



2024 Media Marketplace Agenda

As of June 27, 2024 -- subject to change

HOST HOTEL INFORMATION

[The Hotel Roanoke & Conference Center](#)

110 Shenandoah Avenue NE

Roanoke, VA 24016

You must make your own hotel reservations. Use this link for reserve in the MATPRA room block. <https://book.passkey.com/e/50766855>

TENTATIVE SCHEDULE

(subject to change)

Tuesday, August 27

10 a.m. Registration opens at the Hotel Roanoke & Conference Center

11 a.m. – 12 p.m. Mix and mingle at opening reception with DMO attendees and vendors

12 p.m. – 3 p.m. Annual Meeting begins. Mandatory for all DMO attendees.

Snacks will be served, but not a full lunch. You may wish to eat prior to the meeting.

3 p.m. – 4:15 p.m. Professional development

JB Media Institute's Sarah Benoit will speak on the topic of Generative AI and the Future of Search Engine Optimization.

4:15 p.m. – 5 p.m. Break

5 p.m. – 6:15 p.m. Welcome mixer/cocktail hour at [Six & Sky Rooftop Grille](#) (Media attendees join the event). Six and Sky is within walking distance of the hotel; a shuttle will be provided for those with mobility issues.

6:30 p.m. – 9:00 p.m. Welcome dinner at Six & Sky Rooftop Grille and reception programming inside [Center in the Square](#).

Wednesday, August 28

7:30 a.m. – 8:30 a.m. Casual breakfast at The Hotel Roanoke

8:30 a.m. – 11:30 a.m. MATPRA Media Marketplace at The Hotel Roanoke

11:30 a.m. – 12 p.m. DMO Marketplace tear-down

12 p.m. – 1:30 p.m. Lunch and professional development session
JB Media Institute's Sarah Benoit will speak on the topic of storytelling.

1:45 p.m. Board buses for FAMs

2 p.m. – 5:15 p.m. Themed FAM tours

5:15 p.m. – 6:15 p.m. Break

6:15 p.m. Meeting dine-around group in lobby, travel to restaurants

6:30 p.m. – 8:30 p.m. Dine-arounds

Thursday, August 29

7:30 a.m. – 8:30 a.m. Casual breakfast at The Hotel Roanoke

* Hotel check-out is at 11 a.m. – check out prior to FAM if you need to

8:30 a.m. Board buses for FAMs

8:45 a.m. – 11:45 a.m. Themed FAM tours

12 p.m. – 2:30 p.m. Concluding lunch and Maker's Market event at The Hotel Roanoke

3 p.m. Marketplace concludes