

16<sup>th</sup> Annual

# MATPRA Media Marketplace

[VisitRichmondVA.com](http://VisitRichmondVA.com)



Virginia's Richmond Region

Sept. 24-26, 2019

## Conference Agenda

### **TUESDAY, September 24**

8:00 a.m.- 5:00 p.m. DMO and media registration

Hilton Registration Desk

*Welcome bags sponsored by Discover Lehigh Valley, PA*

2:00 p.m. – 5:00 p.m. Media Marketplace Open for Set- Up

Capital Room EFG

2:30 p.m. – 3:30 p.m. MATPRA Board Meeting

Henrico Room

2:30 p.m. – 3:00 p.m. MATPRA Committee Meetings

Hilton Hotel Lobby

3:30 p.m. – 4:30 p.m. MATPRA Annual Meeting

Capital Room ABCD

4:45 p.m. Assemble in Hilton lobby to load buses

5:00 p.m. Buses depart for Fine Creek in Powhatan County

5:30 p.m. Welcome reception at Fine Creek Brewing Company

*Sponsored by West Virginia Partners, Hampshire County and Pocahontas County*

7:00 p.m. Dinner at The Mill at Fine Creek

*Sponsored by Fredericksburg, VA Regional Tourism Partnership*

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### **WEDNESDAY, September 25**

7:00 a.m. - 12:00 p.m. Registration open  
Hilton Registration Desk

7:30 a.m. -9:00 a.m. Buffet breakfast  
Hilton Capital Room ABCD

*Sponsored by Maryland partners Visit Frederick, Visit Howard County, Visit Montgomery County and the Maryland Office of Tourism*

8:00 a.m. Hilton Capital Room E open for Marketplace set up

9:00 a.m.-12:00 p.m. MATPRA Media Marketplace  
Hilton Capital Room EFG

12:30 p.m. Box lunches by RVA Hospitality distributed from Visit Richmond Mobile Visitor Center  
(outside of Hilton)

*Sponsored by Pennsylvania partners, Pocono Mountains Visitors Bureau & Cumberland Valley Visitors Bureau, and Virginia Tourism Corporation*

1:00 p.m. buses depart for FAMs

*FAM transportation sponsored by West Virginia Partners, Hampshire County and Pocahontas County Convention & Visitors Bureau*

1:30 p.m. - 4:00 p.m. FAM tours (refer to individual insert for FAM information)

6:15 p.m. Assemble in Hilton lobby to load buses

6:30 p.m. Dinner at Short Pump restaurants (refer to individual insert for dinner destination)

*Sponsored by The Boathouse, The Daily, Lehja, Peter Chang, Red Salt, West Coast Provisions and Visit Richmond*

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### **THURSDAY, September 26**

7:00 a.m. - 8:15 a.m. Continental breakfast

Hilton Capital Room ABCD

*Sponsored by Visit Laurel Highlands, PA and Visit Virginia's Blue Ridge*

8:30 a.m. buses depart for FAMs

*FAM transportation sponsored by West Virginia Partners, Hampshire County and Pocahontas County CVB*

9:00 a.m. – 11:30 a.m. FAM tours (refer to individual insert for FAM information)

12:30 p.m. – 2:00 p.m. Lunch and professional development: “Diversity in Travel and Tourism”

Moderator: Kelli Lemon, Urban Hang Suites

Panelists: Freelance Travel Writers Patrice Williams & April Stamm, and Matthew Shapiro with 6 Wheels Consulting

Hilton Capital Room ABCD

*Sponsored by Virginia Partners, Lynchburg Office of Economic Development & Tourism and Visit Richmond*

Approx. 2:30 p.m. Event concludes, attendees depart