



Vibe Coding: Building Real Apps without Writing a Line of Code

AGENTS OF CHANGE WEBINAR SERIES



**Brand USA's AI Vision:
To lead global destination
marketing into the AI era
by using intelligent systems
to connect the world to the
stories, people, and places
of the United States—
making discovery personal,
inspiration effortless, and
travel decisions
frictionless.**

Janette's AI Agenda

1 Operational excellence

2 Industry empowerment

3 Traveler experience enhancement



Increase playfulness
by 20% for Gen Z
audience.



**Write code to build
solutions to your problems**

Webinar Series

Deep-dive sessions from industry experts on AI implementation for tourism marketing.



Strategic

🕒 45 min

AI 101

Foundation concepts of AI for tourism professionals. Start here to build your AI knowledge base.

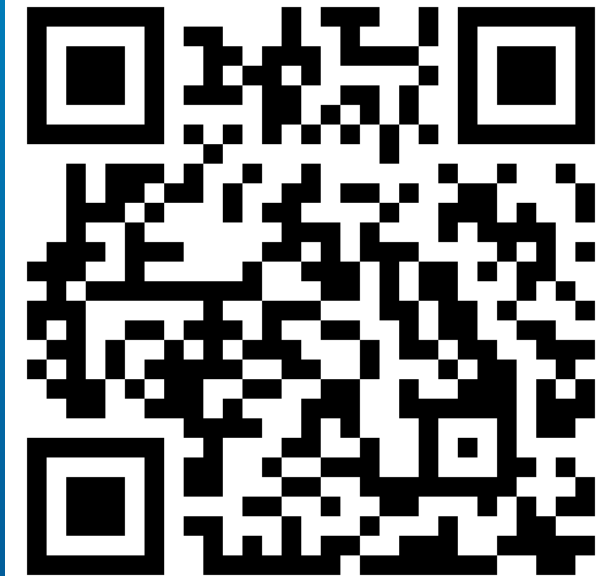
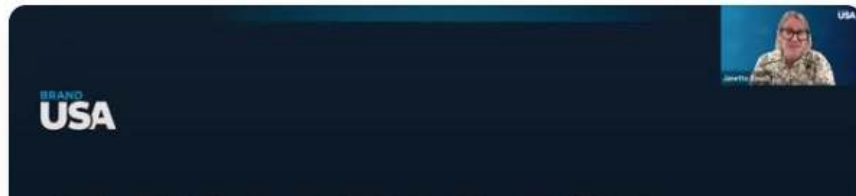


Tactical

🕒 38 min

Introduction to AI Agents

Learn how AI agents can transform your DMO operations with practical examples and implementation strategies.





MiLB Road Trip Planner

Plan your perfect Minor League Baseball adventure

Plan Your Trip

I Know Where

I Know Dates

Best for: You have a specific city or ballpark in mind to start from.

Starting Location

Search by team, city, or state...

Select a starting venue...

- AL
- Birmingham Barons (Birmingham)
- Montgomery Biscuits (Montgomery)
- Rocket City Trash Pandas (Madison)

Start Date

End Date

06/15/2026



06/22/2026



Max Daily Driving: 5 hours



2 hrs

10 hrs

Filter by Level (leave empty for all)

