



2009 Missouri Association of Convention & Visitors Bureaus
 Annual Meeting - June 7, 8 & 9th - Kansas City, Missouri
 Conference Agenda

SUNDAY, June 7, 2009

4:00 pm - 7:00 pm	Registration - Century Foyer Exhibitor Set-Up - Century A
6:00 pm - 8:00 pm	Opening Reception - Garden Terrace Get to know your colleagues in a casual setting as we open the conference at the Westin Crown Center.

MONDAY, June 8, 2009

7:00 am - 8:30 am	Continental Breakfast - Century A	
7:30 am - 8:30 am	MACVB Annual Business Meeting - Century A Ross Summers, President of the MACVB will lead this meeting to discuss issues of the day concerning the MACVB membership.	
8:30 am - 8:45 am	Welcome from MACVB President, Ross Summers and Kansas City CVA President & CEO, Rick Hughes - Century B	
8:45 am - 9:45 am	General Session: Century B Enhancing Your Destination's Reputation Through Media Mike Swenson - Barkley www.barkleyus.com	Mike will talk to the conference about how best to present yourself clearly and authentically. Learn tips that will assist you in putting your best foot forward and presenting your destination in the best light.
9:45 am - 10:00 am	Break with Exhibitors - Century A	
10:00 am - 11:00 am	General Session: Century B Developing An On-Line Strategy Jim Murphy - Hoffman Lewis www.hoffmanlewis.com	We will answer the question "Why is an online strategy important?" and what elements could be incorporated in the strategy. This conversation will be highlighted with case studies that have found these elements successful and cost effective.
11:00 am - 12:00 pm	General Session: Century B Cost-Effective Sponsorship Ideas Diane Knoepke - IEG www.sponsorship.com	Securing money and in-kind services for an event, program and other marketing opportunities is a challenge in any economy but in today's competitive environment you have to outsmart the smartest! Learn how to capitalize and succeed in the business of sponsorship.
12:00 pm - 1:15 pm	Lunch - Allied Member 2009 Highlights - Sponsored by Hoffman Lewis - Century A	
1:15 pm - 2:30 pm	General Session: Century B The Future of Destination Marketing - Tradition, Transition and Transformation Doug Price - Destination Marketing Association International www.destinationmarketing.org	DMAI Foundation has recently completed their Futures Study report which provides valuable information on trends and developments in destination marketing that effect small bureaus as much as large bureaus. Considering the rapid change and reconstruction of the core travel industry, an updated view is necessary for all of us. Doug Price comes to us from DMAI association headquarters to discuss these results.
2:30 pm - 2:45 pm	Break with Exhibitors - Century A	

MONDAY, June 8, 2009 (continued)

Breakout Sessions	
2:45 pm - 3:45 pm	<p style="text-align: center;">Breakout #1: Mission Room Visitors Bureau 101 Panel Moderated by Amy Supple www.visithillicothe.com</p> <p>You asked and MACVB answered! Whether you are a novice director, a board member or just need a refresher, this break-out is for you. Experienced CVB Staff from markets of all sizes will be here to answer your questions. Leave with a better understanding of how to build community support for the organization, developing partnerships within the industry at large as well as basics such as marketing, communications & budgeting.</p>
2:45 pm - 3:45 pm	<p style="text-align: center;">Breakout #2: Century B Convention Trends Jeff Eastman - President/CEO Trends Analysis Projections</p> <p>What are the hot trends in the Convention Sales market? Jeff Eastman can help you decipher the information and discuss market share, pace and conversion performance.</p>
3:45 pm - 4:30 pm	<p style="text-align: center;">General Session: Century B The Rules for Scooping Manure: Finding the Motivation to Lead Andrew McCrea www.andrewmccrea.com</p> <p>Back by popular demand, Andrew McCrea speaks to us this year about how finding the purpose behind what we do is critical to successful motivation and leadership... even if you aren't the leader in your organization.</p>
5:30 pm - ?????	<p style="text-align: center;">Dine Around @ Kansas City's Power and Light District www.powerandlightdistrict.com</p> <p>Join us for this special tour and dine around at the Power and Light District. Transportation to/from hotel running 5:30 pm to 9:30 pm. Meet in lobby.</p>

TUESDAY, June 9, 2009

7:00 am - 8:00 am	<p style="text-align: center;">Continental Breakfast: Allied Members Dine Around - Century A Select a table or two and talk to the Allied Member of your choice to catch them up on your most recent marketing plans.</p>
8:00 am - 8:15 am	<p style="text-align: center;">Welcome from the Missouri Division of Tourism's Commission Lieutenant Governor Peter Kinder - Commission Chairman - Century B www.teamkinder.com</p>
8:15 am - 9:30 am	<p style="text-align: center;">General Session: Century B Improving The Visitor Experience Through A Volunteer Program</p> <p>This panel will share their thoughts, ideas & results of their volunteer programs. Along the way they will tell you how they created their program, what it takes to train volunteers (and sometimes the community), how they determine the appropriate work situations for them, what happens when you have unfortunate "privilege" of firing a volunteer, and specific programs like Tourism Ambassador program, Show me St. Joe workshop and others.</p>
9:30 am - 10:30 am	<p style="text-align: center;">General Session: Century B The Value of a Strong Board</p> <p>Stick with us to learn how building a great board will help you to meet today's challenges and enjoy tomorrow's successes. This panel has a lot of personal examples of how to build, manage and succeed with their own boards.</p>

10:30 am - 10:45 am	Break with Exhibitors - Century A	
10:45 am - 11:00 am	General Session: Century B The 2009 Missouri Legislature Senator Charlie Shields www.charlieshields.com	As Majority Floor Leader in the Missouri Assembly, Senator Shields will speak to the group about this past legislative year and how to best work with your representatives locally.
11:00 am - 12:00 pm	General Session: Century B A Focus on Search Engine Optimization Howard Tiejen www.maddenmedia.com	Understanding Search Engine Optimization (SEO) in terms of your larger marketing campaign is important to all of us trying to do more marketing with less dollars. This session will not only discuss SEO but also the metrics used to determine success.
Conference Concluded		