

MACVB 2016 Educational Conference Schedule

Rev. 9/19/16 - lkd

Day 1: Sunday, September 25, 2016

Note: Community Service Project – Cancelled due to scheduling conflict

3:00 p.m. – 5:00 p.m. **MACVB Membership Meeting – Closed session for members only – *Splash Hospitality Room @ Zehnder's Splash Village (2nd floor)***

5:00 – 5:30 p.m.: **Refresh for reception and dinner**

5:30 – 6:00 p.m.: **Shuttles leave for Fisher Hall and Prost**

6:00 p.m. - 8:30 p.m.: **Dinner - off-site World Famous Chicken Dinner, sponsored by Mlive Media Group**

8:30 p.m.: **Enjoy the after-glow at Prost (shuttles scheduled until 11 p.m)**

Day 2: Monday, September 26, 2016

7:30 a.m. – 8:30 a.m.: **Vendor and Silent Auction set-up – *Main Dining Room***

7:30 a.m. - 8:30 a.m.: **Full Breakfast Buffet – *Town Hall Room for Breakfast***

8:30 a.m.: **Silent Auction begins – *Main Dining Room***

8:30 a.m.-9:30 a.m.: **General Session "The Next Gen DMO" Bill Geist, DMO Pros, *Main Dining Room***

9:30 a.m. – 10:30 a.m.: **General Session "Redefining the Female Traveler with Generational Insights" Melissa Luebbe, Meredith Travel Marketing, *Main Dining Room***

10:30 a.m.-10:45 a.m.: **Break, sponsored by Experience Grand Rapids, *Main Dining Room***

10:45 a.m. – noon: **General Session "Crisis Management: Practical Solutions" Thomas Mynsberge, Critical Incident Management, Inc., *Main Dining***

Noon – 1:00 p.m.: **Lunch – *Tap Room***

1:00 p.m. – 1:55 p.m. **Break Out Sessions – *Rooms: Main Dining, Original Room - Geist/TwoSix Digital***

2:00 p.m. – 2:55 p.m.: **Break Out Sessions – *Rooms: Main Dining, Original Room – Geist/TwoSix Digital***

3:00 p.m. - 3:15 p.m.: **Informal Break – please visit our sponsors, *Main Dining Room***

3:15 p.m. – 4:15 p.m.: **General Session, "Unplugged" with Bill Geist, *Main Dining Room***

4:15 p.m. – **Visit Vendors and Refresh for Evening**

5:30 p.m.: **Happy Hour on the Bavarian Belle Riverboat, sponsored by the Frankenmuth CVB and the Great Lakes Bay Regional CVB, transportation from the hotel courtesy of Dean Trailways**

6:30 p.m.: **Dinner at Frankenmuth Brewery, sponsored by the Frankenmuth CVB and the Great Lakes Bay Regional CVB**

10:00 p.m. **Return to the hotel via Dean Trailways, coach departs at 10:00, 10:30 and 11:00 p.m. for hotel or enjoy the *Frankenmuth Brewery, drinks on Annie Rummel's porch as well (short walk from the Brewery)***

Day 3: Tuesday, September 27, 2016

7:45 a.m.– 8:45 a.m.: **Vendor Displays & Silent Auction continued – *Main Dining Room***

9:00 a.m.: **Silent Auction closes – *Main Dining Room***

7:45 a.m.–8:55 a.m.: **Continental Breakfast – *Town Hall Room***

9:00 a.m. – 10:15 a.m.: **"Pure Michigan Website Updates" by Dave Lorenz/Dave Serino – *Main Dining Room***

10:15 -10:30 a.m.: **Break**

10:30– 11:15 a.m. – **"Travel Michigan – New Opportunities" Dave Lorenz – *Main Dining Room***

11:15 a.m. **Break, Vendor Tear Down, Final Hotel Check Out, Final Silent Auction-** Announcement of Silent Auction winners. Final Silent Auction items to be picked up. Please pay a final visit to our sponsors and thank them for their sponsorship. ***Main Dining Room***

11:15 a.m. – 11:45 a.m. **Lunch** – working lunch during shirtsleeves for CVBs in **Town Hall Room** – seating *in the Main Dining Room (vouchers for vendors/speakers)*

11:45 a.m. – 2:00 p.m. **Shirtsleeves Session, Closed session for MACVB members only. Includes a working lunch buffet *Town Hall Room*** *Note: CVBs must RSVP in advance for the luncheon*

2:00 p.m. **Departure. Travel Safely!**

Silent Auction

Place your bids on a variety of gifts and packages at the 18th Annual MACVB Silent Auction. All monies raised will benefit the MACVB PAC. Personal checks and personal credit cards only will be accepted at this year's auction.

Checks should be made payable to "MACVB PAC." Minimum bids must be met or the item will be returned to the donor. All winning bids are "final."