



MACVB Education Summit
April 18-19, 2024
Bloomington Sheraton Hotel
Bloomington Ballrooms I & II

April 18, 2024

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| 9:00 AM | Vendor Expo Open
<i>Conference sponsors and industry partners will be on hand to visit with conference attendees and showcase their services.</i> | Bloomington I & II |
| 9:45 AM | Welcome & Introductions | Bloomington I & II |
| 10:15 AM | Multi-Generational Marketing
Kim Lear, Inlay Insights
<i>Travelers are changing and each generation has different expectations of what constitutes a good experience. Kim Lear is a writer and researcher who explores how emerging trends impact the future of our workplace and marketplace. She'll help us decode the generational trends shaping the future and discover innovative ways to capture new audiences without alienating loyal customers and clients.</i> | Bloomington I & II |
| 11:15 AM | Organizational Basics for Every DMO
Vicki Stute, Minnesota Chamber Business Services
<i>Are you in compliance with your bylaws? Do you know if you have enough insurance or if you have the right insurance? Have you filed your 990? With more than 25 years of experience in organizational management, Vicki will help you progress from organizational basics to organizational excellence.</i> | Bloomington I & II |
| 11:50 AM | Update from the Capitol
Todd Hill & Tony Kwilas, MACVB Lobby Team
<i>Todd & Tony join us for an update from the Capitol. They'll share the latest on legislation that impacts tourism, what bills are moving and what to expect for the last weeks of the 2024 legislative session.</i> | Bloomington I & II |
| 12:15 PM | Networking Lunch | Garden Court |

- 1:00 PM **10 Essential Prompts and Tips to Maximize Marketing Productivity with AI**
Dave Meyer, BizzyWeb
Dave joins MACVB members for an engaging session on using Artificial Intelligence to supercharge your marketing efforts. Discover how AI can destroy writer's block, help you with research, and contribute to your content. This session will be full of tips, tricks and tools to get you started the right way with AI, and to enjoy the benefits of AI while steering clear of legal and copyright issues.
- 2:00 PM **What's on your mind right now?** **Bloomington I & II**
Join us for a highly interactive session to get input from your peers on a challenging topic, learn about a new tool or technique, or share a recent discovery or victory of your own. Come prepared to share, challenge, and celebrate!
- 3:00 PM **Break**
- 3:15 PM **Rewards and Challenges of the DMO World** **Bloomington I & II**
Attendees break out for facilitated small group discussions. Facilitators are prepared to tee up questions for the group on topics of interest or manage a freestyle conversation. Attendees always agree the best learning comes from their peers!
- 4:30 PM **Adjourn**
- 5:00 PM **Speed Networking Reception** **1st Floor Lobby Bar**
Grab a mocktail or cocktail and get ready for some fast-paced speed networking. Use the conversation starters provided or generate a topic of your own, but make it quick and concise!
- 6:00 PM **Dinner & Entertainment** **Gibson**
"The Private EYE in Team", an interactive dinner show that's half comedy, half show and a whole lot of fun!
- 8:00 PM **Afterglow** **Lela**
Join colleagues, peers, and sponsor representatives for some unstructured networking and fellowship in the Sheraton's beautiful on-site restaurant and bar, Lela.



April 19, 2024

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| 8:00 AM | Breakfast Available | Garden Court |
| 8:55 AM | Welcome Back | Bloomington I & II |
| 9:00 AM | Developing an Effective Digital Marketing Strategy in Today's World
Duane Coleman, Dashboard Interactive Marketing
<i>Is your digital planning strategy so 2023? Duane Coleman, walks attendees through effective use of analytics, content marketing, and artificial intelligence. He'll provide updates on Google for non-profits and the latest on ever-evolving social media platforms complete with case studies. You'll walk away with a digital marketing strategy suited for 2024!</i> | |
| 10:00 AM | Break | |
| 10:15 AM | Building a Crisis Communication Plan
Ashley Aram, Goff Public
<i>At a recent conference, Ashley Aram shared the importance of good communication during a crisis. By popular demand, Ashley returns to help us build our own crisis communication plan. She will help identify our spokesperson, our audiences, our resources, and the do's and don'ts of crisis communication.</i> | Bloomington I & II |
| 11:00 AM | Making Education Actionable
Reviewing the best of the conference. What are your take-always and your plan for putting your new-found knowledge to work for you and your DMO? | Bloomington I & II |
| 11:30 AM | Adjourn | |