Brandt State Summit

August 7-9, 2024 | Nashville, TN

Wednesday, August 7

12:00pm – 5:00pm	**Registration**
5:00pm – 8:00pm	**Reception Dinner (Upstairs)**

Thursday, August 8

8:00am – 9:00am	**Breakfast (Main Room)**
9:00am – 9:45am	**Welcome Plenary (Main Room)**
10:00am – 11:45am	**Go Outdoors (Main Room)**

- Roadmap
- Product Management & Business Analysis
- Development Lifecycle

Terra (Breakout 1)
- Roadmap
- Product Management & Business Analysis
- Development Lifecycle

Itinio (Breakout 2)
- Roadmap
- Product Management & Business Analysis
- Mapping/Plotting

12:00pm – 1:00pm	**Lunch (Upstairs)**
1:15pm – 3:30pm	**Hunt/Fish (Main Room)**

- Digital Federal Duck Stamp Update
- License Fixed Year to 365
- Donation Round-Up Increases Success
- The Death of Refer a Friend

Registrations (Breakout 1)
- Going Digital: Streamlining Boat Registrations, Renewals, and Reminders Online
- Titling versus e-titling
- Vessel Registration Dealer Program
- Atlas Vessel Plays

Reservations (Breakout 2)
- Igniting Success: Demand-Based Pricing Best Practices
- Reservations vs hospitality

Atlas (Breakout 3)
- The Atlas Roadmap
- Let The Platform Do The Magic
- AI in Digital Marketing

3:45pm – 4:30pm	**Closing Session**
5:30pm – 8:30pm	**Dinner (Off-Site)**

Friday, August 9

8:00am – 9:00am	**Breakfast (Main Room)**
9:30am – 10:00am	**Get Ready: The Impact of License Price Increases** (Main Room)
	Repeat Reservations: Fostering Continued Visitation (Breakout Room 2)
	Expanding Reach: Multi-Channel Mastery with Email & Push Notifications (Breakout Room 3)
9:30am – 10:45am	**Harvesting Technology: Electronic Reporting** (Breakout Room 1)
10:15am – 10:45am	**Designing Success: Hard Card Sales Successes** (Main Room)
	Pitching Together: Cross-Promoting Reservation Products (Breakout Room 2)
	Merchandise: The Expansion of Product Offerings (Breakout Room 3)
11:00am – 11:30am	**Once in a Life Time: The Financial Impact of Lifetime Licenses** (Main Room)
	Oregon's Paperless Progress: Organizational User Workflow Efficiencies (Breakout Room 1)
	Unveil Hidden Gems: Promoting Ranger-Led Programs at Under-Utilized Parks (Breakout Room 2)
	Content Creators vs. Influencers: Maximizing Reach and Impact in the Digital Landscape (Breakout Room 3)
12:00pm – 1:00pm	**Lunch (Upstairs)**
1:30pm – 2:00pm	**Unplugging the Past: Transitioning Away from Agent Hardware Distribution** (Main Room)
	Turning Denials into Dollars: Maximizing Revenue Through Reservation Regret Tracking (Breakout Room 2)
	Mastering Email Engagement Through Subscription Groups (Breakout Room 3)
1:30pm – 2:45pm	**A View Across the States: Landowner Registration Best Practices** (Breakout Room 1)
2:15pm – 2:45pm	**Right on Target: Hunter Education Integration Best Practices** (Main Room)
	What Can We Be Learning From County Reservations? (Breakout Room 2)
	Reeling Them Back In: The Essentials of Retargeting Campaigns (Breakout Room 3)
3:00pm – 3:30pm	**To Summit All Up**