

# 2021 Florida and Alabama ARVC Outdoor Hospitality Conference and Expo

May 11-13, 2021 • Orlando, FL  
Doubletree Orlando Hotel at SeaWorld



growing your business  
in our changing world



RV Parks | Campgrounds | Glamping Resorts | Outdoor Recreation and Accommodations

## AGENDA (subject to change)

### TUESDAY, MAY 11

1:00-5:00 pm Conference Registration

### WEDNESDAY, MAY 12

Breakfast on your own

9:00-11:00 am Conference Registration

11:00-12:00 am Opening Session - "Discover Your Mission" with Janine Stange

12:15-1:45 pm Keynote Lunch & Presentation: "10 Things Every RV Park Must Do Now to Grow in this changing world"- by Rupesh Patel, an award-winning hospitality and social media influencer

2:00-2:45 pm Creating Maximum Exposure for Your Park, Raising your PR Profile, and RV Industry Trends: What RV Parks Owners Need to Know - by Jeff Crider

2:45-3:30 pm The Importance of Visuals - Presented by Nichole Poisson, KOA

3:30-4:00 pm Important Legislative & Legal Issues Update and Q&A - Marc Dunbar and David Eastman

4:00-5:30 pm Group Cracker Barrel and Industry Supplier Panel Discussion - Operating an RV park in our "New" World. Including updates and Q&A on what it takes to be successful and how to grow your businesses and improve your operations.

6:00-9:00 pm Reception and Banquet: Live Auction, Dinner, Expo Preview

### THURSDAY, MAY 13

8:00-9:30 am Annual Meeting Breakfast and guest speakers - Chairman's report, board elections, ARVC benefits presentation, and preview of new programs and services

9:30-10:15 Make Your Mark on the Digital World - Stephen Hudson, Digital Mark Co.

10:15-11:00 How to Create Effective Marketing and Social Media Campaigns for Your Park - Cindy Reynolds

11:00-11:45 am What's New and What to Expect in the Outdoor Hospitality and RV Park Industry - David Gorin, Gorin and Cohen Consulting

11:45 am-12:30 Lunch

Noon-4:00 PM SUPPLIER EXPO

4:00-5:30 pm Wrap-Up Cracker Barrel - Panel discussion and Q&A -**Building, Buying or Expanding - What it takes to own and operate a successful RV Park today.** Learn tips of the trade from experts in the industry, including: RV Park design and concepts, recommended building materials, optimum site layout, creating a business plan, financing, permitting, working with local government, hiring the right contractors, keeping your sites filled, park expansion, and more.