

Rev. 9/17/23

2023 MACVB Educational Conference ANNOUNCEMENTS SCRIPT

Note: *All sessions are in the Lake Huron B (conference center) unless otherwise noted.*

Day 1: Sunday, September 17, 2023

2:00 pm - 5:00 pm Vendor Set-up in the Lake Huron B

3:00 pm – 5:00 pm MACVB Membership Meeting (members only) Ballroom 1

Amy to announce highlights for the evening, refer everyone to Know Before You Go document that was emailed to everyone and is on the MACVB website. Wear your name badges to the reception and to dinner at the Wrigley Center. Note credit cards only for the bar at the Wrigley Center. Announce the buses will begin loading at the front of the hotel at 6 p.m. Thank you to Marci Fogal and the team @ the Blue Water Area CVB for all of their work in hosting the conference. Ask Marci if she has anything else to add....

5:00 pm - 6:00 pm Check-in and refresh for the evening

6:00 pm – 6:15 pm Load buses and head to the Wrigley Center

6:15 p.m. – 7:00 p.m. Drinks at the Wrigley Center/Tours, sponsored by the Blue Water CVB

7:00 p.m. – 8:30 pm Enjoy dinner in the Wrigley Center sponsored by the Blue Water CVB

***credit cards for the bar (no cash accepted)**

8:30 p.m. – 9:00 p.m. Buses depart for the hotel

9:00 p.m. – 11:00 p.m. Enjoy networking and beverages at Freights Bar

Note: The Freighters Bar is open (at the hotel) until 11 p.m.

Day 2: Monday, September 18, 2023

7:30 am - 8:30 am Vendor/Silent Auction set-up, Lake Huron B

7:30 am - 8:30 am Strolling Breakfast in the Lake Huron B/visit with vendors

Amy to welcome everyone to the conference. Thank you again to the team from the Blue Water Area CVB for hosting us (round of applause.) Amy asks the Education Committee members to please stand to be recognized. (applause) then introduce Paul Ouimet, opening keynote speaker.

8:30 am - 10:00 am Opening Keynote –Paul Ouimet, Destination Next/MMGY Global

Amy to thank Paul. Before we leave for the break, Amy introduces Dave Scott with MI Digital as one of our Gold sponsors to say a few words. Then Amy introduces Laurie Burger, MI Meetings & Events to say a few words as a Gold sponsor. Amy announces we have the morning break until 10:30. Please visit our sponsors and the silent auction.

10:00 am -10:30 am Morning Break - Visit Vendors and Silent Auction – Lake Huron B

Jen to welcome everyone back from the break and introduce Dan Sippel, WMTA, as a Gold Sponsor, then introduce Matt Clement as a Gold Sponsor and introduce him as the next speaker.

10:30 am -11:30 am General Session Speaker – AI/Chat GPT – speaker TBD

Jen to announce MI Playground and TwoSix Digital as Gold Sponsors. Ask them to both come forward to be recognized and to each say something about their afternoon sessions. Then announce we have a brief break and lunch will be served in the Abbey South (at the hotel)

Also, just a reminder to wear your name badges to all meals and to bring your drink tickets as well as some cash for a cash bar following. Tonight's drink tickets and evening entertainment is sponsored by MLive Media Group. We will also have a Live Auction this evening.

- 11:30 am -11:45 am Break, Visit Vendors and Silent Auction
11:45 am - 1:00 pm Lunch in the Abbey South (hotel)
1:00 pm - 1:15 pm Visit Vendors
1:15 pm – 2:15 pm Breakout Session ! – Andy/Nick Behling, MI Playground– St. Clair B
Nick Danowski, TwoSix Digital, Riverview B
Matt Clement, Madden Media, Riverview A
2:15 pm – 2:45 pm Afternoon Break/visit with exhibitors
2:45 pm – 3:45 pm Breakout Session II –
Andy/Nick Behling, MI Playground– Riverview A
Nick Danowski, TwoSix Digital, Riverview B
Matt Clement, Madden Media, St. Clair B
3:45 pm - 4:45 pm DMO Round Table Discussions – Riverview A, Riverview B, St. Clair B
(Opportunity to rotate every 20 minutes)
Table Topics: Visitors Guides, Dashboards, Accessibility
4:45 pm – 5:30 pm Visit Sponsors/refresh for dinner
5:30 pm – 6:30 pm Reception in the Lake Huron B/Patio – sponsored by MLive Media Group
Amy to thank Holly Laurencelle and the MLive Media Team for sponsoring the reception and the game night and ask her to say a few words about MLive. Note to start the live auction at the discretion of Kristy Poore.
6:30 pm - 8:00 pm Dinner in the Abbey South (Doubletree hotel side)
8:00 pm –10:00 pm Euchre/games in the Abbey North – sponsored by MLive Media Group

Note: Freighter's Bar is open until 11 p.m.

Day 3: Tuesday, September 19, 2023

- 6:00 am – 9:00 am WJR Live Broadcast "Paul W. Smith Show" -conference center 7:30 am -
9:00 am Breakfast in the Abbey South
8:00 am - 9:00 am Visit Vendor Display
Amy thanks MLive Media Group again for the reception and games last night and introduces Roxanne Steinhoff.
9:00 am - 10:15 am General Session – Mitigating Risks & Liability – What DMOs Should Know
Roxanne Steinhoff, Steinhoff Law
Amy thanks Roxanne Steinhoff for her session and introduces Go Travel Sites (Chris Newton) as a Gold Sponsor and asks Chris to say a few words. Then Amy announces the Silent Auction is closing at 10:15 a.m. and our break is sponsored by the Great Lakes CVB
10:15 a.m. Silent Auction Closes

10:15 am - 10:30 am Break, sponsored by the Great Lakes CVB (*reminder: hotel check-out*)
Jen thanks the Great Lakes CVB for the Break and asks Mandi from Great Lakes Bay to come forward to make an announcement. Jen thanks Mandi and then asks Kristy Poore to come forward. Kristy Poore Announces the Silent Auction winners. Please pay Larisa in the back of the room. Then Jen Sistrunk introduces the grants panel.

10:30 am - 11:45 am General Session- Grants Panel, moderated by Jen Sistrunk,
South Haven CVB

Jen thanks the grants panel and asks Kristy Poore if she has any further announcements about the Silent Auction. Jen reminds everyone to fill out their Survey Monkey survey that Larisa is emailing to them right away as we have a wrap-up committee meeting coming up soon and we'd really value your input. Jen notes the MACVB Members Lunch and Shirtsleeves is in the Abbey North at the hotel. For our sponsors and vendors, we have boxed lunches so you can enjoy them on the patio or take them to go as desired. Jen thanks ALL the sponsors again for their support. Safe travels to everyone!

11:45 am Break, Vendor Tear Down. Final Silent Auction items to be picked up.
Please pay a final visit to our sponsors and thank them for their sponsorship!

Noon Vendors/Speakers Boxed Lunch to Go or Enjoy Lunch on the Patio!

12:15 pm - 2:00 pm Lunch and All MACVB Members Shirtsleeves session, Abbey North
Closed session for MACVB members only. Note: CVB's must RSVP in advance for the luncheon

2:00 pm Departure. Travel Safely!

Silent Auction

Place your bids on a variety of gifts and packages at the 23rd 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".