



## 2024 Media Marketplace Agenda

As of July 17, 2024 -- subject to change

### HOST HOTEL INFORMATION

[The Hotel Roanoke & Conference Center](#)

110 Shenandoah Avenue NE

Roanoke, VA 24016

MATPRA will make your hotel reservations for you – no action is needed on your part.

### TENTATIVE SCHEDULE

(subject to change)

#### Tuesday, August 27

5 p.m. – 6:15 p.m. Welcome mixer/cocktail hour at [Six & Sky Rooftop Grille](#). 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. Break

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