Annual Business Meeting

Challenges We May All Face: Building a Response Team

Presenters: Cassandra Costello, EVP, Public Policy & Executive Programs, San Francisco Travel; Lisa Mayo, CDME, President & CEO, Visit Tuolumne County; Rex Osborn, President & CEO, More Than Talk LLC

Destinations have learned time and time again how interconnected their communities are in times of crises and celebration. With an ongoing pandemic, homelessness, civil unrest and violence, record-high inflation, wildfires and evacuations, as well as a range of political issues, it may seem like there's a continual list of distressing events. "The impact feels greater each time, because we have lower and lower capacity to deal, because we haven't had enough time to recover from the last thing," said psychotherapist Esther Boykin, who likens it to catching a cold and then getting an allergic reaction, plus an infection on top of that. [Quote from a *Huffington Post* article written by Monica Torres.] Are there groups that will no longer meet in your state? How have DMO leaders been addressing these issues in their communities? What is the mood of

FULL PROGRAM

your businesses and residents? How has the phrase a 'seat at the table' changed for DMOs? What dictates a public response from a destination organization? How are DMO team members coping? Then, hear from a seasoned instructor who is an experienced trainer in social issues, media management, conflict resolution, and organizational corporate culture change. Tips on effective coordination with multiple agencies and outreach to members of the community will also be presented.

9:30am – 10:15am

Vendor Showcase & Networking Break

Break sponsored by Noble Studios

Take advantage of this opportunity to learn about products and services offered by our vendors!

10:15am – 11:30am

Concurrent Workshops

A. Destination Stewardship in a Post-COVID World: How Are You Marketing and Managing?

Presenters: Debbie Braun, IOM, CDME, President & CEO, Aspen Chamber Resort Association; Jeremy Chase, Vice President-Business Development, Love Communications; Kelly Bass Seibel, Vice President of Community Engagement, Sonoma County Tourism

What does destination stewardship look like today? While growth brings many advantages, it can also generate negative elements such as congested roadways, overuse of popular areas, a reduced range of affordable housing, and competition for services between residents and visitors. Many DMOs have established deep commitments to the tenets of sustainability practices that enable the long-term health of their respective communities – its environment, quality of life, long-term economic strength, and a positive visitor

experience. What are DMOs doing *today* in terms of marketing and managing their destinations and organizations in regard to sustainability? Are visitors still receptive to the pledges and no-trace programs? What assets are important (shuttles, more trash receptacles, EV charging stations, more parking options, etc.)? Has the messaging been refined, and what channels are most effective? What happens when a DMO is asked to curb its marketing due to the popularity of a destination? Then, listen to the findings of a Sustainable Travel Study conducted by Love Communications in May 2022 of respondents who had taken an overnight vacation to a national or state park in the past five years. How did demographics change between responsible and non-responsible travelers?

B. Organizational Culture: Leveraging Powerful People Data to Drive Change

Presenter: Linda John, Vice President, Travel & Hospitality Practice, Fired-Up! Culture

You want to be a hero for your organization. You want your company's culture to attract top-tier talent. You want engaged team members who are thriving in their roles and driving your business to succeed. But something's wrong, isn't it? You hear grumbling around the water cooler. You're not getting what you expect from your top players. People are leaving for "better offers." Join Fired-Up Culture's Linda John in uncovering the underlying dynamics of our "wiring" as humans, and how the strategic use of powerful people data can be the key to driving actionable, long-lasting culture change – leading to a healthy, positive and harmonious work culture – where people not only want to give their best – they also want to stay!

C. Inbox Bullseye! How to Send Targeted Emails That Actually Land

Presenter: Veronica Williams, Manager of Marketing Automation, Simpleview

When sending an email, the goal is usually to have it land in the recipient's inbox. However, that can be harder than you think! From Apple's new Mail Privacy Protection (MPP) and the ever-changing deliverability landscape, it's important to have a solid sending strategy that begins with segmenting your subscribers. Join this session to learn the industry tricks behind creating subscriber engagement segments, how destinations can use behavioral segmentation as part of their inbound marketing campaign, and various sending strategies to get your emails delivered to the inbox.

