

# 2019 MACVB ANNUAL CONFERENCE

## JUNE 3–5, 2019, SPRINGFIELD OASIS HOTEL

2546 N Glenstone Ave, Springfield, MO 65803

MONDAY, JUNE 3

10:00 a.m. – 12:00 p.m.

### Experience Springfield!

Springfield has so much to offer – during this optional morning event, attendees will have the option of visiting either the Mizumoto Japanese Stroll Garden or the Springfield Art Museum.

#### *Mizumoto Japanese Stroll Garden*

The oldest attraction at the Springfield Botanical Gardens, the 7.5 acre, Mizumoto Japanese Stroll garden was created in 1985 and includes a large koi lake, moon bridge, meditation garden, tea house and traditional Japanese garden landscaping.

#### *Springfield Art Museum*

What might you see at the Springfield Art Museum? With a collection that includes more than 10,000 objects spanning many time periods and cultures, the museum is constantly changing what is on display. The Springfield Art Museum's permanent collection began in 1928 with 2 small seascapes by Philadelphia artist Mary Butler. This began a focus on American art from the 18th century to the present. Special collections include American watermedia, Art of the Midwest, Asian porcelains and Printmaking.

3:00 p.m. – 6:00 p.m.

*Paradise Pre-Function*

4:00 p.m. – 5:00 p.m.

*Maui Ballroom*

6:00 – 8:00 p.m.

*Atrium*

### Participant Registration & Allied Member Exhibitor Set-Up

### MACVB Emerging Markets Meeting

The Emerging Markets Committee focuses on projects and activities that benefit smaller markets. All are invited to attend and participate as the committee makes plans for the upcoming year. The most recent project of the committee was development of the Group Itineraries Program. Additional information may be found at <https://www.macvb.com/group-itineraries>.

### Opening Reception

Kick off your 2019 MACVB Annual Conference experience by attending the Opening Reception. Meet new friends, connect with old, and enjoy food and beverages throughout the evening.

# TUESDAY, JUNE 4

**7:00 a.m. – 8:00 a.m.**

*Coco Ballroom*

**Breakfast**

**7:00 a.m. – 8:30 a.m.**

*Paradise Pre-Function*

**Participant Registration**

**8:30 a.m.**

*Maui Ballroom*

**Welcome to MACVB 2019**

*Diane Gillespie, MACVB President & Mayor Ken McClure, Mayor of Springfield*

**8:30 a.m. – 9:30 a.m.**

*Maui Ballroom*

**Those Darn Millennials**

*Don Harkey, People Centric*

In 2014, Millennials became the majority of workforce passing up both Generation X and Baby Boomers. This generation is different from the generations that came before them. Learn more about what the Millennial generation wants and how you can manage them. Finally, learn how they just might be a catalyst for a new level of success within your organization.

**9:30 a.m. – 10:00 a.m.**

*Paradise Pre-Function*

**Break with Allied Members**

**10:00 a.m. – 11:30 a.m.**

*Maui Ballroom*

**Diversity & Awareness 101**

*H. Wes Pratt, Division for Diversity and Inclusion, Missouri State University*

*Juan Meraz, Assistant Vice President for Diversity and Inclusion, Missouri State University*

The “business case for diversity” is well documented and research-based. So is the core value of inclusive excellence. However, what does it all mean for the state association of convention and visitors bureaus? What best practices have been developed and collaborated on to enhance and improve the cultural consciousness/competency of those doing business with an increasingly diverse clientele?

Chief Diversity Officer H. Wes Pratt, J.D., and the Assistant Vice President for Diversity and Inclusion, Juan Meraz, at Missouri State University will share a provocative history of the continuing journey to inclusive excellence at the university, and within the region. A few collaborative best practices will be shared with the MOCVB that are benefitting, not only the region, local businesses, public entities, non-profit organizations, but also the citizens and residents who “live, learn, earn, and visit” Springfield, Greene County, Missouri.

