

Rev. 9/25/24

2024 MACVB Educational Conference

Note: All sessions are in (Indigo) unless otherwise noted.

Day 1: Sunday, September 29, 2024

2:00 pm - 5:00 pm Vendor Set-up in Indigo II & III and the foyer
3:00 pm – 5:00 pm MACVB Membership Meeting (members only) Indigo I
5:00 pm – 6:00 pm Continued Vendor Set-Up (as needed) in Indigo I
5:00 pm - 6:00 pm Check-in and refresh for the evening
6:00 pm – 6:15 pm Depart for Midland Visitors Center - Rooftop
6:15 p.m. – 8:30 p.m. Reception with heavy hors d'oeuvres @ Midland VC,
sponsored by Great Lakes Bay Regional CVB

8:30 p.m. – 10:00 p.m. Enjoy networking and beverages at the Oxygen Lounge

Note: The Oxygen Lounge is open (at the hotel) until 10 p.m.

Additional restaurant/bar options are posted on the conference website

Day 2: Monday, September 30, 2024++

7:30 am - 8:30 am Vendor Set-Up/Silent Auction set-up, Indigo I, II & III and the foyer
7:30 am - 8:30 am Strolling Breakfast in the Foyer/Indigo – visit with vendors
8:30 am – 9:45 am Opening Keynote –Julie Hart, CFO by Design, “Headline News for All the Wrong Reasons”
9:45 am -10:15 am Morning Break - Visit Vendors and Silent Auction – Foyer and Indigo
10:15 am -11:30 am General Session Speaker – Josiah Brown “The Art of Speaking, Actually Speaking, Advocacy”
11:30 am -11:45 am Break, Visit Vendors and Silent Auction
11:45 am - 1:00 pm Lunch in the Courtyard (weather permitting)
Noon – 2:00 p.m. WJR Live Broadcast – Live Broadcast in the Foyer
1:00 pm - 1:15 pm Visit Vendors
1:15 pm – 2:15 pm Breakout Session I – Amy Piper, Follow the Pipe, “Bloggers” - Gold
Nick Danowski, TwoSix Digital, “GA 4”, Indigo
Matt Clement, Madden Media, “AI Enabled DMO”, Platinum Room
2:15 pm – 2:45 pm Afternoon Break/visit with vendors, *sponsored by Madden Media*
2:45 pm – 3:45 pm Breakout Session II –
Amy Piper, Follow the Piper, “Bloggers” – Gold Room
Nick Danowski, TwoSix Digital, “GA 4”, Indigo Room
Matt Clement, Madden Media, “AI Enabled DMO”, Platinum Room
3:45 pm - 4:45 pm DMO Round Table Discussions –
Visitors Guides/Print - Indigo
Dashboards – Indigo
Finance/Destinations International with Julie Hart – Platinum
PR Opportunities with Nick Nerbonne - Gold
(Opportunity to rotate every 20 minutes)

4:45 pm – 5:30 pm Visit Sponsors/refresh for dinner
5:30 pm – 6:30 pm Reception in the Courtyard – sponsored by Advance Travel & Tourism
6:30 pm - 8:00 pm Dinner in the Courtyard/Live Auction
8:00 pm –11:00 pm Socialize in the Courtyard or walk to the Midland social district
Note: The Oxygen Lounge is open until 11 p.m.

Day 3: Tuesday, October 1, 2024

8:00 am - 9:00 am Visit Vendor Displays/strolling breakfast in foyer/Indigo Ballroom
9:00 am – 9:45 am General Session – Julie Hart, CFO by Design, “Finance for Executives”
9:45 a.m. Announcements
9:50 am – 10:30 a.m. General Session – Josiah Brown, “How to Win More First Time Visitors”
10:30 a.m. Silent Auction closes – hotel check-out
10:30 am - 10:45 am Break, *sponsored the 2025 Host City*
10:45 am - 11:45 am General Session- DMO Panels – Indigo
Shoulder Season, Destination Development, Advocacy

11:45 am Break, Vendor Tear Down. The final Silent Auction items are to be picked up. Please pay a final visit to our sponsors and thank them for their sponsorship!
Noon Vendors/Speakers Lunch Buffet – Courtyard
12:15 pm – 1:30 pm Lunch and All MACVB Members Shirtsleeves session, Indigo 1 & 2
Closed session for MACVB members only.

1:30 pm Departure. Travel Safely!

Silent Auction

Place your bids on a variety of gifts and packages at the 24th 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 PAC laws. Minimum bids must be met, or the item will be returned to the donor. All winning bids are "final".