



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

12:15 p.m. to 5 p.m.

Explore Columbia

Choose from two exciting adventures. Go behind-the-scenes at Mizzou with a tour of Memorial Stadium before heading to Midway Golf and Games for some fun competition. Or meet the brains behind Columbia's most successful festivals followed by shopping in The District. Lunch compliments of the Columbia CVB.

6 p.m. to 9 p.m.

Welcome Reception – What You Unexpected!

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

The Psychological Effects of Travel

On the edge of turning 30, **Jedidiah Jenkins** left his dream job and spent the next sixteen months bicycling 14,000 miles from Oregon to Patagonia. With his journal in hand, he wrote about his experiences on the road, studied human purpose, and found fulfillment. Blending the story of his own adventure with fascinating, current research on brain development and functioning, Jenkins discusses how travel reawakens our inner child, slows down the passing of time, and frees us to grow into our best selves.

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 of the experience 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

Windsor I - III

Perfect your pitch and participate in **TOUR Talks – Inspire in Five** during the Governor’s Conference on Tourism. Join your industry partners for this friendly, fast-paced competition. A panel of expert judges will award *Best in Show* and the audience will vote for a *People’s Choice Award*.

2:15 p.m. to 3:15 p.m.

Breakout Sessions

Windsor I-II

From Unintentional to Strategic: Should Your Future Be Accidental? – In this interactive workshop, **Colin Stoetzel** 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 presenter will also share case studies of how strategic planning has been used to create regional collaboration that brought benefits to multiple businesses and destinations.

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.
Sponsored by AAA

3:45 p.m. to 4:45 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 Wasteful to Waste-Free: Easy Ways to Be Green – Learn about sustainability from a panel of experts including why, what and how. Moderated by **Barbara Buffaloe**, Sustainability Manager for City of Columbia, join **Ben Ellis**, Director of Missouri State Parks, **Lydia Gibson** Sourcing Manager for Ripple Glass and **Patricia Weisenfelder**, Sustainability Coordinator for True/False Film Festival for interesting information on how your destination, event or attraction can move toward sustainability.

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
What Are They Thinking? An Interactive Workshop on Visitor Perception
As the old adage goes, people will think about you in one of three ways: positively, negatively, or not at all. The same could be said for a destination—your visitors and potential visitors have a picture of your destination in their heads. But how can you learn what they think, and if you do get that information, what can you do with it? Join Coraggio Group's **Matthew Landkamer** in this interactive workshop and learn about visitor perception—what drives it, how it can be measured, and what you can do to respond to perception insights.

- 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.
Sponsored by Osborn Barr | Paramore
- 11 a.m. to Noon ***General Session:***
Windsor I - III
From Hotels to Airbnb: Your Destination's Complete Lodging Story – Air DNA's Director of Business Development, **Kellen Kruse**, will connect the lodging industry dots following the trail from traditional lodging to the world of the shared economy, Airbnb and VRBO. Kellen has studied the critical trends in our market and will help us to understand exactly how the short-term rental industry is evolving in Missouri.
- Noon to 1 p.m. ***Luncheon***
Expo Center
*Featured speaker: The Honorable **Michael L. Parson**, Governor, State of Missouri, introduced by Lieutenant Governor **Mike Kehoe**.
- 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*