









## Sunday, July 29

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| 4 – 9 PM  | <b>Registration Open</b>   |
| 3 – 5 PM  | <b>ACI Board Meeting</b><br>(Open to ALL attendees) The 13-member ACI Board leads the effort for ACI members to share information and ideas, learn about effective communication strategies, and grow as professionals. Board members serve three-year terms, with openings for three new board members each year. If you have an interest in serving on the board, please talk to one of our current board members. |
| 5 – 6 PM  | <b>Scholarship Recipient Meeting</b>   |
| 6 – 9 PM  | <b>Welcome Reception</b><br>Drop in and connect with ACI friends — new and old   |
| 9 – 11 PM | ★ <b>Hospitality Room</b>  |

## Monday, July 30

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| 7 – 9 AM  | <b>Breakfast on Your Own</b><br>(hotel breakfast buffet included in room rate)  |
| 7 – 10 AM | <b>Registration Open</b>  |
| 9 AM      | <b>Getting to Know You</b>  |
| 9:30 AM   | <b>Welcome</b><br>Director Sara Parker Pauley, Missouri Department of Conservation<br>Kim Nix, ACI President  |
| 10 AM     | <b>Keynote ► Diversity and Inclusion in the Outdoors:<br/>How Are You Connecting the Dots in Your State?</b><br>Dr. Mamie Parker, MA Parker & Associates<br><br>Dr. Mamie A. Parker founded MA Parker & Associates, LLC, to help organizations achieve their vision and stay positive about the future. Dr. Parker has over 30 years of experience in fish and wildlife conservation, including Assistant Director of the U.S. Fish and Wildlife Service. She is well known as an outstanding motivational speaker and is a member of the Arkansas Outdoor Hall of Fame. She specializes in collaborative problem solving, coaching executives, motivational speaking, and partnership building. By guiding new leaders and improving executive skills, Dr. Parker helps teams achieve their vision and be positive about the future. |






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| 11 AM          | — Break —   |
| 11:15 AM       | <p><b>Great Missouri Birding Trail: Connecting the Dots with Birders through a Virtual Birding Trail</b><br/> <i>Sarah Kendrick, Ornithologist, Missouri Department of Conservation</i></p> <p>The Great Missouri Birding Trail is the newest statewide birding trail in Missouri. Learn more about how Missouri partnered with a non-profit organization to build an online resource that introduces Missouri residents and visitors to the “best of the best” places to birdwatch across the state. State Ornithologist Sarah Kendrick will share Missouri’s approach to the Trail’s development and launch, including successes, lessons learned, and ideas to start your own trail. The Great Missouri Birding Trail also has future plans after its official launch in May 2017 to promote local hotel, food, and fuel businesses to birders.</p>  |
| NOON           |  <b>Lunch Onsite</b>   |
| 1:30 – 3:30 PM | <b>BREAKOUT SESSIONS</b>  |
|                |  <b>Breakout #1 : VIDEO</b><br><i>Facilitators: Kipp Woods &amp; Kevin Muenks, Missouri Department of Conservation</i>   |
|                | <p><b>Topic #1: Shooting with Drones — Getting started and facing the challenges</b></p> <ul style="list-style-type: none"> <li>• How to get started — FAA license process &amp; guidelines, your agency policies</li> <li>• Purchasing a drone — What to look for and what folks are using, cost, accessories</li> <li>• Shooting challenges — Above people, near airports, non-government land, your agency restrictions, weather, piloting challenges (shooting alone)</li> <li>• Working within your own agency (protection, wildlife research, etc.), video file storage</li> </ul> <p><b>Topic #2: Video Strategy — How do we maximize our reach?</b></p> <ul style="list-style-type: none"> <li>• Who are we targeting and how do we target the right audience?</li> <li>• Broadcast TV — How do you expand into new markets?</li> <li>• Social Media analytics — How much can YouTube and Facebook numbers help?</li> </ul> |
|                |  <b>Breakout #2 : MAGAZINE — Connecting Through Change</b><br><i>Facilitators: Angie Morfeld &amp; Stephanie Thurber, Missouri Department of Conservation</i>  |
|                | <p>Staff from the <i>Missouri Conservationist</i> magazine will discuss how redesigning their flagship publication is helping them reach a younger and more diverse audience.</p>   |
|                |  <b>Breakout #3 : DIGITAL/WEB/SOCIAL MEDIA — Mobile Apps</b><br><i>Facilitators: Chris Cloyd, Digital Communications Manager, Missouri Department of Conservation, and Timmons Group</i>   |
|                | <p>Mobile apps are the hottest and newest trend out there. What are the pluses and minuses to using this technology? How can you get the public more involved in the development of your apps? This panel discussion will share lessons learned and answer any questions on mobile apps.</p>  |
|                |  <b>Breakout #4 : MARKETING — Real Results with Marketing Outreach</b><br><i>Facilitator: Karen Hudson, Missouri Department of Conservation</i>  |
|                | <p>Is your organization struggling with marketing? Feel overwhelmed and don’t know where to begin? Here’s your chance to learn best practices from fellow ACI peers that can help you pave the way to success. In this session, participants will learn about real world examples from multiple media platforms including the basics of each marketing technique along with tips and tricks, plus strategy goals and objectives. Time will be provided to ask questions, and promote your own successes. Come network with your peers, and get inspired!</p>  |
| 3:30 – 6:30 PM | <b>Explore on Your Own</b>  |
| 4:00 PM        | <b>Awards Committee Meeting</b>   |
| 6:30 PM        | <b>Dinner and ACI Auction</b>   |
| 9 – 11 PM      |  <b>Hospitality Room</b>   |