11:30am – 12:30pm

Luncheon and Closing General Session Creating a More Inclusive Travel Journey

Presenters: David Reichbach, Senior Director of Analytics and Data Security, Destination Analysts; Ashlea Tate, Manager of Brand Marketing, Visit West Hollywood

LGBTQ+ travelers represent one of the most loyal and lucratively rewarding demographics in the marketing mix. What is your destination doing to attract LGBTQ+ visitors to explore your destination, meet friendly people and feel comfortable and safe? Ashlea Tate has been instrumental in conducting Visit West Hollywood's LGBTQ specific research and marketing initiatives, and will provide advice and perspective about their destination's unique position with this important segment of the travel market. Destination Analysts collects data about American Travelers every month and has a robust sample of LGBTQ+ travelers to learn as they conduct their research. David Reichbach will share insights from Destination Analysts' research about what travelers in this community are looking for from the destination experience, to feeling welcomed and included, seeing themselves in travel advertising and the best messages and marketing channels. Although there are some key points of difference to respect and be aware of, the truth is that we have much more in common than we have that separates us as American Travelers.

INFORMATION

REGISTRATION | HOTEL | TRAVEL INFORMATION

REGISTRATION FOR DMO DELEGATES

Online registration is available at the home page at www.dmawest.org.

Registrant from a DMA West-member DMO

- \$400 First registrant from a DMA West-member DMO
- \$325 Each additional member registrant from the same DMA West-member DMO
- \$200 Guest registrant (spouse/significant other/faculty/student)

Registrant from a nonmember DMO

- \$665 Each registrant from a nonmember DMO

EXPERIENTIAL SESSIONS | EXPERIENCE-THE-DESTINATION OUTINGS

September 14

Event Times: 9:00 a.m. – 1:30 p.m.

Choose one option when you register.

- \$95 per person - Tour Ventura Botanical Gardens, Interactive Lunch with Local Distiller & Chocolatier
- \$100 per person - Cruise the Coast on a Bike (includes lunch)
- \$125 per person - A Take-home Memory of Ventura (includes the custom hat and lunch)

REGISTRATION DEADLINE AND CANCELLATION POLICY

The registration deadline is **August 29, 2022**. Refunds will be honored until 5:00pm (Pacific Time), August 29; after that date, no refunds will be granted. Registrant substitutions are welcome.

HOTEL RESERVATIONS

Crowne Plaza Ventura Beach

450 East Harbor Boulevard
Ventura, CA 93001
805-648-2100

Group rate: \$209 T/W/Th and \$259 F/S

Make reservations before August 31, 2022.

Booking Link: <https://book.passkey.com/e/50341262>

With spectacular views of the Pacific Ocean, the Crowne Plaza Ventura Beach is perfect for those who want to experience a Southern California beach getaway while attending an industry conference. Guests have access to great amenities, including complimentary Wi-Fi, an outdoor pool, beach access, and a 24/7 Fitness Center.

VISIT VENTURA

www.visitventuraca.com

A colorful seaside city...

Nestled along the California Coast between Malibu and Santa Barbara, Ventura is an easy alternative to the hustle and bustle of big cities, offering small-town tranquility with ocean views and uncrowded beaches only an hour north of Los Angeles. The city of Ventura – officially named San Buenaventura, or the City of Good Fortune – today offers a wealth of downtown attractions, recreational adventures and historic sites.

AIRPORTS AND FLIGHTS

Air travel to and from Ventura is available via Los Angeles, Burbank, and Santa Barbara airports with connecting flights to all major cities. The closest airport to Ventura with direct and connecting flights all over the country is Santa Barbara Airport, which is just 30 miles north of Ventura. Flying in and out of Santa Barbara Airport is about as easy as it gets and allows travelers to get through security and pick up their bags in minutes. The Airport is 30-45 minutes from Ventura along California's iconic Highway 1 with beautiful views of the Pacific Ocean the entire way. The larger Los Angeles (LAX) and Burbank Airports are also popular options. Los Angeles International Airport, 60 miles south of Ventura, offers direct flights from around the globe. Burbank Airport, about 70 miles southeast of Ventura, offers plenty of flights to/from destinations all over the United States. Added plus, Amtrak's Pacific Surfliner stops at Burbank Airport, providing an easy train connection to and from Ventura.

