

Sunday, June 6, 2010

3:00 pm - 6:00 pm	Exhibitor Set-Up
4:00 pm - 6:00 pm	Registration
5:00 pm - 6:00 pm	MACVB Executive Meeting
6:00 pm - 8:00 pm	Welcome Reception - Benton's Restaurant - Top of the Westin Crown Center

Monday, June 7, 2010

7:00 am - 8:30 am	Continental Breakfast	
7:30 am - 8:30 am	MACVB Annual Business Meeting	
8:30 am - 8:45 am	Welcome from the MACVB President & KCCVA <i>MACVB President Amy Supple and KCCVA President Rick Hughes</i>	
8:45 am - 9:00 am	Missouri Division of Tourism Update <i>Katie Steele Danner - Missouri Division of Tourism</i>	
9:00 am-10:15 am	General Session: Past, Present and Future Trends of Online Marketing <i>Susan Sweeney</i>	<i>Is your web site keeping current? Susan Sweeney, Internet marketing expert and the author of 8 Internet marketing books including 101 Ways to Promote Your Tourism Business Web Site, will review web sites and technologies that are becoming the benchmarks of successful Internet marketing. FaceBook, YouTube, Twitter, bookmarking, widgets, consumer generated media, Blogs, RSS, podcasting & mobile marketing are a few of the topics discussed.</i>
10:15 am -10:45 am	Break in Exhibition Room	
10:45 am - 12:00 pm	Dialogue Session: Board Management <i>Dr. Gary Baker - UMKC Non Profit Leadership Center</i>	<i>Whether your CVB leadership reports to a board, committee or city council, the dynamics are similar. Dr. Baker will join us again this year and lead this session with an interactive dialogue format. He will guide the discussion and add his valuable insight to the process.</i>
12:00 pm - 1:15 pm	Lunch	
1:15 pm - 2:15 pm	Telling Your Best Story! Performance Reporting and Best Practices for DMO <i>Rick Hughes, Kansas City CVA Tracy Kimberlin, Springfield CVB Judy Billings, Lawrence CVB Amy Supple, Chillicothe CVB: Moderator</i>	<i>Expanding on last year's, highly successful, CVB 101 session, MACVB will continue the discussion by tapping our own MACVB member resources to explain how best practices, standards and performance reporting can strengthening DMO's both large and small.</i>



MACVB Annual Conference
Westin Crown Plaza
June 7,8, & 9th - Kansas City, Missouri

2:15 pm - 2:30 pm	Break	
2:30 pm - 3:30 pm	Breakout: Great Online Gadgets, Tools and Resources <i>Susan Sweeney</i>	<i>In this fast paced session Susan Sweeney will take you on a whirlwind tour of the latest and greatest online tools and resources (most of them free) that you can use to market more effectively, wow your web site visitors, improve your conversion, improve your web site, save time and do more business.</i>
2:30 pm - 3:30 pm	Breakout: Sports Hosting for Tourism - The Basics <i>Jack Kelly - Event Partners</i>	<i>This session will give you the basics in hosting sports events in your community. This session is designed for those who have never hosted an event or for those who need a refresher course. He will talk about the foundation and process needed for maximum destination success.</i>
3:30 pm - 4:45 pm	General Session: Bringing Value to Stakeholders through incremental revenue programs <i>Chris Jennings - Spartanburg SC CVB</i>	<i>CVB's are constantly looking to develop incremental revenue sources to supplant the tax dollars they receive in order to market the destination. Chris will talk about the importance of evaluating internal and external revenue growth opportunities, while creating value for your stakeholders.</i>
6:30 pm - 9:30 pm	Retirement Reception for Bob Smith <i>Howl at the Moon in the Power and Light District</i>	
Tuesday, June 8, 2010		
7:00 am to 8:30 am	Continental Breakfast	
8:30 am-9:30 am	General Session: Maximizing your Sports Hosting Market <i>Jack Kelly - Event Partners</i>	<i>In this advanced session, Jack Kelly will review current trends in sporting event hosting, discuss why the sports market should be an important part of your marketing plans and what sports are doing the best in terms of maximizing economic impacts.</i>
9:45 am-10:45 am	General Session: Everything Google <i>Howard Tiejn - Madden Media</i>	<i>Today, Google has so many useful tools and free applications. Howard will share information with us in his usual easy to understand presentation to help us maximize our destination marketing efforts!</i>
10:45 am - 11:00 am	Break in Exhibition Room	
11:00 am - 12:00 noon	General Session: Digital Media and Today's Electronic News Release <i>Jeff Risley - Barkley</i>	<i>Make it easy for journalists to pick up your stories. Digital news releases are designed to get all the information a journalist needs: contact links, images, video, backgrounders, bios and more directly into the inbox of your targeted list of journalists.</i>