



EVENTS SCHEDULE

**WIFI: HILTON HONORS MEETINGS
PASSWORD: MADDEN**

SUNDAY DEC 8

**8:00 AM -
6:00 PM**

**Charter service
from Pensacola
Airport to The
Lodge at
Gulf State Park**

Charter service on a continuous loop from Pensacola Airport to The Lodge at GSP. Shuttles will run from 8 AM-6 PM to accommodate all flight arrival times. Last shuttle departing from Pensacola will be at 6 PM.

**5:00 PM -
8:00 PM**

**Welcome
Reception**

Begin your MUSE experience with a welcome reception and live music by local band, The Wrong Terns, hosted at the Lodge.

**LOCATION
Dunes
Terrace
outside &
Ballroom**

MONDAY DEC 9

**7:00 AM -
7:30 AM**

**Morning Yoga
(OPTIONAL)**

Join Maddenites Heather Molina, Emilie Harris, and Amy Kaczynski for a meditative yoga session.

**LOCATION
Live Oak I & II**

**8:00 AM -
8:45 AM**

**Welcome
Breakfast**

Begin your MUSE experience with a medley of gourmet breakfast offerings and a side of warm introductions.

**LOCATION
Ballroom I & II**



MONDAY DEC 9

**9:00 AM -
9:30 AM**

**Welcome
to MUSE**

Welcome from Madden and
Beth Gendler, President/CEO of
Alabama's Beaches

LOCATION
Ballroom I & II

**9:30 AM -
10:30 AM**

**Keynote with
Duncan Wardle,
Former Head of
Innovation &
Creativity at
Disney**

Unleashing creativity to push the
boundaries of possibility.

LOCATION
Ballroom I & II

**10:30 AM -
10:55 AM**

**Coffee &
Connectivity**

Refresh and network with fellow
attendees in this short interlude.

LOCATION
**Ballroom I &
II/Dune's Terrace**

**11:00 AM -
11:30 AM**

**New Evolution
of PR with
Brianna Francis**

Amidst mass layoffs and evolving
revenue models in traditional outlets,
we'll take a deep dive to see how we
can leverage new media opportunities
in your earned media strategy.

LOCATION
Ballroom I & II

**11:30 AM
-12:00 PM**

**State of Search
with Dylan
Scacchetti and
Elise McClain**

AI, content, and shifts across web
interactions are impacting search. Explore
how users are seeking inspiration, trip
planning, and looking at new, emerging
tools to enhance digital experiences.

LOCATION
Ballroom I & II



MONDAY DEC 9

**12:00 PM -
1:00 PM**

**Lunch with
Fireside Chat**

Join Madden CEO Dan Janes, as he sits down with the CEO of Azira, Gladys Kong, for an exclusive Beachside Chat. Together, they'll explore the hottest topics shaping the digital landscape, from the evolving world of location data to the future of cookies and privacy regulations.

**LOCATION
Ballroom I & II**

**1:00 PM -
1:15 PM**

**Honey Badger
Show and Tell**

See what Team Honey Badger has been up to!

**LOCATION
Ballroom I & II**

**1:15 PM -
1:30 PM**

**Insights with
Impact with
Heather Molina**

Learn to use data to uncover insights that fuel empathy in campaigns.

**LOCATION
Ballroom I & II**

**1:30 PM -
1:45 PM**

**Jackalope
Show and Tell**

See what Team Jackalope has been up to!

**LOCATION
Ballroom I & II**

**1:45 PM -
2:15 PM**

**Web
Predictions with
Curtis Thompson**

See the trends and directions the web is going in the year 2025 and how it can overlap with the DMO space.

**LOCATION
Ballroom I & II**



MONDAY DEC 9

**2:15 PM -
2:30 PM**

**Goat Show
and Tell**

See what Team Goat has been up to!

**LOCATION
Ballroom I & II**

**2:30 PM -
2:45 PM**

PM Break

**2:45 PM -
3:00 PM**

**Yeti Show
and Tell**

See what Team Yeti has been up to!

**LOCATION
Ballroom I & II**

**3:00 PM -
4:00 PM**

**Client Chat
with Brett
Gordon**

Madden President Brett Gordon will lead a panel discussion with clients.

**LOCATION
Ballroom I & II**



MONDAY DEC 9

**4:00 PM -
4:15 PM**

**Sasquatch
Show and Tell**

See what Team Sasquatch has been up to!

**LOCATION
Ballroom I & II**

**4:15 PM -
4:30 PM**

**Day 1 Closing
Remarks**

Recap from Day 1 and an overview of what to expect on Day 2.