# TUESDAY, JUNE 4 cont.

**11:30 a.m. – 12:30 p.m.**      **Lunch**

*Coco Ballroom*

**12:30 p.m. – 1:30 p.m.**      **Website Trends, Insights and New Methodologies**

*Alexis Favis, Madden Media*

Alexis will discuss website trends and insights for DMOs. During the session, also learn about how the Growth Driven Design (GDD) process paired with agile development methodologies may be an optimal solution for DMO websites. Currently, buying a new website is like buying a new car, it starts depreciating the second you drive off the lot. Traditional website design timelines move slowly and clients need a way for their website to quickly and dynamically respond to ever-changing marketing needs. Instead of starting over every few years with a new design that is continually chasing those needs, using a custom industry-optimized GDD solution, a DMO can turn their existing website into a responsive and nimble marketing tool for their organization. Long development and deployment cycles are a thing of the past with GDD – instead, this process allows for continuous work on a website to keep it up-to-date and ensure you are maximizing the site's performance based on data-driven updates.

**1:30 p.m. – 1:45 p.m.**      **Break with Allied Members**

*Paradise Pre-Function*

**1:45 p.m. – 2:25 p.m.**      **Sharing Sessions: DMO Roundtable Discussions**

*Maui Ballroom*

Always one of the most popular and informative sessions! Join your peers from across the state, and make plans to participate in the DMO roundtable discussion. During these conversations, you may address pre-determined issues facing your organization or bring a new one to the table.

**2:30 p.m. – 4:00 p.m.**      **Missouri Tourism Commission Meeting**

*Sahara*

New this year! The Missouri Tourism Commission will be hosting one of their quarterly meetings during the MACVB Annual Conference. The Commission meets quarterly to determine all matters relating to policy and administration of tourism promotion, thus creating jobs, additional payroll, tax revenue, and economic development for the State of Missouri. Plan to attend the meeting to learn more about what's happening and to meet and network with members of the Commission.

# TUESDAY, JUNE 4 cont.

**4:00 p.m. – 4:15 p.m.**

*Paradise Pre-Function*

## **Break with Allied Members**

**4:15 p.m. – 5:00 p.m.**

*Sahara*

## **MACVB Annual Business Meeting**

All attendees are invited to attend the Annual Business Meeting of the association. The meeting will include updates from each of the MACVB committees as well as information on upcoming events and projects for the association.

**5:45 p.m. – 10:00 p.m.**

## **Evening Activity: Wonders of Wildlife Aquarium & Reception**

*\*Reception Hosted by Springfield CVB*

Recently named “America’s Best Aquarium & Best New Attraction,” the Johnny Morris’ Wonders of Wildlife National Museum and Aquarium, also known as simply Wonders of Wildlife is a not-for-profit educational conservation-themed attraction in Springfield, Missouri.

# WEDNESDAY, JUNE 5

**7:30 a.m. – 8:30 a.m.**

*Coco Ballroom*

## **Breakfast**

**8:30 a.m. – 9:30 a.m.**

*Maui Ballroom*

## **Become a Social Media Expert**

*Panel Discussion*

Social media is always a hot topic and everyone wants to know how to improve their social media presence. This panel discussion will bring together several social media experts to share with attendees the best tips and tricks to market your DMO.

**9:30 a.m. – 10:00 a.m.**

*Paradise Pre-Function*

## **Break with Allied Members**

# WEDNESDAY, JUNE 5 cont.

**10:00 a.m. – 11:00 a.m.**

*Maui Ballroom*

**How to get Media Coverage on a Shoestring Budget**

*Christina Lenkowski, Sparrow Travel Media*

This presentation is designed for attendees to understand why media relations are important, what it means nowadays (as opposed to just sending press releases), as well as how to actually proactively pitch. Also includes the biggest mistakes I see DMOs make when it comes to media relations.

**11:00 a.m. – 12:00 p.m.**

*Maui Ballroom*

**Missouri Division of Tourism Update**

*Ward Franz, Director*

Missouri Division of Tourism Director Ward Franz will provide an update on MDT's ongoing efforts to market Missouri domestically and internationally, the latest news on the Cooperative Marketing Program and MDT's plans to keep Missouri a top-of-mind travel destination.