## Tuesday, July 31

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| 7 – 8:30 AM | <b>Breakfast on Your Own</b><br><i>(hotel breakfast buffet included in room rate)</i>  |
| 8:30 AM     | <b>Keynote ► Connecting the Dots with the State of Youth Culture</b><br><i>Clint! Runge, Managing Director, Archrival</i><br><br><p>Youth culture is an ever-evolving atmosphere of ideas, beliefs, and attitudes. Connecting with young adults can be challenging if marketers are focused on catching up with “hot trends” instead of the understanding the core generational drivers. When you know why things become popular, brands, organizations, and non-profits are positioned to authentically become part of their lifestyle. Archrival Founder Clint! Runge will explore the themes of youth culture and its impact on brands. He’ll uncover the Gen Z decision-making process on a range of topics from education to identity to lifestyle to technology. Of particular interest will be the world view insights, helping to understand the reasons behind why young adults do what they do. He’ll use lots of examples to ensure attendees walk away feeling armed with information that sets the foundation for bold conversations.</p> |
| 9:30 AM     | <b>— Break —</b>   |
| 9:45 AM     | <b>Connecting the Dots with Sharing a Better Fish, Forest, and Wildlife Story</b><br><i>Jenifer Wisniewski, Georgia Department of Natural Resources, and Renny MacKay</i><br><br><p>There are members from 20 different states on the National Conservation Outreach Plan committee tackling the challenge of making sure more people believe that state fish and wildlife agencies, like yours, bring value to the daily lives of Americans. This is broadly called relevancy, but at its core this is an effort to increase citizen support for the work of our colleagues and our agencies. The goal of this project is to develop outreach resources for states to help make sure more people believe that state fish and wildlife agencies matter. The multi-state team working on this plan will give an update and would like feedback from ACI members.</p>  |
| 10:15 AM    | <b>Recreational Boating and Fishing Update</b><br><i>Speaker: Stephanie Hussey, Recreational Boating &amp; Fishing Foundation</i><br><br><p>The Recreational Boating &amp; Fishing Foundation is a national, non-profit organization that is leading the drive to increase participation in recreational boating and fishing, thereby helping to conserve and restore our country’s aquatic natural resources. Learn more about their new projects and marketing efforts across the country.</p>   |
| 11 AM       | <b>☪ Boxed Lunch</b>   |
| 11:30 AM    | <b>Load bus to head to Wonders of Wildlife Museum</b>  |
| 12:30 PM    | <b>Johnny Morris National Wonders of Wildlife Museum &amp; Aquarium</b><br><p>All attendees are invited to join us for an afternoon tour of the new Johnny Morris National Wonders of Wildlife Museum &amp; Aquarium. Experience the largest, most immersive fish and wildlife attraction in the world, located in Springfield, Mo., at the headquarters and home of Bass Pro Shops. WOW celebrates people who hunt, fish, and act as stewards of the land and water. This national wildlife and aquarium attraction opened in September 2017.</p> <p>Although the museum is inside and climate controlled, please wear comfortable shoes for all the walking and layers of clothing (in case you get hot or cold). Don’t forget your camera!</p>  |
| 5 PM        | <b>Dinner on Your Own</b>  |
| 6:10 PM     | <b>OPTIONAL: Springfield Cardinals Baseball Game + Buffet Dinner</b><br><p>Take the short walk to Hammons Field and enjoy a Springfield Cardinals baseball game and a delicious dinner buffet in the Redbird Roost. Ticket cost is approximately \$30 (<i>not</i> included in your conference registration, and to be paid by each attendee at the stadium gate). <i>Game is weather permitting.</i></p>   |
| 9 – 11 PM   | <b>★ Hospitality Room</b>  |



