



PRE-EVENT FAM ACTIVITIES—Agenda *(Updated 2/20/18)*

Monday, March 19th

1:30pm– 5:30pm: Early Registration

1:00pm-7:00pm: Profiles of Honor Tour Mobile - <https://www.virginiawwiandwwii.org/tour>
On site at the Marriott available for visiting.

Early Arrival Activities:

Option #1

1:30 pm– 3:30pm: Wine and Design (Virginia Themed Artwork)-Sponsored by VTC

Unleash your inner creativity as a local artist guides you with stroke-by-stroke instructions while ensuring you paint your own masterpiece. Enjoy sharing the experience with your fellow Virginians. This event will be held in a meeting room at the Newport News Marriott. ***Pre-Registration is required for this activity.*** Questions, please contact Val Guffy vguffy@virginia.org

4:00pm

Return to the Marriott

Option #2

2:45pm-4:45pm: City Center Scavenger Hunt

Meet in the lobby and break into teams to participate in the City Center Scavenger Hunt. Explore the wonderful shops and restaurants located around the 5-acre fountain as you break the codes and take pictures of the signs that answer 10 strategically asked questions about this lovely area.

4:00 pm

Return to the Marriott

Open Invitation for those who have arrived – Join us for the evening!

4:00pm Board motorcoach and depart hotel

5:00pm-7:00pm: Guided tour and reception at the American Revolution Museum at Yorktown
Sponsored by Jamestown/Yorktown Foundation

This new museum tells the story of the nation's founding, from the twilight of the colonial period to the dawn of the Constitution and beyond. Exciting new indoor galleries feature period artifacts, immersive environments, interactive exhibits, and films. There are also new outdoor living-history areas, where visitors can explore a Revolution-era farm, witness artillery demonstrations, and experience a re-created Continental Army encampment.

7:00pm: Return to Newport News Marriott at City Center for dinner on your own.
Many restaurants are within comfortable walking distance of the hotel. Ask your Newport News colleague for recommendations.



Tuesday, March 20th

SEMINAR PROGRAMMING: PART I

- 7:00am-8:00am:** Continental Breakfast *(Sponsored by NNT)*
- 7:00am-8:00am:** Registration Table Open
- 8:00 am:** Welcome & Greetings
- 8:30 am:** *Increasing Visitation Through Partnerships*
Brittany Gray, Director of the Georgia Information Centers Program
Georgia Department of Economic Development
- 9:45am-10:15am:** Break
- 10:15 am:** *Visitor Center Partnerships and Their Impact on Visitation*
Chris Cannon, Executive Director, Friends of Southwest Virginia
- 11:30 am:** Meet outside the Marriott at the LOVE NN letters for group picture
- 12:00 pm:** Board motorcoaches for lunch, dessert and FAM TOUR
(Sponsored by NNT)

FAM: Newport News Tourism

- 12:20 pm:** Arrive at Mariners' Museum for tour and lunch
Designated by Congress as "America's National Maritime Museum", the Mariner's Museum offers a captivating look at centuries of seafaring adventures and connects visitors to the world's waters!
- 2:30pm:** Board motorcoaches
- BUS A**
- 3:00pm:** Arrive at Newport News Visitor Center for dessert
- 3:30pm:** Depart for tour of Newport News Park, including Discovery Center and Civil War Overview of Battle of Dam #1 overview.
- BUS B**
- 3:00pm:** Arrive at Newport News Park for tour, including Discovery Center and Civil War Overview of Battle of Dam #1 overview.
- 3:30pm:** Arrive at Newport News Visitor Center for dessert
- 4:00pm:** Board motorcoaches and depart for The Virginia Living Museum



FAM: Newport News Tourism Cont'd

- 4:30 pm:** **Arrive and tour the Virginia Living Museum**
Virginia's animal attraction and dinosaur destination! A visit here will bring you in contact with more habitats, wildlife, and plant species than would be encountered in a lifetime of outdoor adventures in Virginia!
- 6:00pm:** **Board motorcoaches**
- 6:15pm:** **Arrive at Traditions Brewing Company for a "Taste of Newport News" (Dinner)**
Welcome to the city's first craft brewery! Patrons can observe the brewing process on tours or while seated in the first-floor tasting room. Because each of the partners of the brewery is from Newport News, they decided to name their startup "tradition" to pay tribute to the fond memories and rich history of the region.
- 7:15pm-9:00pm:** **Shuttle service back to Newport News Marriott every 30 minutes**

Wednesday, March 21st

SEMINAR PROGRAMMING: PART 2

- 7:30am-8:30am** **Continental Breakfast** (*Sponsored by NNT*)
- 8:30am:** **Partnerships to Boost Visitation**
Cheryl Morales, Marketing Manager, Newport News Tourism
Bruce L. Newton, Group Sales Manager, Hampton Convention & Visitors Bureau
- 9:15am:** **1.) What's New to LOVE in VA?**
VTC Public Relations Team
2.) Group Activity
VTC Welcome Center Staff
- 10:30am-10:45am:** **Break** (*Sponsored by Newport News Marriott*)
- 10:45am:** **Customer Service at Its Best**
Keeley Humphrey, Training Coordinator for the City of Newport News, Waterworks
- 12:00pm:** **Lunch** (*Sponsored by VTC*)
- 1:15pm:** **VTC Presentations:**
2017 Trailblazer Award
Newly Certified Tourist Information Centers (CTICs)
- 2:00pm-2:30pm:** **Closing remarks & Adjourn**