

2010 Conference Schedule

Wednesday, September 22

10am-5pm	Registration
1 – 1:30	Opening Remarks from Springfield CVB & CenStates TTRA
1:30 – 2:15	Online Marketing – Jerry Henry, Jerry Henry & Associates
2:15 – 3:15	Amazing Tips on Using Excel
3:30 – 4:45	Focus Group of Travel Consumers – Denise Miller, Strategic Marketing & Research
5:30 pm	Welcome Reception
6:30 pm	DineAround Downtown Springfield
9 pm	Nightcap/Dessert at the Tower Club



Thursday, September 23

7:30 -noon	Registration
8:30 – 9	Welcome to Missouri – Katie Steele Danner
9 – 9:45	Online Marketing – Bill Siegel, Longwoods International
10:30-11:45	Social Media & DMOs
11-11:45	Cutting Edge Research using Personal People Meters – Allyson Rasor, Nielsen
12 – 1:30	Lunch & CenStates Annual Meeting
1:45 – 2:45	Research for Scenic Byways – Lisa Brochu, National Association for Interpretation
2:45 – 3:30	Agritourism – Barbara Shatto, Shatto Dairy
4-4:45	Using Research in Attraction Marketing – Bass Pro Shops Outdoor World
5:30	Caravan to Dinner
6:00	Reception, Shopping, Dinner at Bass Pro Shops Outdoor World