

Sunday, June 5, 2011

2:00 pm - 3:00 pm	Informal Discussion of Social Media and Online Marketing	
3:00 pm - 6:00 pm	Exhibitor Set-Up	
3:00 pm - 4:30 pm	Pre-Conference Help Sessions - Facebook, Twitter, Flickr, YouTube, TripAdvisor, Mobile App Download & Creation <i>room</i>	<i>30 minutes Help Sessions with Conference Attendees</i>
4:00 pm - 6:00 pm	Registration	
5:00 pm - 6:00 pm	MACVB Executive Meeting	
6:00 pm - 8:00 pm	Welcome Reception	

Monday, June 6, 2011

7:00 am - 8:00 am	Continental Breakfast	
8:00am - 8:15 am	Welcome from MACVB President and Springfield CVB	
8:15am - 9:00 am	RSMo.620.467 aka House Bill 188: Funding for Tourism Update <i>room</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>room</i> <i>Jerry Henry</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 Exhibitors	
10:30 am - 11:30 pm	Effectively Speaking to your Legislators <i>room</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 Exhibitors	
12:00 pm - 1:00 pm	Lunch	

1:15 pm - 2:00 pm	PR Techniques Regardless of Budget <i>room</i> Lynn Berry - Branson CVB	<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 Exhibitors	
2:15 pm - 3:30 pm	Breakout session: Meeting Planner Panel Discussion <i>room</i> Dana Maugans, CDME	<i>Join this session as our moderator and panel share their insights and experiences about what is changing in their industry, what have they found to be successful in working with DMO's, and what areas can DMO's improve their service to this important part of our</i>
2:15 pm - 3:30 pm	Breakout session: Research Panel <i>room</i> Jerry Henry - Moderator	<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>room</i> Dave Serino, Gammet Interactive	<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>
6:30 pm - 9:30 pm	Opening Reception	
Tuesday, June 8, 2010		
7:00 am to 8:30 am	Continental Breakfast	
8:00 am - 8:30 am	MACVB Annual Business Meeting	
8:30 am - 8:45 am	Break with Exhibitors	
8:45 am - 9:45 am	The Art of Successful Community Leadership <i>room</i> Jim Anderson	<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, why its important and why we should be focused on it in both large & small</i>
9:45 am - 10:30 am	Increasing your Sales Department's Value through Social Media <i>room</i> Dave Serino, Gammet Interactive	<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 in Exhibition Room	
10:45 am - 12:00 pm	General Session: MDT Marketing Program Update <i>room</i> Katie Steele Danner	<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>