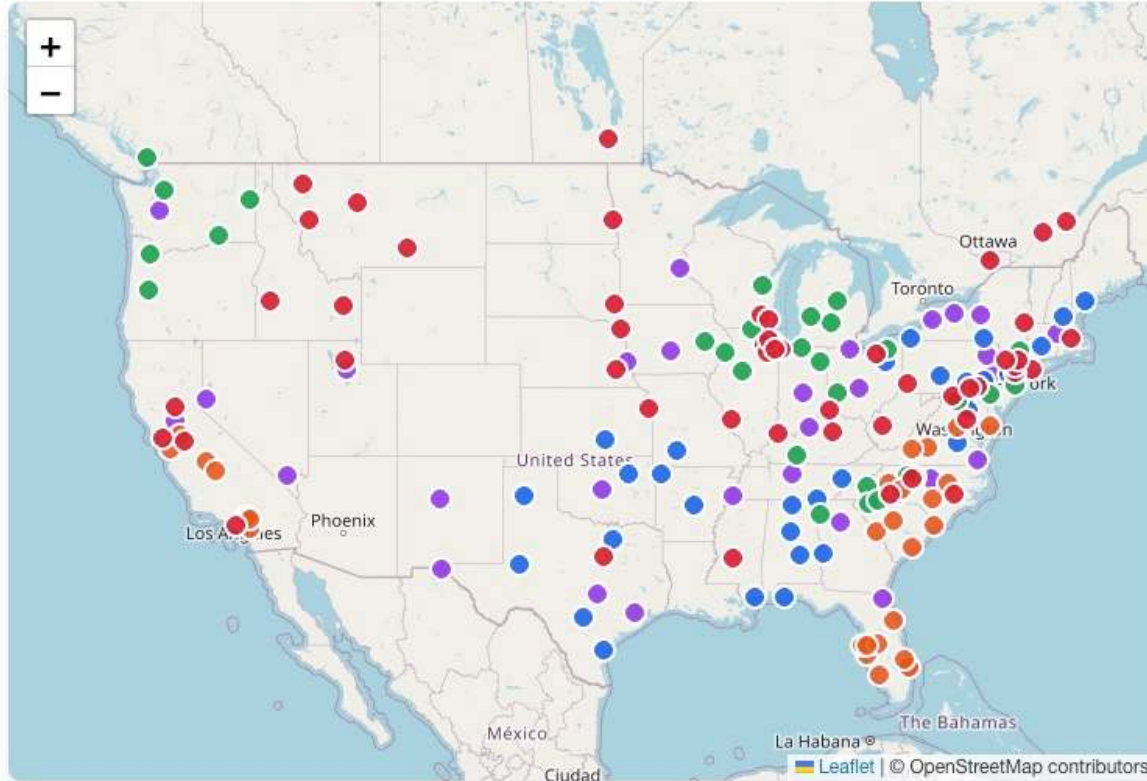
Triple-A

Double-A

High-A

Single-A

Independent



Your Itinerary



OVERVIEW

Title

Mission

Our Strategies

4-Question Test

POST-SUMMIT

What We Accomplished

Next Steps & Decisions

Program Status Dashboard

DEMAND GENERATORS

America250 / American
Originals

Cultural Relevance Engine



America the Beautiful as the Unifying Platform

Sets the Core Message

The campaign's focus is not just on places, but on people. "What really makes America so beautiful is our people, whose welcoming nature, optimism, and hospitality are a cornerstone of what makes America so wonderful."

Defines Tone

"Warm," "Inviting," "Human," "Confident," and "Soulful" — consistent, authentic, and apolitical across all touchpoints.

ATB Serves Three Audiences

Consumer	Emotional storytelling engine that inspires travel and discovery
B2B	Collaborative platform for trade, tour operators, and business event planners
Organizational	Connective tissue between VUSA, ATB, and corporate site

Three Always-On Content Lanes

Brand USA operates in three always-on lanes. Specific programs evolve year to year; this structure stays constant.

Personal_OS

Update

Preview 2026-04-23_Agenda.md

[[00_Inbox]]

Daily Agenda for Thursday, April 23, 2026

Due Today

- Prep: AIO April 30 automation presentation

Due This Week

- Build modular AI sessions plug for IPW enrichment session (Due: 2026-04-25)
- Ask Team About Enrichment Session Takeaway Website (Due: 2026-04-25)
- Pick live demo scenarios for AI for Sales session (Due: 2026-04-25)
- Outline AI for Leadership session (Due: 2026-04-25)
- Coordinate happy hour printed materials with Mimi (Due: 2026-04-25)
- Outline AI Champion session (Due: 2026-04-25)
- Design Turn This Week Into Next Week workshop (Due: 2026-04-25)
- Follow up on Jesse's updated requirements doc (Due: 2026-04-27)
- Align on HQ Week staff update messaging (Due: 2026-04-27)
- Prep for Maine Tourism Conference Keynote (Due: 2026-04-27)
- Build micebook slide deck — "The AI-Ready Agency" (Due: 2026-04-28)
- Connect with Atout France's new SVP of AI once hired (Due: 2026-04-30)
- AI Opener: Automations with Cowork — April 30 (Due: 2026-04-30)
- Finance Discovery Docs — Updated Version

