

Rev. 9/25/25

2025 MACVB Educational Conference

Note: All sessions are in (the Great Hall) unless otherwise noted.

Day 1: Monday, September 29, 2025

1:30 pm – 2:45 pm Marketing Shirtsleeves – MarketView (members only)
1:30 p.m. -2:45 pm Sales Shirtsleeves - MarketSide (members only)
2:00 pm - 5:00 pm Vendor Set-up in the Great Hall
3:00 pm – 5:00 pm MACVB Membership Meeting (members only) MarketView
5:00 pm – 6:00 pm Continued Vendor Set-Up (as needed) Great Hall
5:00 pm - 6:00 pm Check-in to hotels and refresh for the evening
6:00 pm – 6:15 pm Meet at the Tulyp Hotel (top floor) for reception, sponsored by Holland CVB
6:15 pm – 8:30 pm Reception and dinner at the Tulyp Hotel, sponsored by the Holland CVB
8:30 pm – 10:00 pm Enjoy networking and beverages on your own. Visit the Holland CVB table at the reception for more information.

Note: The Tulyp lounge is open until 10:30 p.m. Big E's (located inside the Marriott) is open until 11:00 p.m.

Please wait until Tuesday morning to bring your auction items to the Civic Center due to set-up/security needs. Thank you!

Day 2: Tuesday, September 30, 2025

7:15 am – 8:15 am Shuttle from hotels to Holland Civic Center, sponsored by Holland
7:30 am - 8:30 am CVB Vendor/Silent Auction set-up, The Great Hall
7:30 am - 8:30 am Strolling Breakfast in the Atrium/Great Hall – visit with vendors
8:30 am – 9:45 am Opening Keynote –Tom Martin, Converse Digital, “Perfect Pitch: The Science of Getting People to say "YES" to your ideas”
9:00 am – noon WJR Live Broadcast – Live Broadcast in the Atrium, sponsored by the Holland CVB and Travel Michigan
9:45 am -10:15 am Morning Break - Visit Vendors and Silent Auction – Atrium
10:15 am -11:30 am General Session Speaker – Justin Gibbs, Miles Media, “Harnessing the Power of Generative AI”
11:30 am -11:45 am Break, Visit Vendors and Silent Auction
11:45 am - 1:00 pm Lunch in the Great Hall
1:00 pm - 1:15 pm Visit Vendors
1:15 pm – 2:15 pm Breakout Session I – “A Holistic Lodging Portrait of MI”, Bram Gallagher, AirDNA, Marketside
“First Impressions Tourism Assessment”, Andy Northrup, MSU Extension, MarketView West

2:15 pm – 2:45 pm “Crisis Communications”, Boileau & Co. panel, MarketView East
Afternoon Break/visit with vendors, *sponsored by Simpleview – a Granicus Company*

2:45 pm – 3:45 pm Breakout Session II –
“A Holistic Lodging Portrait of MI”, Bram Gallagher, AirDNA, Marketside
“First Impressions Tourism Assessment”, Andy Northrup, MSU Extension, MarketView West
“Crisis Communications”, Boileau & Co. panel, MarketView East

3:45 pm - 4:45 pm DMO Round Table Discussions –
AI in Marketing – MarketView West
Policies & Compliance – MarketView East
TBA at the Monday MACVB Membership Meeting- Marketside (Opportunity to rotate every 30 minutes)

4:45 pm – 5:15 pm Visit Sponsors/refresh for dinner

4:45 pm – 5:45 pm Shuttle to hotels and back to Civic Center

5:15 pm – 6:15 pm Reception in the Atrium – sponsored by Advance Travel & Tourism

6:15 pm - 7:30 pm Dinner in the Great Hall/Live Auction/50/50 and Heads

7:30 pm –10:00 pm ~~8:00 pm~~ ~~8:00 pm~~ Night in Marketside or the Great Hall (weather dependent) – sponsored by Advance Travel & Tourism

9:15 pm – 10:15 pm Shuttle runs to the hotels

Note: *Note: The Tulyp lounge is open until 10:30 p.m. Big E's (located inside the Marriott) is open until 11:00 p.m.*

Day 3: Wednesday, October 1, 2025

7:45 am Recommended hotel check-out time

8:00 am - 9:00 am Visit Vendor Displays/strolling breakfast in Atrium/Great Hall

9:00 am – 9:45 am General Session – Tom Martin, Converse Digital, “Experiences are the Soundtrack of Our Life: Leveraging Visitor Experiences to Drive Visitation”

9:45 am Announcements

9:50 am – 10:30 am General Session – Dr. Jennifer Stoll, Cimarron Global Solutions, “Unlock Your Community's Superpower: Resident Sentiment Towards Sporting Events” sponsored by Longwoods International

10:30 am Silent Auction closes

10:30 am - 10:45 am Break, *sponsored the 2026 Host City – TBA*

10:45 a.m. Announcements

10:45 am - 11:45 am General Session- DMO Panels –
Economic Impact Reports – facilitated by Jamie Furbush, Frankenmuth CVB
Panelists: Brad Barnett, Visit Keweenaw, Sarah Miller, Destination Ann Arbor; Kayla Poink, Go Great Lakes Bay

Parks Panel – facilitated by Linda Hart, Holland CVB
Panelists: Andy Kenyon, City of Holland Parks & Rec; Scott Reinert, South Haven Rec Authority; Dan Bonner, Muskegon Luge Sports Park

Scott Reinert, South Haven Rec Authority, Administrator
Dan Bonner, Muskegon Luge Adventure Sports Park

11:45 am	Final Break, Vendor Tear Down. The final Silent Auction items are to be picked up. Please pay a final visit to our vendors and thank them for their sponsorship!
Noon – 1:30 pm	Vendors Teardown Exhibits Lunch Buffet for Sponsors/Speakers/MACVB members – Marketside (Optional) Boxed Lunches to Go
1:30 pm	Departure

Silent Auction

Place your bids on a variety of gifts and packages at the 25th Annual MACVB Silent Auction. All monies raised will benefit the MACVB PAC. Checks should be made payable to "MACVB PAC". Personal checks only – no corporate checks can be accepted per State of Michigan PAC laws. Minimum bids must be met, or the item will be returned to the donor. All winning bids are "final".

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