



### Industry Communications Schedule

PR/Communications	Date
2026 Branson Plans & How to Get/Stay Involved	January 27, 2:00pm
Social Content that Works: TBD	April 28, 2:00pm
Writing press releases, submitting content, and pitching the right media: TBD	July 28, 2:00pm
Explore Branson Industry Update	October 27, 2:00pm

Sales Meetings	Date
Annual Kick Off Leisure Committee Mtg.	January 29, 11:00am
<b>Q1:</b> Sports Committee Mtg.	February 18, 3:30pm
Leisure Groups Committee Mtg	April 9, 11:00am
Meetings & Conv. Committee Mtg.	April 9, 3:30pm
<b>Q2:</b> Sports Committee Mtg.	May 13, 3:30pm
Leisure Groups Committee Mtg	July 9, 11:00am
Meetings & Conv. Committee Mtg.	July 9, 3:30pm
<b>Q3:</b> Sports Committee Mtg.	August 19, 3:30pm
Leisure Groups Committee Mtg	October 8, 11:00am
Meetings & Conv. Committee Mtg.	October 8, 3:30pm
<b>Q4:</b> Sports Committee Mtg.	November 18, 3:30pm
Leisure Groups Committee Mtg	January 7, 2027, 11:00am
Meetings & Conv. Committee Mtg.	January 7, 3:30pm

Additional Meetings	Date
Simpleview Training: "How Tourism Businesses Access Leads & Info from Explore Branson"	Sending virtual instructions and setting meetings by appointment instead due to lack of participation in 2025
Annual Explore Branson meeting: 2026 recap and what's to come for 2027	October, TBD

In addition to the meetings outlined above, the Explore Branson team will have a representative at each monthly meeting for the League of Branson Theatre Owners & Show Producers (have not received an invite since August) and Branson Area Lodging Association.

Industry Newsletter	Date
Q1- What's new in 2026, updates, highlights, and key dates	February 9, 2026
Q2- Industry updates, trends, Branson news, and key dates	May 4, 2026

Q3- Industry updates, trends, Branson news, and key dates	August 3, 2026
Q4- Industry updates, trends, Branson news, and key dates	November 2, 2026

Industry newsletter to be sent to all industry contacts in Simpleview, elected officials, TCED members, MOC, FOC, leisure newsletter list, and Chamber of Commerce members. Call for content to be shared in the Chamber newsletter, Chamber social media, and industry meetings. Email can be forwarded to share and encourage participation.