EXPLORED

PERSONAL_OS

- > .claude
- > .claude_backup
- > .obsidian
- > .venv
- > 00_Inbox
- > 10_Projects
- > 20_Areas
- > 30_Resources
- > 40_Archives
- > 50_Personal
- > 99_System
- > Apps
- > brand-review
- > brand-usa-agents-of-change
- > docs
- ≡ .claudeignore
- { } .mcp.json
- ≡ AI_at_Brand_USA_FY27_Roadmap...
- ↓ CLAUDE.md
- ≡ FY27_Strategy_FourSlides.pptx
- ≡ FY27_Strategy_SingleSlide.pptx
- ≡ FY27_Strategy_Update_Feb2026.p...
- ≡ Lead_With_Wonder_AI_Adoption.p...

OUTLINE

TIMELINE

Finance

Create LinkedIn carousel...

Create Claude workflow p...

Visit California

Create Claude workflow presentation for ...

please incorporate some funny images of me that you have indexed from gemini so it's not so boring. you can also use screenshots of real projects, i have tons of screenshots in downloads that i've shared with you. and you don't need to include guardrails in this for an internal audience

```
ls -la "/Users/janetteroush/Documents/Personal_OS/20_Areas/Agents_of_Change/Claude_Cowork_Se
OUT -rw-r--r--@ 1 janetteroush staff 84418392 Apr 22 15:15 /Users/janetteroush/Documents/Perso
```

- Update Todos
 - ✓ Prep assets: convert logos to PNG, verify Janette images
 - ✓ Write pptxgenjs build script (22 slides)
 - ✓ Run build and QA
 - ✓ Deliver .pptx
- Opened in PowerPoint. Here's what you've got:

File: **Claude_Cowork_Daily_OS_Setup_Guide.pptx** — 22 slides, ~84MB (images are full-res PNGs; will compress a lot if you re-save in PowerPoint).

Image placements:

 - Slide 1 (Title): Janette using Claude, pink shirt
 - Slide 2 (Why): Teaching teen student driver
 - Slide 4 (W1): Pink home office + Salesforce
 - Slide 6 (brain.md): Pink Q4 goals whiteboard
 - Slide 8 (W2 Email): Cyborg-pink writing follow-up email
 - Slide 11 (Guardrail): Woman + robot headset colleague
 - Slide 12 (W3 Board): Speed-networking with robot in ballroom
 - Slide 15 (Apply it): Two women collaborating at laptop
 - Slide 16 (W4 Morning): Air traffic controller at night
 - Slide 20 (Together): Chef flipping pancakes
 - Slide 22 (Close): Janette speaking at podium

