

Sunday, June 5, 2011

2:00 pm - 3:00 pm	Informal Discussion of Social Media and Online Marketing <i>Anne McLester Theater</i> <i>Jim Murphy, Hoffman Lewis - moderator</i>	
3:00 pm - 6:00 pm	Allied Member Exhibitor Set-Up	
3:00 pm - 4:30 pm	Pre-Conference Help Sessions - Facebook, Twitter, Flickr, YouTube, TripAdvisor, Mobile App Download & Creation <i>Anne McLester Theater</i>	<i>30 minutes Help Sessions with Conference Attendees</i>
4:00 pm - 6:00 pm	Registration - Atrium	
5:00 pm - 6:00 pm	MACVB Executive Meeting - Executive Board Room	
6:00 pm - 8:00 pm	Welcome Reception - Gracie's Restaurant - Sponsored by Springfield CVB	

Monday, June 6, 2011

7:00 am - 8:00 am	Continental Breakfast - Rathdangan II & III	
8:00 am - 8:15 am	Welcome from MACVB President and Springfield CVB <i>MACVB President Amy Supple & Tracy Kimberlin, Exec Director, Springfield CVB</i>	
8:15 am - 9:00 am	RSMo.620.467 aka House Bill 188: Funding for Tourism Update <i>Rathdangan II & III</i> <i>Tracy Kimberlin, Springfield CVB</i>	<i>The Missouri Division of Tourism is funded through legislation passed in 1993 and commonly referred to as H.B. 188. Tracy will take us through the brief history & how this funding effects the DMO's statewide & in our individual communities.</i>
9:00 am-10:15 am	General Session: Research 101 for DMO's <i>Rathdangan II & III</i> <i>Jerry Henry, H2R Market Research</i>	<i>This presentation looks at a wide variety of research that DMO's are conducting these days - from small, inexpensive projects to large, more comprehensive types of studies.</i>
10:15 am -10:30 am	Break with Allied Members - Rathdangan Foyer	
10:30 am - 11:30 pm	Effectively Speaking to your Legislators <i>Rathdangan II & III</i> <i>Representative Shane Schoeller, Speaker Pro Tem</i>	<i>Legislators and their staffs are very interested in hearing and gathering information from constituents. We have invited Speaker Pro Tem Shane Schoeller to tell us how best to speak to our local legislators and strengthen those relationships for your organization and state tourism.</i>
11:30 am - 12:00 pm	Break with Allied Members - Rathdangan Foyer	
12:00 pm - 1:00 pm	Lunch - Rathdangan I & II	

Monday, June 6th Continued...

1:15 pm - 2:00 pm	PR Techniques Regardless of Budget <i>Anne McLester Theater</i> <i>Lynn Berry - Branson CVB</i>	<i>As cost effective as public relations can be, its mere application does not ensure efficiency & cost savings. Lynn's experience coming from a small town CVB (Eureka Springs) to the larger CVB of Branson gives her a unique perspective.</i>
2:00 pm - 2:15 pm	Break with Allied Members - Rathdangan Foyer	
2:15 pm - 3:30 pm	Breakout session: Meeting Planner Panel Discussion <i>Rathdangan I</i> <i>Dana Maugans, CDME - Moderator</i>	<i>Join this session as our moderator and panel share their insights and experiences about what is changing in this industry, what have they found to be successful, and what DMO's can do to improve their service to this key part of our industry.</i> Panel: Jean Harmison - Club Management Services, LLC, Marla Calico - Intl. Assoc. of Fairs & Expositions , Geralyn Mason - Students in Free Enterprise
2:15 pm - 3:30 pm	Breakout session: Research Panel <i>Rathdangan II</i> <i>Jerry Henry, H2R- Moderator</i>	<i>This panel will discuss the types of research they have completed, why they chose the research they have and how they are using it to make better marketing decisions.</i> Panel: Doug McClain - KCCVA, DeeAnn McKinney - MDT, Beth Wiles - Pulaski County CVB, Jim Grebing - City of Hermann
3:30 pm - 4:45 pm	What Happens After the Click? <i>Rathdangan I & II</i> <i>Dave Serino, Gammet Interactive</i>	<i>As online advertising & social media promotions become a larger part of marketing & advertising campaigns, measurement & metrics are growing in importance. Dave will explain how to effectively monitor & measure web traffic & analyze & track social media.</i>
6:00 pm - 9:30 pm	Networking Social - Springfield Brewing Company - Sponsored by Springfield CVB <i>One of Springfield's favorite restaurants & a must-visit destination combining the finest craft beers & delicious food.</i>	

Tuesday, June 7, 2011

7:00 am to 8:30 am	Continental Breakfast - Rathdangan I & II	
8:00 am - 8:30 am	MACVB Annual Business Meeting - Rathdangan I & II	
8:30 am - 8:45 am	Break with Allied Members - Rathdangan Foyer	
8:45 am - 9:45 am	The Art of Successful Community Leadership <i>Rathdangan I & II</i> <i>Jim Anderson, Springfield, MO Chamber of Commerce</i>	<i>CVB's have a critical role in leadership within a community & these responsibilities encompass all staff & board. Jim Anderson will speak about community engagement & leadership, its importance, and why we should focus on it in both large & small communities.</i>
9:45 am - 10:30 am	Increasing your Sales Department's Value through Social Media <i>Rathdangan I & II</i> <i>Dave Serino, Gammet Interactive</i>	<i>In today's online & social media driven world, successful DMO sales opportunities have evolved into strategic online promotional campaigns. In this session you learn how to leverage social media to entice groups, find advocates, increase attendance at events & extend your destination's online footprint.</i>
10:30 am - 10:45 pm	Break with Allied Members - Rathdangan Foyer	
10:45 am - 12:00 pm	General Session: MDT Marketing Program Update <i>Rathdangan I & II</i> <i>Katie Steele Danner</i>	<i>Join Missouri Division of Tourism's, Director Katie Steele Danner as she gives us an update on the Domestic and International marketing programs of the state with a particular emphasis on MDT's research efforts and results.</i>