

MACVB

MISSOURI ASSOCIATION OF CONVENTION & VISITORS BUREAUS

2023 ANNUAL CONFERENCE: APRIL 24 & 25
CONVENTION CENTER; ST. CHARLES, MISSOURI

WIFI Information

Internet Network: MOCVB

Internet Password: VisitStCharles23!

Sunday, April 23, 2023

4:30 - 6:00 p.m. Evening Optional Event: St. Charles Foodie Tour (walking tour)

Our St. Charles Foodie Tours will guide you along a food and history journey on the beautiful historic Main Street. Learn about the street's stories and legends as you walk along enjoying nibbles & sips from some favorite eateries. For anyone wanting to check out the new Honky Tonk with Live Music @ 204 N. Main St., we may stop in after our Foodie Tour. Feel free to order on your own if you need a little more after the tour. RSVP by 4/19 to jill@c2cpro.solutions.

Monday, April 24, 2023

8:00 - 9:00 a.m. Attendee Registration - Junior Ballroom Pre-Function

8:00 - 9:00 a.m. Breakfast - Junior Ballroom A & B

9:00 - 9:15 a.m. Welcome to MACVB 2023 - Junior Ballroom C & D

Amy Schneider, President, Missouri Association of Convention & Visitors Bureaus & Dan Krankeola, Director of Tourism, Greater Saint Charles Convention & Visitors Bureau

9:15 - 10:00 a.m. Keynote Session - Your ValueEquation - Why There's More To Your Impact Thank You Realize - Junior Ballroom C & D

Al Emerick, ValueMapping - Keynote Session Sponsored by the Missouri Division of Tourism

What if I told you no one cares what you do but instead they care about the impact of what you do? Would you be able to define your impact? The research, data, and reality says NO. Al Emerick, founder of ValueMapping and creator of the ValueEquation takes you on a ValueJourney that unpacks your deeper value and redefines your broader impact. Interactive and introspective, Al is your guide to a tangible and powerfully meaningful takeaway that you will be able to apply throughout your entire life.

10:00 - 11:00 a.m. General Session - Behind the Curtain: How the travel industry (and others) spend their digital ad dollars—and what to do about it! - Junior Ballroom C & D

Matt Clement, Madden Media

With more digital media paths available to us than ever before, have you ever wondered how the largest travel, consumer and sports brands are spending their ad dollars? Are Facebook ads truly out of vogue? How has digital media spend changed since the start of the pandemic? Which media channels did Disney invest their ad dollars in? When and where do DMO's in your region spend their ad dollars? Ever wondered what the most viewed ad creatives in travel look like? Join Madden Media's Matt Clement for a deep dive answer to these questions and other fascinating insights from the digital media landscape. You'll learn how digital media trends have changed in the DMO industry along with practical media planning strategies and tactics for taking advantage of those trends in 2023 and beyond.

11:00 - 11:15 a.m. Break

11:15 - 12:15 p.m. Breakouts

- 1. Certified Autism Destinations - Paving The Road For Accessibility and Inclusion - Junior Ballroom C & D - Breakout Session Sponsored by the Missouri Division of Tourism**
Meredith Tekin, President of IBCCES

Explore why autism and neurodiversity often escape the consciousness of tourism and community engagement strategies and how destinations and cities can change that. Meredith Tekin, president of the International Board of Credentialing and Continuing Education Standards (IBCCES) shares her experiences working alongside travel, tourism, and community leaders and the role Accessibility and Inclusion are playing in reshaping travel and community building. Data shows travelers are looking for inclusive and accessible destinations, and leading Destinations are answering that call. This focus is the foundation for deeper thought and intentional action to help differentiate and elevate your destination's profile.

- 2. Social Media Panel Discussion - Meeting room 101**

Panelists: Ed Akers, #Local636; Megan Buchbinder, Springfield CVB; and Gus Wagner, The Rocket Group

Interested in boosting your online social media presence? Attend this breakout session to hear from regional experts on how to use some of the latest platforms as well as the overall impact of social media on travel and beyond.

12:15 - 1:00 p.m. Lunch - Junior Ballroom A & B

1:00 – 1:30 p.m. Attendee Bingo - Junior Ballroom A & B

Join in on the fun as attendees play interactive bingo to learn more about the destinations represented by attendees!

1:30 - 2:30 p.m. General Session - Missouri Market Update - Junior Ballroom C & D

Luke Veneskey, STR

Luke Veneskey will provide an STR data dive into the State of Missouri's Hospitality Market - the update will include US, State, & Major Market Overviews.

2:30 - 2:45 p.m. Break

2:45 - 3:45 p.m. General Session - #Thumbstoppable - Junior Ballroom C & D

Gus Wagner, The Rocket Group

Hundreds of thousands of posts and tweets are made across the big Social Media platforms every second. What is your content doing to stop people from scrolling past it in newsfeeds so they can see more funny animal videos? Learn the elements of #Thumbstoppable social media content creation – in words and pictures – from five-time certified social media strategist Gus Wagner.

