



IDA 2024 Fall Membership Meeting

Wednesday, October 2, 2024

Time	Location	Session
10:30 am – 12:30 pm	O’Hare	IDA Board of Directors Meeting & Lunch
12:30 pm	Outside Salon E	Registration Open
1:00 pm	Salon E	Welcome Remarks – <i>Brittany Henry – IDA Chair, Visit Jacksonville; Heather Larson, Meet Chicago Northwest; Tom Daily, Mayor of Schaumburg</i>
1:15 pm – 2:00 pm	Salon E	How to Use AI in Destination Sales & Marketing – <i>Randy McDaniels and Zach Singleton of McDaniels Marketing</i> Sponsored by McDaniels Marketing
2:05 pm – 2:45 pm	Salon E	Advocacy 101 & IHLA Update - <i>Governmental Consulting Solutions and Michael Jacobson with IHLA</i> Sponsored by Civitas
2:50 pm – 3:50 pm	*walk or drive to site weather permitting	Site Visit to Olympic Park – 72 acre sports complex tour Sponsored by Schaumburg Park District
4:00 pm – 4:30 pm	Salon E	Meet Illinois
	Salon A	Tour Illinois
4:35 pm – 5:05 pm	Salon E	Market Illinois
	Salon A	Sports Illinois
5:05 pm – 5:35 pm	Salon E	IOT Grant Updates - <i>Greg Mihalich, Illinois Office of Tourism</i>
5:45 pm & 6:00 pm	Hotel Lobby	Bus to Topgolf Schaumburg (two trips)
6:00 pm – 8:30 pm	Offsite	Topgolf Schaumburg Buffet Dinner & Play Sponsored by Sojern

Thursday, October 3, 2024

Time	Location	Session
8:30 am – 9:45 am	Salon AB	CEO Only Meeting & Breakfast
8:30 am – 9:45 am	Salon CD	Staff Breakfast & Roundtables– How to Better Use Google Analytics, How to Work with Influencers, and Media Buying ***Please see the red # on your name badge for where to sit.
9:50 am – 10:35 am	Salon E	Dropping Vanity Metrics and Adopting New Industry KPIs – <i>James Cardis, Aurora Area CVB</i> Sponsored by Dotdash Meredith Travel
10:40 am – 11:25 am	Salon E	How Tourism Can Help Retail Revitalization Panel - featuring the Christopher Specca, Woodfield Mall and Randy Ebertowski, Gurnee Mills
11:30 am – 12:15 pm	Salon E	Lunch
12:15 pm – 1:30 pm	Salon E	Illinois Office of Tourism Update – <i>Director Daniel Thomas</i> Sponsored by TimeZoneOne
1:30 pm	Salon E	Closing Remarks
1:30 – 4:00 pm	Salon E	OPTIONAL F&A Workshop – <i>Teresa Faidley, Wintrust Bank Executive Vice President</i>

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