

Missouri Association of Convention & Visitor Bureaus
2005 Annual Meeting
Agenda
June 5-7th, 2005
Chateau on the Lake, Branson, Missouri

Sunday, June 5, 2005

- 2:00 PM Golf at Thousand Hills – organized by Madden Preprint Media, Branson/Lakes Area Chamber of Commerce and MMG Worldwide.
- 3-6:00 Conference registration begins at Chateau
- 7:30 PM Poolside Party Welcoming Event – Hosted by MMG Worldwide, Madden/Preprint Media. 70's Theme – bring your polyester.

Monday, June 6, 2005

- 7:00-8:00 Registration and Continental Breakfast
- 8:00-8:15 Welcome/Introductions
Stephanie Roush, President MACVB
- 8:15-8:30 Missouri Tourism Commission Update
Raeanne Presley, Chairman, Missouri Tourism Commission
John Robinson, Director, Missouri Division of Tourism
- 8:30-10:00 Developing Destination Leadership
Bill Geist, Zeitgeist Consulting

Heightened expectations of today's DMO's requires a more aware and engaged Board of Directors. But all too often the Boards we draw are either unable or too disinterested to advance the organization or the destination to the next level. In this session, Destination Management consultant and former CVB CEO Bill Geist will share ways that Bureau professionals can guide the development of an effective Board of Directors without crossing the line and becoming a heavy-handed manipulator.

- 10:00-10:15 Break
- 10-15-11:00 Cooperative Marketing Research Panel-What works, why and how?
Moderated by Stephanie Roush, Independence Tourism Department
Carthage CVB, Sedalia CVB, St. Louis CVC, St. Joseph CVB

11:00-11:45 Sports Marketing – A Successful Market to Pursue for Your Destination
Larry Krauck, Sports Marketing Manager, Springfield Convention & Visitors Bureau

In Missouri, Springfield has excelled at attracting sporting events to their destination. Not only have they encouraged amateur events but also they have attracted minor league attention and have built facilities to host these events. Larry will explain how the process began, bumps they have had along the road and what it takes to make this effort the success that it is today. He will highlight a number of the events that they have hosted and bid on and how to work the market. He WON'T be talking about the "theory" of sports marketing but rather the why's, how's, and results of the Joplin effort.

12:00-1:00 Lunch and MACVB Annual Meeting (Sponsored by Meredith Publications)

1:00-2:00 Generating Non-Traditional Revenues Successfully.
Tracy Kimberlin-Executive Director Springfield CVB
Ross Summers-CEO Branson Lakes Area Chamber and CVB

CVB's have traditionally received most of their funding from public sources, specifically lodging taxes. In today's "no new taxes" climate and with the lodging industry saying "enough," bureaus must look to other sources for funds to finance marketing efforts in a highly competitive environment. Ross Summers and Tracy Kimberlin will share successes and failures in raising funds from private sources.

2:00-3:30 Best Practices in E & I Marketing – Bill Geist

New technologies have turned e-mail and the Internet into the marketing and customer relationship tools that we could only dream about a few short years ago. Tourism Marketing expert Bill Geist shares what's hot (and what's not) in website design, content and features that will separate you from the competition. In addition, you'll learn the latest tactics in e-mail marketing and customer relationship maintenance and ways to integrate your electronic messaging with your more traditional marketing.

3:30-3:45 Break

3:45-4:45 E-Surveys Made Easy-Using Visitor Email Addresses to Conduct Destination Research
Jerry Henry, Silver Dollar City

Most destination-marketing executives recognize the value of understanding their visitors, tracking customer satisfaction, and measuring the effectiveness of their marketing programs. But, carving out the time and the funds to launch research programs can be challenging amidst marketing budgets that are already stretched thin – until now. E-surveys, research conducted of the Internet with specific travelers; offer an effective alternative to traditional research methodologies. In "E-Surveys Made Easy," you will learn about the advantages (and limitations) of e-surveys, find out what kind of response rates to expect, see examples of e-survey research results, and learn several ways to get an e-survey program started in your destination.

4:45 Adjourn

7:15 p.m. Get set for a fun evening of dinner and entertainment on the Branson Belle Showboat hosted by Publishing Concepts/Missouri Meetings and Events Magazine and the Branson/Lakes Area Chamber of Commerce. Meet in the lobby of the hotel to caravan to the Branson Belle which leaves at 8pm.

Tuesday, June 7, 2005

8:00-9:00 Continental Breakfast

8:30-9:00 Small Markets Round Table

9:00-10:30 Getting To “Yes” In A “No” Town – Bill Geist

When it comes down to initiating a new project or development, generating the necessary public support is crucial. Zeitgeist Consultant’s Bill Geist has been intimately involved in a number of legislative and referenda battles in several states and will share tips and tactics for getting to “yes.” From swaying politicians, local and state wide, to influencing public opinion, you’ll come away from this session with ideas you can use in your community.

9:00-10:30 Concurrent Round Table Session for MACVB Allied Members – Rhonda Mertens

10:30-11:30 Facts and Figures, Current Missouri Lodging Industry Overview
Smith Travel Research, Vail Ross, Director of Sales

In this session you will be presented the most up to date information regarding national lodging performance, regional lodging performance, local lodging performance and projections for 2005.

11:30 Adjourn

11:45 Missouri Cooperative Marketing Program Committee Meeting