

# REGISTRATION

name \_\_\_\_\_

title \_\_\_\_\_

agency \_\_\_\_\_

address \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

email \_\_\_\_\_ phone \_\_\_\_\_

	Member	Non-Member
<input type="checkbox"/> Early Registration (ends Aug 30)	\$40.00	\$50.00
<input type="checkbox"/> Regular Registration (Aug 31-Sept 13)	\$50.00	\$60.00
<input type="checkbox"/> CEU Card	\$20.00	

Total: \_\_\_\_\_

*Register three people from your organization and get the fourth person for just \$10.*

# PAYMENT

credit card number \_\_\_\_\_ exp. date \_\_\_\_\_

name on card \_\_\_\_\_ security code \_\_\_\_\_

billing address \_\_\_\_\_ zip \_\_\_\_\_

## Mail application and payment to:

Missouri Park and Recreation Association, The Musco Lighting Building,  
2018 William Street, Jefferson City, MO 65109-1186.

Or, if paying by credit card, you can fax your registration to 573-635-7988 or email to [info@mopark.org](mailto:info@mopark.org).

Contact [info@mopark.org](mailto:info@mopark.org) or 573-636-3828 for any special dietary needs.

# 2019 MPRA MARKETING & MEDIA *Workshop*

Hosted by Region 2

Tuesday, September 17  
Jefferson City, MO



## ROOM A

**9:00 AM - 10:05 AM**

### **Bigger Than Life! Maximize Your Signage Potential**

*Cassandra Atchison - Director of Marketing, Modern Litho*  
*Spencer Hoogveld - Display Graphic Specialist, Brown Printing*

We see signs every day, but a "great" sign can do more than provide information; it can tell a story, connect with an audience. Gain actionable insights and practical applications that elevate and help maximize your signage potential! The result? Higher visibility and clarity of messaging for your organization in the community you serve. [0.1 CEU pending]

**10:20 AM – 11:25 AM**

### **Creative Social Media Content Marketing**

*Missy Creed-McFerron - Owner, Dogwood Social*  
*Sarah Bohl - Social Media Coordinator, Dogwood Social*

Discover the best uses of social media to create organic and engaging content. Which platforms are best for your audience now and in the future? Learn how to create content that will be useful and fun for your audience and how your social media presence can create user-generated content within your community. [0.1 CEU pending]

**12:15 PM – 1:20 PM**

### **Viral Videos, Vlogs & Views - Expand Your Reach in a Virtual World**

*Ashlee Morrow - Digital Marketing Manager, Real Moxy Marketing*

Explore how to film, edit, and come up with content to use in your video marketing and advertising campaigns. Video content is one of the most valuable ways you can communicate messages across all social platforms, but how much do I make? How long should it be? What platform should I post my videos on? Discover the necessary tools, tricks, and techniques for filming flawless footage for your digital media! [0.1 CEU pending]

**1:35 PM – 2:40 PM**

### **InstaGrowth - How to Grow Your Instagram & Increase Engagement**

*Ashlee Morrow - Digital Marketing Manager, Real Moxy Marketing*

Instagram is no doubt a platform that needs to be considered in any organization's digital marketing plan. However, many businesses are stumped when it comes to understanding how to utilize it for their digital marketing efforts and how it differentiates itself from its big brother Facebook. Learn different methods for using Instagram and exactly how to optimize your profile, including what content to post, when to post your content, and how to get followers to engage with your posts! [0.1 CEU pending]

## ROOM B

**9:00 AM - 10:05 AM**

### **Media Buying - The Power to Target**

*Colin B. Anthony - Founder, RIG94 | Frontier Media Labs*

Today you can reach the right person at the right time who could and should be your customer. You can micro test ad creative and call-to-actions to find what works and you can manage your budget on a whole new level. It's time you maximize your results and return on investment. [0.1 CEU pending]

**10:20 AM – 11:25 AM**

### **Marketing 101 for Environmental Stewardship and Sustainability**

*Danielle Fox - Community Conservationist, City of Columbia, MO*

Parks provide recreational opportunities in nature and the underlying ecosystem services (i.e. clean air and water, stormwater mitigation) that support life. Gain a better understanding of the importance of parks in natural resource conservation and how to communicate this message to your citizens as well as examples and resources for implementation. [0.1 CEU pending]

**12:15 PM – 1:20 PM**

### **Managing Social Media during a Crisis**

*Natalie Newville - Marketing Manager, Missouri River Regional Library*  
*Kenney Newville - Director of Marketing & Research Applications, Vitae Foundation*

Communication during a crisis is critical, and oftentimes organizations don't recognize a crisis until it is too late. Learn how to develop a social media crisis plan using real life examples of what to do and what not to do. [0.1 CEU pending]

**1:35 PM – 2:40 PM**

### **Managing a Small Marketing Budget**

*Natalie Newville - Marketing Manager, Missouri River Regional Library*  
*Kenney Newville - Director of Marketing & Research Applications, Vitae Foundation*

Determine ways to manage a small marketing budget while still reaching your intended audience and growing your programs and attendance by exploring low-cost methods of marketing and creating systems to streamline marketing activities. [0.1 CEU pending]

#### **Facility Address:**

The Linc  
1299 Lafayette St.  
Jefferson City, MO

#### **Check In:**

8:30- 9:00 AM

#### **Lunch provided by Modern Litho**

11:30- 12:15 PM

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