SHUTTLE SERVICES

Shuttle service to Ventura is available from all three airports through companies such as Roadrunner Shuttle, Smart Shuttle, and Ventura County Airporter.

TRAINS

A special discount is available to DMA West Education Summit attendees via the Pacific Surfliner. The discount can be booked now for travel between September 12 and 18. [\[Book Train Travel Here\]](#)

- Fare discount for 20% off trips to/from Ventura (VEC)
- Valid for travel September 12-18, 2022
- No advance booking required
- Valid for Pacific Surfliner Coach

The Pacific Surfliner is another great alternative for getting to Ventura, whether you're connecting from cities to the south (San Diego) or north (San Luis Obispo). Ventura's small train station is conveniently located at Seaside Park by the Ventura County Fairgrounds, a short 5-minute walk from downtown (and to the beach!). The Surfliner also stops at Burbank Airport, providing an easy train connection for travelers. Complimentary local transfers via VCTC and Gold Coast Transit are provided to Pacific Surfliner passengers through the Transit Transfer program.

Another terrific, affordable option, Metrolink's service from L.A. Union Station travels directly to Ventura, and features special promotional offers. Complimentary transfers via Amtrak's Coast Starlight train are offered to Metrolink passengers through the Rail 2 Rail program.

CAR RENTALS AND PUBLIC TRANSPORTATION SERVICES

Once you arrive in Ventura, car-rental companies and public transportation services such as Vista and Gold Coast Transit buses are readily available. However, you can walk almost anywhere!

INFORMATION

REGISTRATION/ATTENDANCE POLICIES

Please carefully review the attendance policies outlined below. If you have questions about the attendance policies, please contact DMA West staff at info@dmawest.org or (916) 443-9012.

- **DMA West-member DMO Employees** – Attendance is open to employees of DMA West-member destination marketing organizations. Membership in DMA West rests with the organization, and all member-DMO employees attend at the member rate.
- **Nonmember-DMO Employees** – Attendance is also available, at the nonmember rate, to employees of nonmember DMOs/official destination marketing organizations/tourist boards and employees of state/regional DMO associations. *Special Note:* Any employee from a nonmember DMO in California may attend the 2022 DMA West Education Summit at the 'member' registration rate.
- **Spouse/Partner/Significant Other** – Attendance is open to a delegate's spouse/partner/significant other, if the spouse/partner/significant other is not engaged in the destination marketing industry and is not affiliated with a vendor company that provides goods or services to DMOs.

- **Student/Faculty Members** – Attendance is open to students and faculty members from accredited colleges/universities who have a legitimate interest in destination marketing; the fee for students and faculty members is the same as the spouse/significant other registration fee. Staff will confirm institution affiliation for each student and faculty member seeking registration.
- **Education Summit Confirmed Speakers** – Attendance is open to invited and confirmed guest speakers, moderators and panelists.
- **Exhibitors/Vendors and Sponsors** – The only suppliers attending the Education Summit are those designated as confirmed Vendor Showcase exhibitors and/or Education Summit sponsors or speakers.

Applicable Vendor Showcase exhibitor and/or sponsor fees apply. All sponsors must also be vendors in the Vendor Showcase.

BY REGISTERING FOR 2022 DMA WEST EDUCATION SUMMIT & VENDOR SHOWCASE, EACH ATTENDEE AGREES TO THE FOLLOWING:

Assumption of Risk – I accept and assume all risks of my in-person participation, including the risk of injury or contracting an infectious disease, including but not limited to COVID-19 exposure.

Permission to be Photographed – I understand DMA West will take photos at this event for its own purposes, including republication in print and on its digital platforms. I hereby give permission for DMA West and its assigns to use my name, photograph and public-facing biography, without compensation to me, in conjunction with any such uses.

Release of All Claims – I hereby release, indemnify against all costs, expenses and attorney fees, and hold harmless DMA West, as well as their respective affiliates, directors, officers, staff, agents, employees, contractors or volunteers, from any claims related in any fashion to the event/conference.

MORE INFORMATION

For more information about the Education Summit & Vendor Showcase, contact DMA West staff at (916) 443-9012 or jenna@dmawest.org.



