



News & Notes – March 1, 2005

NEXT MTC EDUCATIONAL WORKSHOP -- The next MTC Educational Workshop will focus on TOURISM TRENDS & MARKETING/PUBLIC RELATIONS ON A SHOESTRING BUDGET and will be held March 22, 2005 at the Country Club Hotel & Spa at Lake Ozark.

The workshop registration info is in the mail and you can also visit the MTC website – www.missouritravel.com to register and pay by credit card.

Here's a preview on the workshop -What's New? What's Hot? What should you be doing that you are not? Whether you are a seasoned veteran or a newbie; a large destination or a small rural town; everyone will take away an array of ideas and strategies you can return home and implement to positively impact your bottom line for tourism. The workshop will begin at 10 a.m. and conclude by 3:30 p.m. Sessions include: TOURISM TRENDS – Keynote Speaker – Greg Gilstrap, President of Madden Publishing and Preprint Publishing; a panel discussion on AGRITOURISM; a working lunch session on NICHE MARKETING; a panel discussion on MARKETING AND PUBLIC RELATIONS ON A SHOESTRING BUDGET; and a wrap-up session on TRENDING TOWARD THE POSITIVE.

A room block has been reserved at the Country Club Hotel for \$79.00 single/double. Call 800-964-6698 to make your lodging reservations.

The registration for the Workshop is \$45.00 for MTC members and \$60 for non-members. If you have questions, please give the MTC office a call – 573-636-2814. Registration deadline is March 17.

.....Event Calendar.....

MTC EDUCATIONAL WORKSHOP – March 22, 2005 – Country Club Hotel & Spa, Lake Ozark

MTC/COLUMBIA CVB EDUCATIONAL WORKSHOP “Media Relations Boot Camp”– June 27-28, 2005 – Columbia

JOINT MEETING PLANNERS TRADESHOW – July 12, 2005 – Capitol Plaza Hotel, Jefferson City

2005 MISSOURI SHOWCASE MARKETPLACE – August 21-22, 2005 – Quality Inn & Suites, Hannibal.

This email **NEWS IN BRIEF** is being sent to you to keep you informed. If you have additional individuals in your company who would also like to receive this information, please let us know.

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