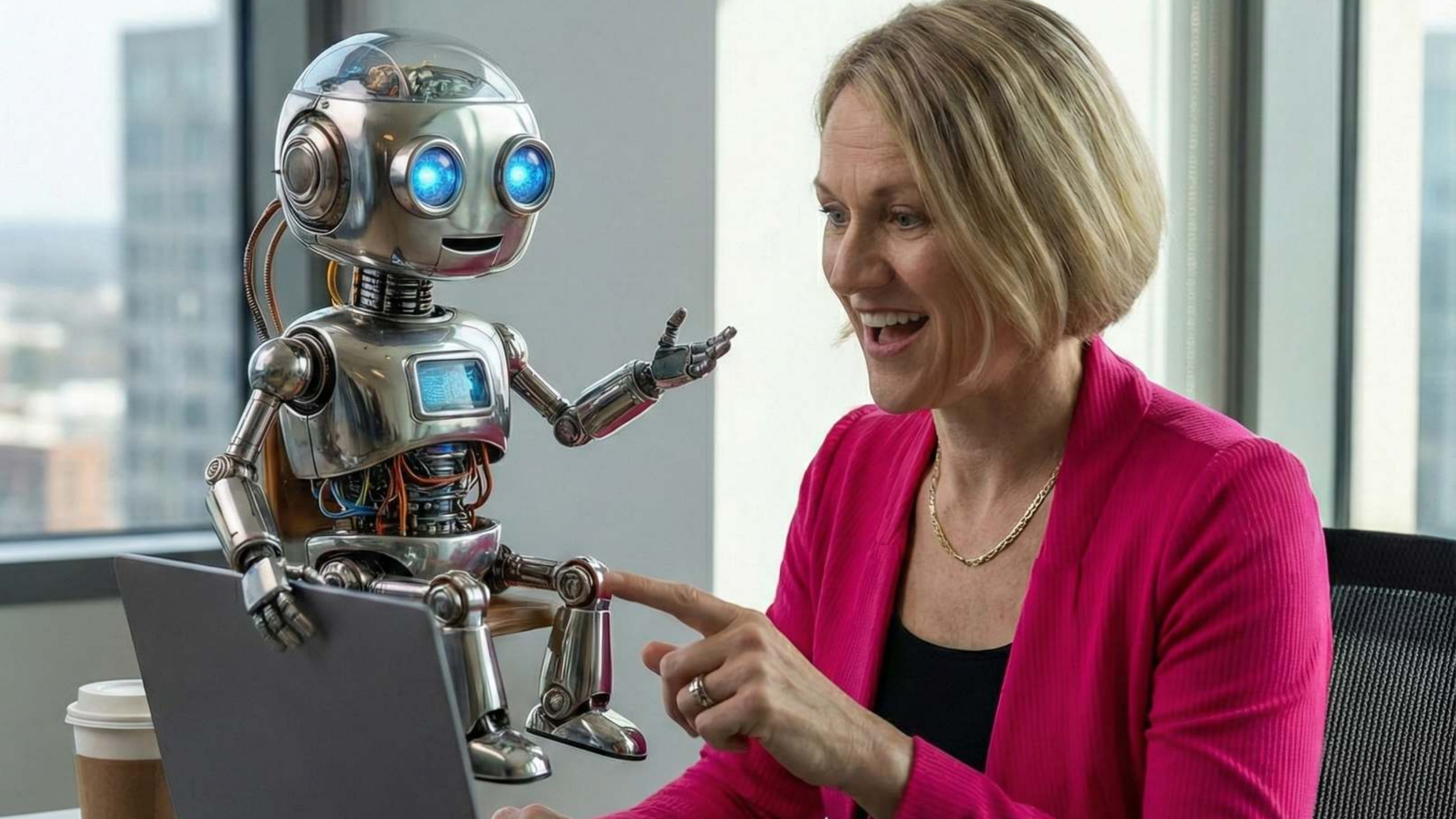
JJ's prompts are verbatim in cyan-framed "TRY THIS PROMPT" boxes on slides 10, 14, and 18 so staff can copy-paste.

