

## **State Marketing Workshop 2024 Agenda**

Monday, 2/26/24 - Wednesday, 2/28/24

Crowne Plaza Atlanta Perimeter at Ravinia in Atlanta, GA.

*Navigating the Future of Angler and Boater R3*

### **Monday, 2/26/24**

- 3:00 – 4:00     **Rehearsals-** Ravinia Ballroom
- 5:00 – 6:30     **Registration**
- 5:00-7:00     **Reception** - Backyard at Parkwoods
- 7:00             **Dinner on your own**  
**Directors Dinner-** sponsored by Fishbrain- Camellia  
**Sponsors Dinner**

### **Tuesday, 2/27/24**

- 6:15-7:00     **YOGA by Bruna Carincotte-** Maplewood
- 7:45 – 8:40     **Sponsor Breakfast-** Dunwoody Suite  
*Brandt Information Services*
- 8:45-9:00     **Welcome to Atlanta-** Ravinia Ballroom  
*Dave Chanda, President/CEO, RBFF*  
*Stephanie Hussey, Senior Director, Government Engagement, RBFF*
- 9:00-10:00     **The Zen of Social Media: How to Reach Diverse Audiences in the Digital Age** - Ravinia Ballroom  
*Shama Hyder, CEO, Zen Media*
- 10:00-10:10     **Sponsor Presentation** - Ravinia Ballroom  
*American Sportfishing Association*
- 10:10-10:25     **Break-** Ravinia Pre-Function Area  
*Sponsored by American Sportfishing Association*
- 10:25-11:25     **How Artificial Intelligence Can Enhance State Marketing--** Ravinia Ballroom  
*Sid Dobrin, Professor and Chair, Department of English, University of Florida, Co-Owner, Inventive Fishing, LLC, Host of The Fishing Professor Rod*
- 11:25-12:05     **How Texas is Connecting with Female Hispanic Anglers-** Ravinia Ballroom  
*Janis Johnson, Communications & Marketing, TX Parks & Wildlife Department*
- 12:05-1:05     **Lunch** - Dunwoody Suite

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1:10-1:55

Breakout 1- Ravinia Ballroom

### **Let's Grow Boating and Fishing - a Maryland Approach**

*Donna Morrow, Program Manager, Center for Marine & Coastal Stewardship/R3 Matrix Team Co-Chair, MD Department of Natural Resources*

*Welcome to Boating and Fishing* encompassed a two-day event held in Annapolis, Maryland in 2023 to welcome new and returning boaters and anglers to the water. Learn about the partnerships, approaches and lessons learned from this program that offered professional on-water boating instruction for both women and co-ed groups, boating safety demonstrations, fishing instruction, outreach efforts and more. Find approaches that may work in your state to include boating in your R3 strategies!

Breakout 2 - Ravinia EFG

### **Big Barriers = Big Opportunities: It's Time to Think BIG When It Comes to Fishing Recruitment**

*Bobby Jones, Outdoor Connection Coordinator, NV Department of Wildlife*

Cost is one of the top five biggest barriers Nevadans face when it comes to spending time outdoors, which is why in 2023, the Nevada Department of Wildlife (NDOW) launched a novel donation-driven program created to allow the Department to offer kids ages 12-17 an annual fishing license at no cost to them. This program, the Nevada Youth License Fund, helped the Department curb declining youth fishing participation in Nevada resulting in an 18% increase for youth fishing licenses, and serves as an example of what can happen when we're able to turn a significant barrier to fishing into an incentive to go fishing. Learn about the why behind what drove NDOW to think big as well as its lessons learned, so you can be better prepared to do something BIG in your state!