3:45 - 4:45 p.m. Networking Event with Allied Members

Make plans to attend this networking event to meet and mingle with MACVB Allied Members and Sponsors - food and beverages will be provided as attendees learn more about the products and services offered by MACVB's supporters.

5:15 – 8:30 p.m. Local Event - Sponsored by the Discover St. Charles CVB

Discover Saint Charles CVB looks forward to welcoming our industry friends! Join us Monday evening at Chandler Hill Vineyards in Missouri Wine Country. Enjoy great food, drink and live music with a beautiful backdrop of the rolling hills and vineyards.

<https://www.chandlerhillvineyards.com/>

Event 6:00 pm - 8:30 pm

Shuttle pick up: 5:15 pm at the Embassy Suites (lower level)

Departure from Chandler Hill Vineyards: 8:00-8:30 pm.

Tuesday, April 25, 2023

7:45 – 8:30 a.m. Breakfast - Junior Ballroom A & B

Breakfast will be provided for all conference attendees. There will also be a new member meet and greet discussion - if you are new (or newer!) to MACVB make plans to join us!

8:30 – 9:30 a.m. Roundtables - Junior Ballroom C & D

Due to requests by members, the 2023 Annual Conference will include two sets of roundtable sessions, including roundtables based on position within the DMO as well as topic-specific roundtable discussions.

- Operations - Facilitated by Amy Schneider, Columbia CVB
- Sales - Facilitated by Mary Supple, St. Joseph CVB
- Small Markets - Facilitated by Trish Erzfeld, Visit Perry County
- Sports Marketing - Facilitated by Laura Brahan, Visit Maryland Heights

9:30 – 10:00 a.m. Break

10:00 – 11:00 a.m. Breakouts

1. Wayfinding for Communities 101 - Junior Ballroom C & D

Shelley Steele, President, Corbin Design

During this session Corbin Design will discuss the importance of a civic wayfinding system and how to build a consensus for a new or improved one in your community. The process discussion will start with how to develop a good request for proposal then continue into the analysis, design, and planning tasks. We will also address the appropriate timeline and implementation budget needed for this type of project. Various examples of successful wayfinding projects within Missouri and throughout the Midwest will also be featured.

2. Sustainability in Tourism - Meeting room 101

Panelists: Jennifer Hollenkamp, Explore St. Louis; Katy Enrique, City Museum St. Louis; Jake Sillavan, Madden Media; Julie Davinroy, St. Charles Convention Center

During this session Jen Hollenkamp with Explore St. Louis will lead a discussion among tourism professionals about how they have, are and will continue to incorporate sustainability within their destinations and venues. Speakers include Julie Davinroy, Director of Sales/Marketing for the St. Charles Convention Center to discuss composting at the center; Katy Enrique, Director of Marketing & Sales at City Museum St. Louis and how this wacky warehouse of fun has always been about reusing and repurposing; and Jake Sillavan, Senior Director of Destination Strategy with Madden Media on what Madden has seen nationally from other destinations. This will be fun, interactive discussion about the big and small ways we can all make a difference.

11:00 – 11:15 a.m. Break

11:15 – 12:15 p.m. Sharing Sessions: DMO Roundtable Discussions - Junior Ballroom C & D

Roundtables are always one of the most popular and informative sessions! Join your peers for this second set of discussions.

- Film Office - Facilitated by Andrea Sporcic, Missouri Film Office/Missouri Division of Tourism
- Marketing - Facilitated by Margaret Faintich, OBP
- Meet in Missouri - Facilitated by Megan Rogers, Missouri Division of Tourism
- Travel Guides - Facilitated by Kim Thompson, Madden Media

12:15 – 1:00 p.m. Lunch - Junior Ballroom A & B

1:00 – 2:00 p.m. General Session - Short Term Rentals Panel Discussion - Junior Ballroom C & D

Panelists: Lagina Fitzpatrick, Tri-County Lodging Association; Nathan Hermiston, Visit KC; Tracy Kimberlin, Retired from Springfield CVB; Bill Shoehigh, Expedia Group/VRBO

With many communities seeing an increase of short-term vacation rentals - there has been a lot of discussion on how to enforce regulations and ensure tax collection from these rentals. Hear from 3 different communities on how they have adapted to the growth of short term rentals.

2:00 - 2:15 p.m. Break

2:15 - 3:00 p.m. General Session: Missouri Division of Tourism Update - *Junior Ballroom C & D*
Lori Simms, Deputy Director, Missouri Division of Tourism

Close out your conference experience with an update from Lori Simms, Deputy Director of the Missouri Division of Tourism.

3:00 - 4:00 p.m. MACVB Annual Business Meeting - *Junior Ballroom C & D*

All attendees are invited to attend the Annual Business Meeting of the association. The meeting will include updates from each of the MACVB committees as well as information on upcoming events and projects for the association.

4:00 p.m. Conference Closing