

# Activate+ 2023

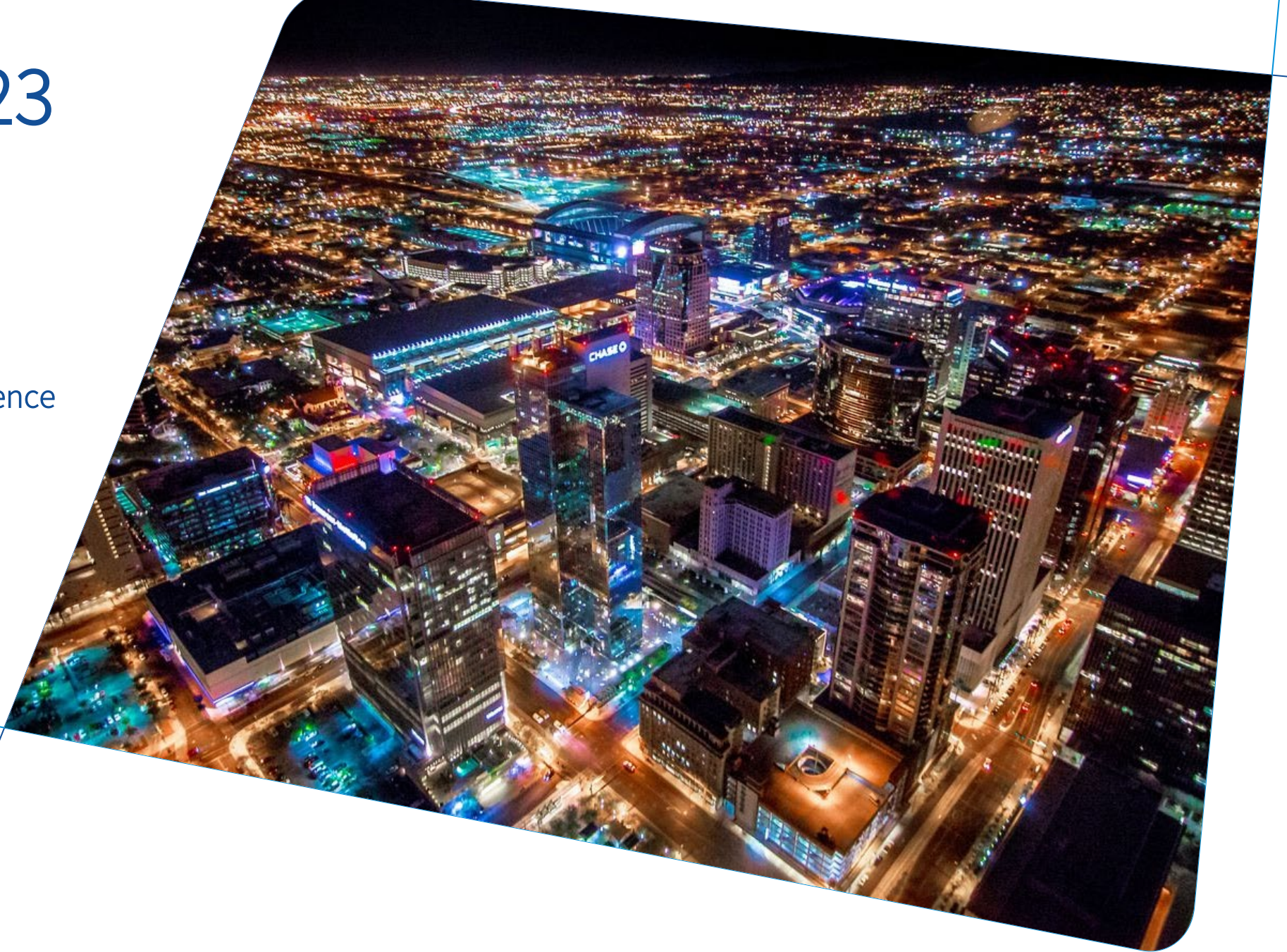
Phoenix, Arizona

August 21 – 23, 2023

Downtown Phoenix FAM Experience

Hosted by Visit Phoenix

Powered by Design Studio



# Participant Overview

The Activate+ participants found Downtown Phoenix to be a walkable and interesting city, offering a welcoming environment, a unique character, an organic feel, an accessible layout, and a convenient distance from the airport. They were impressed with the number of local restaurants and bars, the community art, the social diversity, the local pride, and the cleanliness of the city.

They felt that Downtown Phoenix has strong sense of community and compared its vibe to Austin or Indianapolis. The really enjoyed Roosevelt Row, the Orange Shirt Ambassadors, the city murals, and the Waymo transportation demonstration. Downtown Phoenix impressed the Activate+ participants and most of them left with a very positive perception of the city.



# Activate+ 2023 Participant List

<b>AT&amp;L Team</b>	Jennifer Budz	Sourcing Manager
	Kelly Cavett	Sourcing Manager
	Mike Digiovine	Sourcing Manager
	Michelle Long	Senior Sourcing Manager
	Lauren Reiman	Sourcing Manager II
	Char Shada	Strategic Account Manager
	Valerie Waite	Strategic Account Manager
	<b>ESN Team</b>	Tasha Arieff
Jeff Mally		Event Strategist
Joan Morrison		Event Strategist
Heather Mydloski		Event Strategist
Shonna Nitzel		Event Strategist
Dean Schultheiss		Event Strategist
Diane Steele		Senior Event Strategist
Lisa Zent		Senior Event Strategist
<b>Corporate Team</b>	Donald Potter	Senior Travel Buyer
<b>Design Studio</b>	Claire Lester	Senior Design Strategist
<b>Growth Marketing</b>	Gina Maria Lococo	Proposal Development Manager

<b>SMM Team</b>	Hilary Allman	Meeting and Event Manager
	Rebecca Baily	Senior Travel Buyer
	Kristina Luthy	Director of Operations
	Tracey Mayer	Sourcing Manager
<b>Supplier Relations</b>	Halle Weinberg	General Manager



# Activate+ 2023 Agenda

## Monday, August 21, 2023

- Opening Reception at Carcara
- Arizona Diamondbacks vs. Texas Rangers Baseball Game

## Tuesday, August 22, 2023

- Breakfast and Food and Beverage Experience at the Phoenix Convention Center
- Downtown Driving Tour
- Site Tours at Sheraton Phoenix Downtown, Hyatt Regency Phoenix, Renaissance Phoenix Downtown
- Lunch and Panel at the Renaissance Phoenix Downtown
- Activities (Spa Day, Cocktail Making, Olive Oil Tasting)
- Closing Dinner at Warehouse 215

## Wednesday, August 23, 2023

- Breakfast and Roundtable at The Compass
- Transfers to the JW Marriott Phoenix Desert Ridge Resort and Spa to begin Activate