**Directors Breakout** - Oakwood

2:00-2:45

Breakout 3- Ravinia Ballroom

### **The Art of Digital Dialogue: Practical Ways to Drive Audience Engagement**

*Katie Grant, Communications Director, WI Department of Natural Resources*

Social media is an ever-evolving place to engage with your constituents on a wide variety of topics. But how can you master the art of digital dialogue and use it to drive audience engagement? In this session, you'll learn how to embrace your haters, frequent flyers, and fans alike and channel them all into superpowers to move your agency's reputation forward. Learn actionable takeaways to make it all sting a little less, best practices to work effectively with others in your agency to build buy-in and strategies to flip the script and come out ahead. JM managing

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Breakout 4 - Ravinia EFG

### **Designing Marketing Campaigns for Maximum Engagement**

*Angy Peterson, Vice President, Granicus Experience Group*

*Lacy Beauchemin, Senior Director, Granicus Experience Group*

Creating a marketing plan can be a daunting task. But don't be overwhelmed! Learn the basics of creating a marketing campaign including segmenting audiences, tailoring messaging, determining tactics, and much more!

**Directors Breakout** - Oakwood

2:45-3:00 **Break** - Ravinia Pre-Function Area

3:00-3:45 Breakout 5- Ravinia Ballroom

### **Hosting Familiarization (FAM) Trips to Connect with Local Media**

*Bruna Carincotte, Director, Public Relations & Communications, RBFF*

Learn how to bring to life local and effective media FAM trips with different levels of budget. How to reach out to media, who to invite, what to offer, what kind of earned media results to expect and how to amplify your message to local audiences.

Breakout 6- Ravinia EFG

### **How to Do Great Marketing on a Small Budget**

*Captain Vicki Norman, President, Marine & Motorsports Group at Digital Throttle*

Marketing budgets are often the first to get trimmed in times of uncertainty, which we've seen plenty of in the last few years. If you're trying to do more with less, join us for this session where you'll learn how to optimize your marketing budget by creating compelling content and implementing low-cost advertising solutions for getting your content in front of the right audience.

3:45-4:00 **Wrap Up**- Ravinia Ballroom  
Raffle

5:30-7:30 **Networking Dinner**- La Grotta

## **Wednesday, 2/28/24**

7:45 – 8:40 **Sponsor Breakfast** - Dunwoody Suite  
*The Bigger Fish*

8:40-8:45 **Welcome Back**- Ravinia Ballroom

8:45-9:45 **Collaborating in the Wild: Influencer-Government Collaboration Demystified**- Ravinia Ballroom  
*Introduced by Katie Alteri, Senior Manager of Brand Strategy and Content, NMMA/Discover Boating Jenny Anderson, Girl of 10,000 Lakes, Outdoor & Travel Content Creator*

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- 9:45-10:00 **Renewed Commitment to Angler R3 Recommendations-** Ravinia Ballroom  
*Craig Bonds, Chief Operating Officer, TX Parks & Wildlife Department & RBFF Board Chairman*  
*Chuck Sykes, Director, AL Wildlife & Freshwater Fisheries Division & AFWA President*
- 10:00-10:05 **Sponsor Presentation-** Ravinia Ballroom  
*Chris Willard, Chief Customer Officer, Pay It Outdoors*
- 10:05-10:20 **Psychology of Churn Research Updates-** Ravinia Ballroom  
*Stephanie Vatalaro, Senior Vice President, Marketing & Communications, RBFF*
- 10:20 **Break** - Ravinia Pre-Function Area  
*Sponsored by USDA Forest Service*
- 10:20-11:45 **R3 Expo-** Oakwood/Maplewood
- 11:45-12:45 **Lunch** - Dunwoody Suite
- 12:45-1:45 **Using Texting to Engage and Connect with Anglers and Boaters-** Ravinia Ballroom  
*Nick Geier, Manager, Granicus Experience Group*  
*Josh Lee, Email Marketing Manager, TX Parks & Wildlife Department*  
*Moderated by Joanne Martonik, Senior State Marketing Manager, RBFF*
- 1:45-3:00 **Reeling in Hispanic Anglers: Strategies & Insights** - Ravinia Ballroom  
Moderator - *Stephanie Hussey, Senior Director, Government Engagement, RBFF*  
*Faith Jolley, Public Information Officer/Outreach Section Assistant Chief, UT Division of Wildlife Resources*  
*Brody Latham, Marketing Manager, KS Department of Wildlife & Parks*  
*Brandon Stys, Statewide R3 Fishing Coordinator, FL Fish & Wildlife Conservation Commission*
- 3:00-3:15 **Wrap Up/Depart** - Ravinia Ballroom