

Missouri Association of Convention & Visitor Bureaus
Annual Meeting
June 1-3, 2008

Agenda

Sunday, June 1

- 4-7:00 pm Registration
- 4-7:00 pm Exhibitor set-up in Matterhorn Room
- 7:00-10:00 pm Happy Hour on the Patio / Sponsored by Hoffman Lewis and the Sheraton Westport

Monday, June 2

- 7:00-8:30 am Continental Breakfast
- 7:30-9:00 am Registration
- 7:30-8:30 am MACVB Annual Business Meeting in conjunction with continental breakfast. Everyone is welcome, however only the CEO of the member CVB may vote.
- 8:45-9:15 am **Welcome by Missouri Tourism Commission Chair Lt. Gov. Peter Kinder, and MACVB President Sam Allen.**
- 9:15-10:45 am **The Good, the Bad and Maybe the Ugly**
Bill Peeper, President Orlando/Orange County CVB (retired)
Bill will discuss some of the findings of his recently published book, *Managing Destination Marketing Organizations: The Tasks, Roles and Responsibilities of the Convention & Visitor Bureau Executive*. Learn some of the vital traits of more successful CEOs (...the good) and some of the mistakes of the less successful (...the bad). He will also delve into some of the challenges facing CVBs (...and it may get ugly) which were uncovered through discussions with hotel and association executives. Be prepared for a sobering and insightful discussion of one person's view of the future of CVBs.
- 10:45-11:00 am Break in Exhibit Room
- 11:00-11:45 am **Destination Web Solutions Showcase**
Howard Tietjen-eTravel Manager, Madden Media

This session showcases recent web solutions executed by destinations attending the conference. Howard briefly summarizes the destination's web challenge and the attending executive highlights the solution on the destination's website. (He presented this at the Madden e-conference and it was VERY good)

11:45-1:00 pm **Lunch and Missouri Presentations from our Allied Members**

1:00-1:45 pm **Integrated Media: 30 Worst Practices**

Bob Frohoff, VP of Media and Research, MMG Worldwide

MMG Worldwide is the advertising agency of record for a diverse group of destination marketing organizations, ranging from state tourism offices to local CVB's. MMG's VP of Media and Research, Bob Frohoff, shares his entertaining experiences across a range of clients, including some absolute **worst** practices he has observed in integrated media. This presentation will help to make sure your destination marketing organization is headed in the **right** direction.

1:45-2:30 pm **Does your marketing plan reflect today's vacation planning habits?**

Mark Schaeffer, Hoffman Lewis Advertising Agency

Tourism marketing plans tend to reflect dated planning behavior where leisure travelers planned around one, maybe two, week long trips that commonly took place in the summer months. This planning was done months in advance. Market research clearly indicates that travelers today take more trips that are shorter and these trips are planned only 4-6 weeks in advance. How does this impact the development of our marketing plans? And specifically, what does this do to our budgets?

2:30-3:00 pm Break in Exhibit Room

3:00-3:45 pm **Sports – “The Other Tourism Meat”**

Stephen Koranda –SK and Associates

As ED of the Olathe, KS CVB Stephen successfully attracted the NAIA National Office and many of their championships to relocate in Olathe. He has a vast knowledge of economic development and the importance the sporting events play in that role.

3:45-4:30 pm **What Happens in Las Vegas Stays in Las Vegas**

Rob O'Keefe – RR Advertising managing the marketing for the Las Vegas CVB

This session focuses on the incredible interactive programming that has been developed to accompany print and media ads for Las Vegas. It's really cool!

6:00-? **Evening Event** – A fabulous baseball themed evening full of fun, food, prizes and the chance to watch the Cardinals whoop up on Pittsburg. Hosted by Pujols in Westport by the St. Louis CVC. Thank you St. Louis!

Tuesday, June 3

7:30-8:30 am Full Buffet Breakfast...eat your heart out!

8:30-9:15 am **The NEW MDT Web Site**
Grant Weber, Westwind Consulting
Grant will present the new MDT web site and navigate us through the enhancements and “bells and whistles” that have been created.

9:15-10:00 am **Successfully Branding Your Destination – The Triumphs and Tribulations**
Beth Carmichael -Director Napa Valley CVB
Beth recently initiated Napa County’s Destination Brand Strategy project and secured the organization’s role in the management of tourism and the brand with public and private sector partners. Now the organization is committed to the guest experience within the destination as a means to improve brand loyalty as the wine tourism destination of choice.

10:00-10:15 Break (check out)

10:15-11:00 **“Ordinary to Extraordinary: The Extra that Makes the Difference”**
Andrew McCrea
Andrew McCrea is the host of the nationally syndicated radio feature “American Countryside.” This Oscar winning broadcaster works with CVBs coast-to-coast as he conducts the hundreds of interviews that are part of each year’s shows. He’ll share a media perspective on the three keys you can use to move your destination from ordinary to extraordinary in people’s minds.

11:00-12:00 **Film as a form of Tourism and Economic Development**
Andrea Sporcic, Missouri Film Office

This will be an introduction by Andrea Sporcic, with the Missouri Film Office, to the benefits of and ways to attract films to Missouri followed by a panel discussion with destinations that have benefited. Panel members: Sarah Ballagher-Boonville with feature film *Saving Grace B. Jones*, Chuck Martin-Cape Girardeau *feature film Kill shot*, Lynn Berry-Branson, *As the World Turns*.

12:00 Back to the real world.