All sessions will be held in Ballroom D on level 3 of the Statehouse Convention Center unless otherwise indicated. For full session descriptions and speakers, visit the summit website.
TUESDAY, OCTOBER 10

Essential by Design: The Indispensable Role of Destination Organizations and Their Employees .......................... 4:00 PM – 4:15 PM

Beyond Economics: Destination Promotion as a Catalyst for Your Community's Vitality ........................................... 4:15 PM – 5:00 PM

Welcome Reception .................................................. 5:30 PM – 7:30 PM
Location: William J. Clinton Library and Museum

WEDNESDAY, OCTOBER 11

Morning Walk Along the Arkansas River (Complimentary Registration Required) .............. 6:30 AM – 7:15 AM
Meet Up Location: Little Rock Marriott Lobby

Chair Yoga: Rise and Flow (Complimentary Registration Required) .... 6:30 AM – 7:15 AM
Location: Riverview Room (Little Rock Marriott, Level 1)

Networking Breakfast ........................................... 8:00 AM – 9:00 AM
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

Welcome to Little Rock: Launching the Summit and Meeting Your Moderator .................. 9:00 AM – 9:15 AM

Ignite Your Advocacy: 5 Quick-Fire Ideas to Jumpstart Your Efforts .... 9:15 AM – 9:30 AM

Getting to Know Mayor Frank Scott, Jr. ........................................ 9:30 AM – 10:00 AM

Understanding the Pulse of Your Residents: Release of the National Resident Sentiment Studies for Canada and the United States .. 10:00 AM – 10:45PM
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

Power in Words: Crafting Messages That Connect With Your Communities .............................. 11:00 AM – 11:30 AM

The Destination Effect ........................................ 11:30 AM – 12:15 PM
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

Networking Lunch ........................................... 12:15 PM – 1:30 PM
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

Hot Button Issues in Advocacy: insights from the Advocacy Committee and the Canadian Destination Leadership Council ................... 1:30 PM – 2:30 PM

Deciphering Data: Adam Sacks on Communicating the Importance of Travel and Tourism to Policymakers .................. 2:30 PM – 3:15 PM
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

Navigating the Cannabis Landscape: A Review of the 2023 Policy Successes and Setbacks ........................................... 3:30 PM – 4:00 PM

Pioneering Sustainable Destinations: Unpacking the Advocacy Committee's Survey and DI's 2024 Roadmap ........................................... 4:00 PM – 4:30 PM

Day One Debrief: Reflections, Revelations, and Ready ing for Tomorrow ........................................... 4:30 PM – 4:45 PM

THURSDAY, OCTOBER 11

Networking Breakfast ........................................... 8:00 AM – 9:00 AM
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

Marketplace of Ideas: Round 1 ................................. 9:00 AM – 9:25 AM

Marketplace of Ideas: Round 2 ................................ 9:35 AM – 10:00 AM
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

Marketplace of Ideas: Round 3 ................................ 10:20 AM – 10:45 AM


Marketplace of Ideas: Round 5 ................................ 11:30 AM – 11:55 AM

Networking Lunch ........................................... 12:00 PM – 1:00 PM
Location: Governor’s Hall IV (Statehouse Convention Center, Level 1)

Looking Into the Future: The 2023 DNEXT Futures Study ........................................... 1:00 PM – 1:45 PM

Celebrating Excellence: A Career Exit Interview With Shimo ........ 1:45 PM – 2:15 PM

Showing Up and Making A Difference - Alternatives to Travel Boycotts .... 2:15 PM – 2:45 PM

Networking Break ........................................... 2:45 PM – 3:00 PM
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

Developing Stakeholder Engagement: Identifying, Mapping & Engagement ........................................... 3:00 PM – 3:30 PM

Advancing the Destination Promotion Community Indicator .................. 3:30 PM – 4:00 PM

Summit Summation: Insights, Impact, and a Look Ahead .................. 4:00 PM – 4:15 PM

Happy Hour ........................................... 4:15 PM – 5:30 PM
Location: Wally Allen Ballroom Foyer (Statehouse Convention Center, Level 3)

Sessions subject to change.
Visit the summit website for the latest information.