



# ZARTICON

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**Ted Sullivan**

Chief Marketing Officer,  
Zartico



**Josh Collins**

Chief Product Officer,  
Zartico

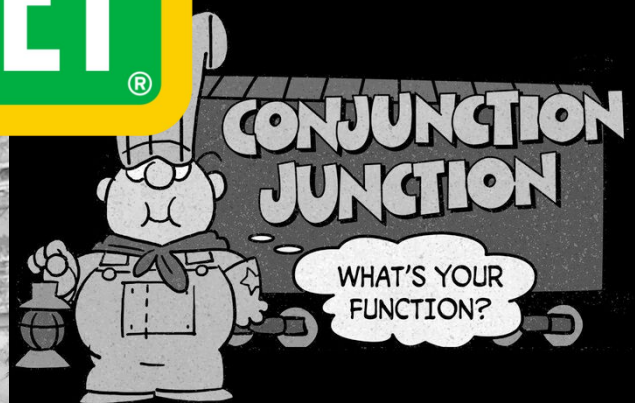
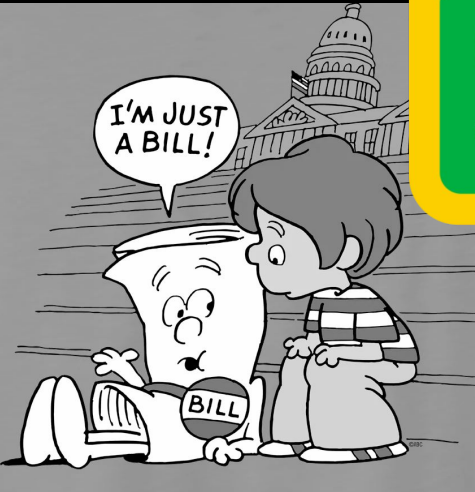
# Goal of Zarticon

“To create an educational format that engages minds and fosters learning. Teaching basic academic skills, self-esteem, positive socialization, and problem solving. Designed in a format of creative visuals, storytelling, humor, with guest speakers to capture the attention of the audience and create memorable learning experiences.”



123

# SESAME STREET®



# SCIENCE

A woman in a red dress is seated at a table, eating a pizza. In front of her is a laptop displaying data charts. To her right, a man in a purple sweater is seated at a desk, working on a laptop. He has two large monitors; the one on the right shows a complex network diagram with red and purple nodes. The background is a blurred office or restaurant setting with other people.

# ART

# SCIENCE

We Need Data Heroes to Create Smart Destinations

Situational Awareness: What Brought Us Here and What We've Learned So Far

AI Can Do Great Things for Destinations

From-the-Source Deep Dive: What Is Geolocation (and What It's Not)

Beginners, Advanced, and State Breakout Sessions

# ART

The ABCs of Data Literacy

The Old + The New = The Necessary: How Data and Surveys Can Work Together

Data Storytelling Happy Hour

Keynote: How to Tell Better Data Stories

# WONDER

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