DMA WEST EDUCATION SUMMIT & VENDOR SHOWCASE

DMO DELEGATE REGISTRATION FORM | SEPTEMBER 14-16, 2022

CROWNE PLAZA VENTURA BEACH | VENTURA, CALIFORNIA



Register Online: dmawest.org

Name _____ Nickname for badge _____

Title _____ Organization _____

Address _____

City/State/Province/ZIP+4 _____

Telephone _____ Email _____

Spouse/Companion if Attending/Full Name _____

How many years have you been employed in the DMO/CVB industry? _____

BY REGISTERING FOR 2022 DMA WEST EDUCATION & VENDOR SHOWCASE

☐ I agree to all of the following:

Assumption of Risk – I accept and assume all risks of my in-person participation, including the risk of injury or contracting an infectious disease, including but not limited to COVID-19 exposure.

Permission to be Photographed – I understand DMA West will take photos at this event for its own purposes, including republication in print and on its digital platforms. I hereby give permission for DMA West and its assigns to use my name, photograph and public-facing biography, without compensation to me, in conjunction with any such uses.

Release of All Claims – I hereby release, indemnify against all costs, expenses and attorney fees, and hold harmless DMA West, as well as their respective affiliates, directors, officers, staff, agents, employees, contractors or volunteers, from any claims related in any fashion to the 2022 Education Summit & Vendor Showcase, including all sessions/ events/activities whether at the headquarter hotel or at another venue or location.

MARKETING MESSAGES

We invite our vendors/sponsors to send marketing messages to Education Summit delegates as a preview of services, products and opportunities available at the Education Summit & Vendor Showcase.

- ☐ I accept receipt of these marketing messages. I know how important the vendors and sponsors are to the success of our events.
- ☐ I decline receipt of these marketing messages.

REGISTRATION DEADLINE AND CANCELLATION POLICY

Please send your completed registration form and fee to the DMA West office by **August 29, 2022**. Refunds will be honored until 5:00pm (Pacific Time), **August 29, 2022**; after that date, no refunds will be granted. Registrant substitutions are welcome.

info@dmawest.org • www.dmawest.org

HOST DMO



visitventuraca.com

REGISTRATION

Please indicate which programs you will attend. Fees include daily group breaks and meal functions.

EDUCATION SUMMIT & VENDOR SHOWCASE AND BEST IDEA PROGRAM

SEPTEMBER 14-16, 2022

Special Offer: The Education Summit member fee is open to DMA West members and any DMO delegate from a nonmember DMO in California.

Registrants from a member DMO

- ☐ \$400 First registrant from a DMA West-member DMO
- ☐ \$325 Each additional member registrant from the same DMA West-member DMO
- ☐ \$200 Guest registrant (spouse/significant other/faculty/student)

REGISTRANT FROM A NONMEMBER DMO

- ☐ \$665 Each registrant from a nonmember DMO

PEER-TO-PEER ADVICE SESSION

Choose one session.

- ☐ Organizational Decisions & Community Engagement
- ☐ Group Sales, Client Communication & Client Expectations
- ☐ Changing Marketing Plans, Strategies & Goals

SEPTEMBER 14 (WEDNESDAY) – EXPERIENTIAL SESSIONS

Event Times: 9:00 a.m. – 1:30 p.m. Choose one when you register. Preregistration required by August 29.

- ☐ \$95 per person - Tour Ventura Botanical Gardens, Interactive Lunch with Local Distiller & Chocolatier
- ☐ \$100 per person - Cruise the Coast on a Bike (includes lunch)
- ☐ \$125 per person - A Take-home Memory of Ventura (includes the custom hat and lunch)

HOSTED EVENING EVENTS (PREREGISTRATION REQUIRED)

- ☐ I will attend the Welcome Reception, Wednesday, September 14.
Sponsored by Drozian Webworks
- ☐ I will attend the Offsite Reception, Thursday, September 15.
Hosted by Visit Ventura

PAYMENT OPTIONS

For your security, do not email this form with credit card information. Fax form to 916-294-0415.

Total Amount (all fees) \$ _____ USD

☐ Check Payable to **DMA West** Check Number # _____ ☐ AMEX ☐ MasterCard ☐ Visa

Card Number _____

Exp. Date _____ VCode _____

Card Address _____

Card City _____ State/Province _____ Zip _____

Name on Card _____ Signature _____

2022 DMA WEST EDUCATION SUMMIT

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