

## Marketing and Promotion

### Tips and How-To's

Tuesday, April 19, 2016

• 9:45 a.m.–3:30 p.m. •

**Stoney Creek Hotel & Conference Center**

2601 South Providence Road; Columbia, MO 65203



## WORKSHOP SCHEDULE

- 9:45 am     **NETWORKING** – Arrive early and get to know your fellow hospitality partners
- 10:00 am     **WELCOME AND INTRODUCTIONS**
- 10:05 am     **ARE YOU MAXIMIZING THE RESOURCES OF THE MISSOURI DIVISION OF TOURISM?  
IF NOT, WHY NOT? THEY'RE FREE!**  
KATE RENFROW, Communications Manager - Missouri Division of Tourism
- 10:55 am     **THE POWER OF STORY**  
*Through words and images, present the unique story of your destination in a way that other  
mediums can't. Engage potential visitors like never before.*  
KIM THOMPSON, Regional Account Manager - Madden Media
- 11:45 am     **NETWORKING LUNCH**
- 12:45 pm     **CROWDSOURCING INSPIRATION FROM LOCALS AND VISITORS**  
*Hear the story behind LoveSpringfield, the insights that were gained from stories collected, and how that  
information will impact future marketing efforts.*  
SEAN DIXON, Interactive Media Manager – Springfield Convention & Visitors Bureau
- 1:35 pm     **PLACING THE RIGHT STORY IN THE RIGHT PLACE**  
STACY LANE, Director of Public Relations – Cape Girardeau Convention & Visitors Bureau
- 2:25 pm     **BEST PRACTICES PANEL & CRACKER BARREL SESSION**  
*A discussion of best practices designed to help you better market and promote your event,  
property, and/or destination and your chance to throw out your own questions and aha  
moments regarding marketing and promotion. A great way to share and learn!*
- 3:15 pm     **DOOR PRIZES/HOMEWARD BOUND**

*No matter whether you work in a small or large organization... work on the front line or back of the house ...  
are in management, sales or an owner... a veteran in the industry or brand new....*

***This workshop has been designed for YOU!***

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## REGISTRATION

Name \_\_\_\_\_

Organization \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_ Phone \_\_\_\_\_

Email Address \_\_\_\_\_

Cost: \_\_\_\_\_ \$45 – Member \_\_\_\_\_ \$60 – Non-Member

Payment: \_\_\_\_\_ Check Enclosed \_\_\_\_\_ Will Pay at Door  
\_\_\_\_\_ Will Pay on MTC Website - [www.missouritravel.com/payments/index.php](http://www.missouritravel.com/payments/index.php)  
(Scroll down to the Conference/Meeting Registration payment section)

**No refunds issue after April 15, 2016. No-shows are still responsible for payment.**

**Send Registration to: Missouri Travel Council, 1505 East Riverside Drive,  
Cape Girardeau, MO 63701-2219 or Email to [CMartin@MissouriTravel.com](mailto:CMartin@MissouriTravel.com)  
Questions? Call (573) 803-3777**

## HOTEL RESERVATIONS

A block of rooms has been reserved for our group at a special \$89 per room rate at  
**Stoney Creek Hotel & Conference Center; 2601 South Providence Road; Columbia, MO 65203**  
**Call (573) 442-6400 to make your reservation today.**