Tuesday, October 20

10 am – 5 pm
Registration
Glendalough Foyer & Lobby
Sponsored by KH + Madden

10 am – 5 pm
Exhibitor Trade Show Set Up
Glendalough

12 pm – 3:15 pm
Destination Experience
Sponsored by Visit Springfield, Missouri
**RSVP required*
Transportation will be provided from the DoubleTree to Destination Experiences, departing the hotel at 12 pm.

4 pm – 4:30 pm
First-Timers Meet & Greet
Glendalough Foyer & Lobby
Sponsored by Midwest Living [People Inc.]
Start your conference experience by making connections at a casual meet and greet designed just for first-time attendees. Meet the Visit Missouri team, get to know our vendors and make connections with fellow new attendees in a relaxed, small-group setting.

4:30 pm – 6 pm
Marketplace Reception
Glendalough Foyer & Lobby
Sponsored by Midwest Living [People Inc.]
Join us for a Marketplace Reception before the Welcome Reception. The event will provide valuable time to network with your peers and establish connections with vendors at the conference. Light refreshments will be served.

6 pm – 9 pm
Welcome Reception
Sponsored by Visit Springfield, Missouri
Kick off the Missouri Governor's Conference on Tourism in Springfield's historic C-Street district! Join us at the beautifully restored Savoy Ballroom for an evening of networking, handcrafted cocktails, delectable hors d'oeuvres and a few surprises. Reconnect with colleagues, make new connections and celebrate the local hospitality and creative spirit that set the stage for an inspiring conference.

Transportation will be available between the DoubleTree and Savoy Ballroom from 5:45 pm to 9:15 pm. Shuttles will operate on a continuous loop throughout the evening.

Wednesday, October 21

8 am – 5 pm
Exhibitor Trade Show
Glendalough
Visit with business professionals and service providers who help support the tourism industry.

8 am – 6 pm
Registration
Glendalough Foyer & Lobby
Sponsored by KH + Madden

8 am – 9 am
Breakfast
Glendalough
Sponsored by OBP Agency

9 am – 9:50 am
Keynote
Glendalough
Sponsored by Tripadvisor
Travel & Tourism – an Important Engine of Economic Vitality
Speaker: **Tim O'Reilly**, O'Reilly Hospitality Management, LLC
While quality accommodations are vital, visitors travel for the authentic community experiences that make a destination memorable. In this session, discover how DMOs and hotels can break down silos and align their goals to strengthen the local economy. Learn how DMOs can help lodging partners embrace the holistic visitor journey, fostering strong partnerships that turn destination appeal into sustained hotel occupancy and community-wide prosperity.

9:50 am – 10 am
10 Minute Break

10 am – 10:50 am
Breakout Session
Rathdangan I
Securing the Future: Tourism Advocacy & Legislative Impact
Moderator: **Tracy Kimberlin**, Lobbyist
Join **MACVB leaders** and **Missouri legislators** for a panel discussion on the power of legislative advocacy in the tourism industry. This session breaks down how the legislative process works, shares the essential dos and don'ts of meeting with elected officials and explains why connecting with your local leaders today pays dividends during the upcoming legislative session.

10 am – 10:50 am
Breakout Session
Rathdangan II
The Digital Tourism Toolkit: Better Ways to Capture, Manage & Share Your Story
Speaker: **Matt Wilson**, Wilson Video Productions
Tourism organizations are creating more digital content than ever – but are you getting the most out of it? This practical session explores essential tools and strategies to help tourism professionals better organize, manage, enhance and distribute their digital assets. We'll cover Digital Asset

Management (DAM), photo keywording, AI-powered image upscaling, QR codes for crowdsourcing visitor photos, YouTube vs. Vimeo and building partner toolkits with ready-to-use media. You'll also learn how digital signage and other modern technologies can make your content easier to locate, share and put to work.

10 am – 10:50 am
Breakout Session
Rathdangan III
AI Search, Rankings & Relevance: What DMOs Need to Know About the New Search Landscape
Speaker: **Jaimie Hart**, Go Fish Digital
As AI-driven search transforms how travelers, meeting planners and stakeholders discover destinations, DMOs must rethink their digital strategies. Drawing on cutting-edge research into ChatGPT, Google's AI Overviews and evolving search behaviors, this session explores how AI is reshaping online visibility through a tourism and meetings lens. Attendees will learn how to position content for AI-generated answers, track performance beyond traditional rankings and master actionable tactics – from understanding similarity scores to running AI audits – to thrive in the AI-first search era.

10:50 am – 11:20 am
Break and Exhibitor Trade Show
Glendalough
Visit with business professionals and service providers who help support the tourism industry.

11:20 am – 12:10 pm
All Breakout Sessions Repeat
This is your chance to see another breakout session.

12:15 pm – 1:15 pm
Luncheon
Glendalough
The Honorable **Mike Kehoe***, Governor of Missouri.
*Scheduled appearance subject to change.

1:15 pm – 2 pm
General Session
Glendalough
JeoPARTY 2.0
Speaker: **Scott Caufield**, Tripadvisor
Get ready to put your Missouri tourism knowledge to the test. Join us for a lively, Jeopardy-inspired game featuring Missouri trivia, travel destinations and plenty of surprises. Expect spontaneous moments, unexpected reveals and plenty of fun to bring us all together!

