



2025 CARVC CONFERENCE & EXPO AGENDA

SATURDAY FEBRUARY 8

- 7:00-9:00 AM** **BREAKFAST BUFFET-** *Coastal Grill* (Included in Room Rate)
- 8:30-9:00 AM** **RV TECHNICAL INSTITUTE TRAINING/** Add -on fees apply!
Registration/ *Ocean Lakes Family Campground- Activities Center*
6001 S Kings Hwy. Myrtle Beach, SC 29575
TRANSPORTATION NOT PROVIDED
- 9:00-5:00 PM** **RV TECHNICAL INSTITUTE TRAINING /** Hands on Session/
Includes Lunch, Break Snacks & Ocean Lakes Family Campground Tour
- 5:30 – 7:00 PM** **EVENING RECEPTION-** *Embassy Suites Coastal Lounge*
2 Drink Tickets, Snacks (Included in Room Rate)
- 7:00 PM** **DINNER DUTCH TREAT-** *Black Drum Brewery/ Located at Embassy Suites Hotel*

SUNDAY FEBRUARY 9

- 6:30- 10:30 AM** **BREAKFAST BUFFET-** *Coastal Grill* (Included in Room Rate)
- 9:30 AM** **CARVC BOARD MEETING-** *Pembroke*
- 11:30 - 5:00 PM** **REGISTRATION –** *Westminster Hall/ Drop off Auction Items*
- 12:00- 2:00 PM** **CPR Training Session/ Not included in conference registration**
DARIN ALMOND / Pembroke
- 2:00-2:45 PM** **CREATING THE RIGHT EXPERIENCE FOR YOUR WEBSITE TO BOOK MORE RESERVATIONS**
JOSH RICHARDSON / Influence Digital Agency/ Kensington G
- 2:45-3:00 PM** **BREAK**
- 3:00 – 3:45 PM** **CAMPGROUND MARKETING**
JOSH RICHARDSON / Influence Digital Agency/ Kensington G
- 3:45-4:00 PM** **BREAK**
- 4:00-4:45 PM** **WEBSITE REPORTING AND ANALYTICS**
FELIKS YAMNIK/ Kensington G
- 4:45-5:00 PM** **BREAK**



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- 5:00- 5:30 PM** **SESSION TBD / Kensington G**
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- 5:30-10:00 PM** **GRIDIRON GATHERING/** Watch the Big Game/ Drink Tickets included in Room Rate/ *Embassy Suites Coastal Lounge*
6:00 PM – GRIDIRON GATHERING FOOD PROVIDED BY CARVC
Coastal Lounge, Vista 1 & 2/ Embassy Suites

VENDORS: NO SET UP ON SUNDAY/ BE SURE TO ATTEND THE GRIDIRON GATHERING
VENDOR SET UP: MONDAY 7:30 AM-NOON/ Kensington ABC, Balmoral & Westminster Hall

MONDAY FEBRUARY 10

- 6:30-9:00 AM** **BREAKFAST BUFFET/** Included in room rate/*Coastal Grill*
- 7:30 AM-NOON** **VENDOR SETUP/** *Kensington ABC, Balmoral & Westminster Hall*
- 7:30 – NOON** **REGISTRATION-** Drop Off Auction Items/ *Westminster Hall*
- 9:00-9:15 AM** **WELCOME & INTRODUCTIONS/ CARVC BOARD**
Kensington G
- 9:15-10:15 AM** **TRAIN THE TRAINER: TEAMBUILDING DYNAMICS / Pt. 1**
KELLY JONES/ VP of Operations/ Great Escapes RV Resorts
Kensington G

KEYNOTE SESSION / Pt. 1

Are you ready to elevate your facilitation skills and become a catalyst for transformative team dynamics? Join Kelly for an immersive Train the Trainer course on teambuilding, where theory meets practice in an experimental learning environment. **This hands-on workshop** empowers you to effectively lead teambuilding activities, dissect their underlying goals, and master the art of debriefing to solidify key messages. Engage in a series of **dynamic teambuilding exercises** carefully selected to illustrate various aspects of teamwork, communication, trust, and problem solving.

- 10:15-10:30 AM** **BREAK/** Coffee Provided
- 10:30- 11:15 AM** **MAKING DATA- DRIVEN DECISIONS**
RACHEL GODBOUT / Advanced Outdoor Management
Data has become a powerful asset in modern business strategy. This session will explore how campgrounds can harness data-driven Methodologies to make informed decisions, mitigate risks, and Capitalize on emerging opportunities. Participants will gain practical



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Bringing the best variety dance music in Beach Music, Country Blues, Funk, and Top 40 hits full of live entertainment.

Book This Band to Perform at your campground in 2025!

TUESDAY FEBRUARY 11

6:30 -9:00 AM **BREAKFAST BUFFET-** *Coastal Grill* (Included in Room Rate)

9:00-10:00 AM **TRAIN THE TRAINER: TEAMBUILDING DYNAMICS / Pt. 2**
KELLY JONES/ VP of Operations/ Great Escapes RV Resorts
Kensington G

SESSION/ Pt. 2

Explore the fundamentals of effective team dynamics and the role of teambuilding activities in fostering collaboration and synergy. This session will be hands-on!

10:00-10:15 AM **BREAK**

10:15- 11:15 AM **ANNUAL BUSINESS MEETING/** *Kensington G*
All members/ nonmembers are welcome! Meet your CARVC Board, (2025 board elections will be taking place), Learn what CARVC Accomplished in 2024 & the 2025 goals!

11:15- 11:30 AM **BREAK**

11:30- 12:15 PM **BEYOND THE CAMPFIRE: INNOVATING COMMUNICATION & ENGAGEMENT STRATEGIES FOR SUSTAINABLE CAMPER RELATIONSHIPS/ MARK KOEP/** Founder & CEO Campground Views
Kensington G

SESSION: This presentation will delve into the evolving landscape of Camper expectations and how RV Park owners can leverage Innovative communication channels and engagement techniques To not only meet these expectations but exceed them. It will explore Practical methods for creating memorable experiences, utilizing Technology for personalized interactions, and building a community That keeps campers returning. The session will highlight the Importance of feedback loops, loyalty programs, and the role of Sustainability in fostering long-term camper relationships. Attendees Will leave with actionable insights and creative ideas to turn first-time Visitors into lifelong enthusiasts.

12:15-2:00 PM **LUNCH/ SESSION/ APPROACH TO WATER AND ONSITE**



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WASTEWATER NEEDS

Gary MacConnell/ MacConnell & Associates P.C.

Mike Stidham/ E-Z Treat Inc.

2:00-5:30 PM Spend an extra night & enjoy your hotel located directly on the beach/
Waterpark, outdoor pool, tennis etc.

5:30- 7:00 PM **EVENING RECEPTION-** Embassy Suites Coastal Lounge
2 Drink Tickets, Snacks (Included in Room Rate)

7:00 PM **DINNER/ FLYING FISH PUBLIC MARKET & GRILL/ *group reservation***
Don't leave Myrtle Beach without having some of the best seafood in
Myrtle Beach!
4744 Hwy 17 S, North Myrtle Beach, SC 29582

WEDNESDAY FEBRUARY 12

9:00 AM **BOARD OF DIRECTORS MEETING/ *Pembroke***