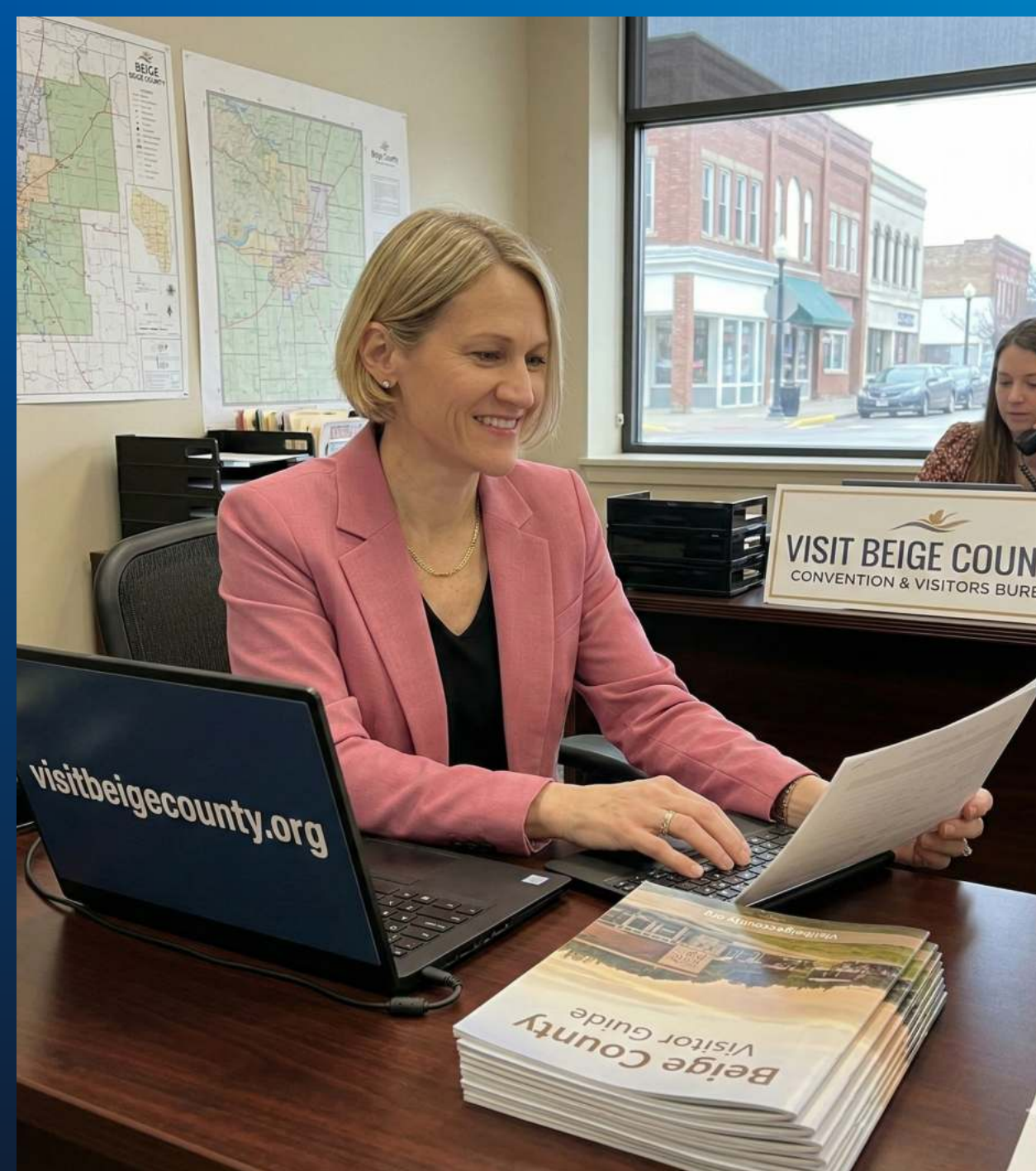
Font note: Uses Oswald + Montserrat. If anything looks off, grab them: [Oswald](#) | [Montserrat](#).

Flag any slide that needs a swap — easy to edit since I kept each slide self-contained.

⌘ Esc to focus or unfocus Claude

+ [] </> Edit automatically





- 1 Fam itinerary site
- 2 Strategy document
- 3 RFP tracker

**At work . . . it's not
cheating to use AI!**



BRAND
USA

Register for upcoming webinars

<https://www.thebrandusa.com/events>



TUESDAY - THURSDAY AI Meetups at IPW

Three days of AI sessions, hands-on workshops, and AI Confessional Happy Hours - all inside the Brand USA Booth. 30 minutes sessions, hosted by Janette Roush.

Tuesday

- 10:20: AI Traveller Intelligence
- 12:45: AI For Sales
- 4:15: AI Confessional Happy Hour *(Hosted)*

Wednesday

- 10:20: AI for Leadership
- 12:45: How to be your Organization's AI Champion
- 4:15: AI Confessional Happy Hour *(Hosted)*

Thursday

- 10:20: Intro to Building a Personal OS in Claude
- 12:45: Turn This Week Into Next Week





THANK YOU

JROUSH@THEBRANDUSA.COM



Janette Roush

"The Taylor Swift of Destination
AI" - Group NAO