2:10 pm – 3 pm
Breakout Session
Rathdangan I
Navigating Social Media Trends on a Budget: High Impact, Low Resources
Speaker: **Hannah Dudeck** and **Sara Sexton**, OBP
Trends are fun. Until they aren't. In this session tailored specifically for Missouri's DMOs, we'll cut through the digital noise and focus on what actually works for small teams with limited budgets. You'll learn how to identify high-impact, low-resource strategies – like prioritizing authentic short-form video and leveraging community-led content—without burning out your team. Most importantly, we'll introduce a practical "Trend Filter" to ensure every post aligns perfectly with your unique brand voice and directly supports Visit Missouri's regional tourism goals. Stop chasing fleeting fads and start building a sustainable, strategic social presence.

2:10 pm – 3 pm
Breakout Session
Rathdangan II
Trade Shows 101: From Basics to Best Practices – Maximizing Your Trade Show Impact
Speaker: **Megan Sheets**, Visit Missouri
Trade shows open the door to valuable connections and new business opportunities, but maximizing your investment requires a clear strategy. This session covers the fundamentals: the trade show landscape, the main event formats you'll encounter and practical ways to turn your time and budget into measurable ROI. We'll wrap up with an industry panel sharing how they navigate diverse event formats, target top opportunities and drive tangible

results. You'll walk away with practical insights to elevate your own trade show strategy.

2:10 pm – 3 pm
Breakout Session
Rathdangan III
Is Your Community Camera-Ready? Leveraging Missouri's Film Incentives
Speaker: **Andrea Sporcic Klund**, Missouri Film Office
Film and television productions do more than tell stories – they boost local tourism, support small businesses and drive significant economic impact. With Missouri's competitive film tax credit in action, communities statewide have a unique opportunity to attract these projects. Join us for a panel of community leaders who have successfully hosted film crews. You'll learn firsthand how they prepared their destinations, navigated logistics and partnered with production teams to fuel local economic growth.

3 pm – 3:30 pm
Break and Exhibitor Trade Show
Glendalough
Visit with business professionals and service providers who help support the tourism industry.

3:30 pm – 4:20 pm
All Breakout Sessions Repeat
This is your chance to see another breakout session.

4:20 pm – 4:30 pm
10 Minute Break

6 pm – 7 pm
Awards Reception
Glendalough Foyer & Lobby
Wine compliments of the Missouri Wine and Grape Board.

7 pm – 9 pm
Awards Banquet & Presentation
Glendalough
Wine compliments of the Missouri Wine and Grape Board.

Thursday, October 22

8 am – 11 am
Exhibitor Trade Show
Glendalough
Visit with business professionals and service providers who help support the tourism industry.

8 am – 11 am
Registration
Glendalough Foyer & Lobby
Sponsored by KH + Madden

8 am – 9 am
Breakfast
Glendalough

8 am – 9 am
Your Voice, Our Focus: Industry Roundtables
Rathdangan I
Grab breakfast and join us to discuss the trending industry topics that matter most to your work. This is your opportunity to share ideas, connect with peers and help influence our upcoming training initiatives.

9 am – 9:50 am
Breakout Session
Rathdangan I
Tripadvisor Trendcast
Speaker: **Scott Caufield**, Tripadvisor
Discover the biggest shifts shaping traveler behavior this year and beyond, and what they mean for destinations and attractions in Missouri. Based on Tripadvisor's latest Trendcast report, this session will explore ten emerging travel trends and practical ways to turn insights into visitation.

9 am – 9:50 am
Breakout Session
Rathdangan II
Developing Characters in Your Community
Speakers: **Matt Wilson**, Wilson Video Productions; **Tammy Bruckerhoff**, Visit Hermann; and **Kim Thompson**, KH + Madden
Our communities offer a wide range of great products, delicious food and inviting places to stay, but it's the people behind those experiences who truly make a visit memorable. Today's travelers want more than a transaction; they want a connection and an authentic experience. In this presentation, we will explore how to identify, highlight, capture and share the people behind your local offerings. The panel will cover every stage of the process, from content production and media delivery to tracking real-world results.

9 am – 9:50 am
Breakout Session
Rathdangan III
The Outdoor Adventure Niche
Speaker: **Patrick Tuttle**, CDME, Visit Joplin
A destination's largest venue may well be its great outdoors. Outdoor adventure is a thriving niche market that impacts every community, and your biggest opportunity might lie in the small details you are currently overlooking. This session explores the power of niche markets, helps you uncover the hidden value in your community's smaller assets and leverages group discussion to provide practical insights and best practices for attracting visitors.

9:50 am – 10 am
10 Minute Break

10 am – 10:50 am
All Breakout Sessions Repeat
This is your chance to see another breakout session.

10:50 am – 11:20 am
Break and Exhibitor Trade Show
Glendalough
Visit with business professionals and service providers who help support the tourism industry.

11:20 am – 12 pm
Missouri Division of Tourism Update
Glendalough
Speaker: **Stephen Foutes**, Missouri Division of Tourism
During this session, you'll see examples of MDT's work to showcase Missouri as a travel destination, hear programmatic updates and get a sneak peek at the Division's marketing plans for spring 2027 and beyond.

12 pm – 12:10 pm
Giveaways & Closing Remarks

12:15 pm
Conference Concludes