**LOCATION
Ballroom I & II**

**4:30 PM -
6:00 PM**

**Open Time for Madden and Client
Collaboration and Networking**

**LOCATION
Anywhere!**

**6:00 PM -
9:00 PM**

Dinner

Culminate the day with dinner for the entire group.

**Shuttle departs at 5:30 PM-6 PM from The Lodge.*

**LOCATION
Coastal Restaurant**



TUESDAY DEC 10

**7:00 AM -
7:30 AM**

**Morning Yoga
(OPTIONAL)**

Join Maddenites Heather Molina, Emilie Harris, and Amy Kaczynski for a meditative yoga session.

**LOCATION
Live Oak**

**8:00 AM -
8:45 AM**

**Morning
Meditation
& Coffee**

Set the tone for the day with mindfulness practices designed to inspire creativity and focus.

**LOCATION
Ballroom I & II**

**9:00 AM -
10:00 AM**

**Keynote with
Mike Erwin,
Founder and
Executive
Director of
Team Red,
White, and Blue**

Mike inspires leaders with insights on resilience, empathy, and integrity-driven decision-making.

**LOCATION
Ballroom I & II**

**10:00 AM -
10:30 AM**

**Coffee &
Conversations**

A mid-morning break for caffeine and chats.

**LOCATION
Ballroom I &
II/Dune's Terrace**

**Session 1:
10:30 AM -
12:00 PM**

**Building the
Next Flywheel
with Dan Janes**

Build sustainable momentum and growth in your organization.
Recommend for clients.

**LOCATION
Ballroom I & II**

**Session 2:
10:30 AM -
12:00 PM**

**Creative
Differentiation
with Katy
Livingston and
Bria Hammock**

Take a fresh look at tourism ads from across the industry. Discuss ways to create new differentiation.

**LOCATION
Ballroom III & IV**

**Session 3:
10:30 AM -
12:00 PM**

**Media
Partnership
Roundtables**

Hear from Azira, ClickTripz, and Epsilon.

**LOCATION
Live Oak 1, 2, 3**



TUESDAY DEC 10

**12:00 AM -
1:00 PM**

**Hot Takes
over Lunch**

Back by popular demand! Hear from the Madden leadership on any topic—all questions welcome.

LOCATION
Ballroom I & II

**Session 1:
1:00 PM -
2:00 PM**

**Code-Switching:
The Secret to
Modern
Marketing with
Matt Stiker and
Kwaku Amuti**

Destination Diversity Marketing: Moving the question from 'Should I?' to "HOW should I?"
Recommended for clients.

LOCATION
Ballroom I & II

**Session 2:
1:00 PM -
1:30 PM**

**Public
Speaking
with
Erika Ortner**

Calm, Cool, and Confident:
Mastering nerves for public
speaking success

LOCATION
Ballroom III & IV

**Session 3:
1:00 PM -
1:30 PM**

**Email
Marketing
Workshop
with Whitney
Attebury**

Designed for marketing professionals of all levels, dive into the art and science of effective email marketing.

LOCATION
Live Oak

**2:00 PM -
2:30 PM**

**Film Tourism
with
Jessica Hill**

Tapping into film tourism, community impact and opportunities
Recommended for clients.

LOCATION
Ballroom I & II



TUESDAY DEC 10

Session 1:
1:45 PM -
2:15 PM

**Workshop:
Building a
Custom GPT
with Carl Cox
and TJ Fletcher**

Learn how to craft your own Custom GPT to increase productivity, with examples focused on client research, executive summaries, and strategic insights.

LOCATION
Ballroom III & IV

Session 2:
1:45 PM -
2:15 PM

**Cutting Room
Floor with
Madden
Creative Panel**

The ideas too good for public consumption. Discover the innovative concepts that have yet to see the light of day.

LOCATION
Live Oak

2:30 PM -
3:00 PM

**Closing
Remarks**

Madden leadership wraps up Day 2.

LOCATION
Ballroom I & II

3:00 PM -
6:00 PM

**Destination
Excursions**

Beach kayaking, "Paint & Sip" on the beach, bike or walk through Gulf State Park, trip to the wharf, or shuttle into downtown.

LOCATION
**Activity
dependent**

6:30 PM -
9:30 PM

**Off-property
small group
dinners**

One final dinner before send off the following morning.

**Shuttle departs at 6 PM-6:15 PM from The Lodge.*

LOCATION
Perch / Zeke's

WEDNESDAY DEC 11

4:00 AM -
4:00 PM

**Charter service
from The Lodge
to Pensacola
Airport**

Shuttles will run from 4 AM-4 PM to accommodate all flight departure times. Last shuttle departing from The Lodge at 4 PM.