



News & Notes – February 18, 2008

A pdf version of this newsletter is available at: <http://www.missouritravel.com/news>

CORRECTION MISSOURI SHOWCASE MARKETPLACE WILL BE HELD IN KANSAS CITY –

The 2008 Missouri Showcase Marketplace will be **in Kansas City on August 25 and 26**. We apologize that the original brochure that was mailed contained incorrect information. You can download a correct version of the brochure on the MTC website. The marketplace hotel location is the Sheraton-Kansas City (formerly the Clarion Hotel Sports Complex) with the Kansas City CVA as our hosts. Sorry for the mix-up and confusion! Please mark your calendar with the corrected dates and we hope to see you in Kansas City for this important event!

NOT TOO LATE TO REGISTER FOR THE FOLLOWING UPCOMING EVENTS

MISSOURI GROUP TOUR SUMMIT – March 14, 2008 -- Courtyard by Marriott Hotel in Columbia – Have you registered yet for the Missouri Group Tour Summit? If your organization is marketing to group business – you need to be there! Whether you have worked the group market for years or just beginning – we will have the info you need to grow your skills and the edge you need to thrive in upcoming group sales activities!

Don't miss out – Keith Snode with New Horizons Tour & Travel and Debbie Estey with Phelps County Bank in Rolla will be among our featured presenters. Subjects will include Effective Appointment Execution at Marketplace, What Works at Tradeshows/Conventions, A Buyers Panel with exchange of ideas, Itinerary Development Panel Discussion, and up-to-date info on Missouri events.

Take a moment and click on the Group Tour Summit flyer link below – register and plan to attend this important event on March 14, 2008 in Columbia. [Group Tour Summit Flyer](#)

CAPITOL DAYS FOR TOURISM -- Plan on joining your colleagues from across the state on February 27 and 28, 2008. Download the event flyer from the MTC website – www.missouritravel.com. The two-day event will be similar to past years but include some exciting enhancements. If you have a pull-up screen banner, give the MTC office a call – we'd like you to bring it for display for the Pancake Breakfast in the Capitol Rotunda on the 28th.

MEDIA WORKSHOP – The MTC Education Committee has put together a fabulous and affordable workshop that plans to provide each MTC member with valuable information. The workshop is being planned for February 27 – immediately prior to the start of the Capitol Days for Tourism so members can plan to attend both events. The theme of the workshop is "Making the Media Work For You!". Christine Brennaman is our featured speaker. Christine will be teaching from experience. She has been a promotions manager for three TV stations and two radio stations. She has even been a performance manager for Midwest talent acts and hosted

her own radio shows. She will take us through the basics of how to attract the media to our product or get them to pay attention to our property or event. In addition, a prestigious media panel will share their hints to how to get the media to your event – how to best leverage a small media budget and how to write a press release that can't be ignored. Panelists will include a producer/reporter from KOMU (NBC Affiliate for Mid-Missouri), a Program Director from KWWR (Missouri's Largest Radio Station), a Media Buyer with Bucket Media representing clients throughout Missouri and staff from Nations Ranch – Missouri's Tourism PR Team. We will conclude the workshop with a presentation at the **MTC Awards lunch** from Bob Priddy – a well-known Missouri Historian, MissouriNet Broadcaster and Capitol Reporter. Priddy is also the voice of "Across the Wide Missouri". This is one workshop that is a "MUST" for every MTC member company. The brochure is posted on the website.

MTC DUES RENEWALS -- Dues renewal information was mailed to all members in December due and payable January 1. If you have not processed your renewal, we encourage you to do so today. Remember to include your database update information form so we can make sure that the MTC website has your correct information. Should you need another copy of the dues invoice, please contact the MTC office – 573-636-2814. To be included in the printed Membership Directory, we must have your dues by March 15. One more thing – know someone that should be a member but their info is not on the website? You can earn a Referral Bonus by getting them to join MTC. Call the MTC for details.

WANT TO SAVE TIME – visit the MTC website – www.missouritravel.com and sign up for all 2008 events listed below and pay with one credit card payment or check.

Event Calendar

- **TALKING TOURISM WORKSHOP – “Media Workshop” – February 27, 2008** – Capitol Plaza Hotel, Jefferson City
- **CAPITOL DAYS FOR TOURISM ” – February 27-28, 2008** – Capitol Plaza Hotel & State Capitol Building, Jefferson City
- **MISSOURI GROUP TOUR SUMMIT – March 14, 2008** – Courtyard by Marriott Hotel, Columbia
- **MISSOURI BANK TRAVEL EXCHANGE – May 13-14, 2008** – Capitol Plaza Hotel, Jefferson City
- **JOINT MEETING PLANNERS TRADE SHOW – July 15, 2008** – Capitol Plaza Hotel, Jefferson City
- **MISSOURI SHOWCASE MARKETPLACE – August 25-26, 2008** – Sheraton-Kansas City (formerly Clarion Hotel Sports Complex)

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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"Tough times never last. Tough people do." - Robert Schuller