



*Connecting the Dots*

October 8-10, 2019 • Columbia, MO

## Conference Agenda

(Tentative, Subject to Change)

### Tuesday, October 8

10 a.m. to 5:30 p.m.

**Registration**

*Atrium*

*Sponsored by Madden Media*

10 a.m. to 5:30 p.m.

**Exhibit Set-Up**

*Expo Center*

10:30 a.m. to 12:30 p.m.

**MACVB Board Meeting** (invitation only)

*Windsor III*

Noon to 4 p.m.

**Explore Columbia**

Choose from two exciting adventures to experience all of the exciting things Columbia has to offer. More details to come!

6 p.m. to 9 p.m.

**Welcome Reception – Party Like It's 1999!**

*Sponsored by Columbia Convention and Visitor's Bureau*

*Transportation sponsored by Columbia Convention and Visitor's Bureau*

### Wednesday, October 9

8 a.m. to 6 p.m.

**Registration**

*Atrium*

*Sponsored by Madden Media*

8:30 a.m. to 9:30 a.m.

**Breakfast: The Food Bank for Central and Northeast Missouri Presentation**  
(Quilt Raffle Opens)

*Expo Center*

8:30 a.m. to 9:30 a.m.

**Exhibitor Trade Show Opens**

*Expo Center*

Visit with business professionals and service providers who help support the tourism industry.

- 9:30 a.m. to 10:30 a.m.      **General Session**  
*Windsor I - III*  
Discover how to slow the passing of time and live your best life with insight from travel writer and Instagram personality **Jedidiah Jenkins**.
- 10:45 a.m. to 11:45 a.m.      **General Session**  
*Windsor I - III*  
**Destination Branding: It Takes a Village – Creating a Destination of Distinction is Everyone’s Job.** – Strong destinations are not created by a new flashy logo. No one ever decides to visit a place because of its tagline. Real destinations are created by a great experience that is delivered by hotels, restaurants, retail, businesses, infrastructure and virtually everyone in the community. Very little is delivered by DMO marketing. **Steve Chandler** will discuss the notion of place branding and what it takes to really make it work. Simply put, it takes a village. Bring a notepad and prepare to have some fun.
- 11:45 a.m. to 12:45 p.m.      **Luncheon**  
*Expo Center*  
*Sponsored by Meredith Travel Marketing and Midwest Living*
- 1 p.m. to 2 p.m.                      **General Session**  
**TOUR Talks – Inspire in Five**  
*Windsor I - III*  
More details coming soon about this exciting opportunity!
- 2:15 p.m. to 3:15 p.m.              **Breakout Sessions**  
*Windsor I - II*  
**From Pixels to Hashtags: Social Media 101** – Join digital and social media strategist, **Brianna Smith**, as she navigates the ins and outs of choosing content, targeting audiences, and interpreting analytics.  
  
*Windsor III*  
**From Scout to Screen: Film & TV in Missouri – Andrea Sporcic-Klund** offers guidance on how to expand your film assets and collaborate with the Missouri Film Office.
- 3:15 p.m. to 3:45 p.m.              **Break and Exhibitor Trade Show**  
*Expo Center*  
Visit with business professionals and service providers who help support the tourism industry.
- 3:45 p.m. to 4:45 p.m.              **Breakout Sessions**  
*Windsor I – II*  
**From Wasteful to Waste-Free: Easy Ways to Be Green** – Learn about sustainability from a panel of experts including why, what and how.  
  
*Windsor III*  
**TBD**
- 6 p.m. to 7 p.m.                      **Awards Reception**  
*Atrium*  
*Wine compliments of the Missouri Wine & Grape Board*

7 p.m. to 9 p.m.                    **Awards Banquet**  
*Expo Center*  
*Wine compliments of the Missouri Wine & Grape Board*

**Thursday, October 10**

8 a.m. to Noon                    **Registration**  
*Atrium*  
*Sponsored by Madden Media*

8:30 a.m. to 9:30 a.m.           **Breakfast**  
*Expo Center*

9:30 a.m. to 10:30 a.m.        **General Session**  
*Windsor I - III*  
**From Unintentional to Strategic: Should Your Future Be Accidental?** – In this interactive workshop, **Colin Stoetzel** and **Linda Favero** from Coraggio Group address strategic planning—what constitutes a plan, how plans are built, and why every organization should consider creating one. Additionally, you will participate in an exercise to identify key challenges and opportunities for your organization, generate strategic questions in response, and draft some initial thoughts on strategic actions you might take. The presenters will also share case studies of how strategic planning has been used to create regional collaboration that brought benefits to multiple businesses and destinations.

10:30 a.m. to 11 a.m.           **Break and Exhibitor Trade Show**  
*Expo Center*  
Here's your final opportunity to spend time networking with business professionals and service providers who help support the tourism industry.

11 a.m. to Noon                    **General Session: AirDNA**  
*Windsor I - III*  
**TBD**

Noon to 1 p.m.                    **Luncheon**  
*Expo Center*  
\*Featured speaker: The Honorable **Mike Parson**, Governor, State of Missouri

1:15 p.m. to 2:30 p.m.        **General Session**  
*Expo Center*  
Missouri Division of Tourism Director **Ward Franz** provides 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 for keeping Missouri a top-of-mind travel destination.

2:30 p.m.                          **Conference Concludes**

*\*Scheduled appearance subject to change*