

**Rev. 7/27/24**

**2024 MACVB Educational Conference**

**Note: All sessions are in (room name here) 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 TBA soon
  - 6:15 p.m. – 7:00 p.m. TBA soon
  - 7:00 p.m. – 8:30 pm Enjoy dinner at TBA soon
  - 8:30 p.m. – 9:00 p.m. Shuttles/details TBA
  - 9:00 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.*

**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 and Indigo 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 Tent
  - 1:00 pm - 1:15 pm Visit Vendors
  - 1:15 pm – 2:15 pm Breakout Session I – TBA soon - Gold  
Nick Dakowski, TwoSix Digital, “GA 4”, Indigo  
Matt Clement, Madden Media, Platinum (add session name)
  - 2:15 pm – 2:45 pm Afternoon Break/visit with exhibitors
  - 2:45 pm – 3:45 pm Breakout Session II –  
TBA – Gold Room  
Nick Danowski, TwoSix Digital, “GA 4”, Indigo Room  
Matt Clement, Madden Media, Platinum Room
  - 3:45 pm - 4:45 pm DMO Round Table Discussions – Gold, Indigo, Platinum  
(Opportunity to rotate every 20 minutes)  
Table Topics TBA, Rooms: Indigo I, Indigo III, Gold, Platinum
  - 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 –10:00 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**

6:00 am – 9:00 am WJR Live Broadcast - tentative time  
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 by the TBA  
10:45 am - 11:45 am General Session- DMO Panels - TBA  
  
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 – room TBD  
12:15 pm – 1:30 pm Lunch and All MACVB Members Shirtsleeves session, room TBD  
*Closed session for MACVB members only.* Note: CVB's must RSVP in advance for the luncheon  
  
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".