## Wednesday, August 1

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| 7 – 9 AM  | <b>Breakfast on Your Own</b><br><i>(hotel breakfast buffet included in room rate)</i>  |
| 9 AM  | <b>Annual ACI Business Meeting</b>   |
| 10:30 AM  | — Break —  |
| 10:45 AM  | <b>BREAKOUT SESSIONS</b>   |
|    | <b>Breakout #1 : VIDEO — Video for the Future: How to best manage new video standards, new platforms, and larger files</b><br><i>Facilitators: Kipp Woods &amp; Kevin Muenks, Missouri Department of Conservation</i> <ul style="list-style-type: none"><li>• HD vs 4k (&amp; 8k) video — Is it worth the investment? How to prepare even if you don't upgrade now.</li><li>• Video on social media, best platforms, and Facebook Live</li><li>• Virtual Reality and 360 video</li><li>• Video file storage — Best solutions and how to save old footage for the future</li><li>• Video transfer/sharing — What are some of the best solutions?</li></ul>  |
|    | <b>Breakout #2 : MAGAZINE — Connecting with Change, Part 2</b><br><i>Facilitators: Angie Morfeld &amp; Stephanie Thurber, Missouri Department of Conservation</i> <p>Roundtable discussion on tips/tricks/ways we can all stay relevant to the next generation through magazine content. Building off of Monday's session, everyone is invited to learn and share ways to reach new readers.</p>   |
|    | <b>Breakout #3 : DIGITAL/WEB/SOCIAL MEDIA — Using the Public to Shape Your Website and Social Media Presence</b><br><i>Facilitator: Chris Cloyd, Digital Communications Manager, Missouri Department of Conservation</i> <p>This session will focus on the various techniques used to get the public involved in shaping the public website, including online analytic tools, user surveys, online exercises, one-on-one testing, and focus groups.</p>  |
|  | <b>Breakout #4 : MARKETING — Reaching New Audiences with Existing Content</b><br><i>Facilitator: Karen Hudson, Missouri Department of Conservation</i> <p>Does your organization have top-notch content from another project that could be repurposed and aimed at new audiences? Distributing the right piece of work to the right target audience at the right time is a challenge, even more so when creative resources are slim and content has to be crafted from scratch. In this session the marketing and digital team from Learfield Communications will walk you through the ideas and steps for prioritizing, leveraging and distributing content effectively to new audiences.</p>   |
| NOON  |  <b>Lunch Onsite</b>  |
| 1:30 PM   | <b>Connecting the Dots with Conservation Partners</b><br><i>Brandon Butler, Executive Director, Conservation Federation of Missouri</i> <p>The Conservation Federation of Missouri has been active in conservation in Missouri for 80 years, including balancing the diverse interests of 5,100 individuals and more than 90 member organizations. Why are partners so critically important to the work we do in conservation? How can fish, forest, and wildlife agencies harness the power of partnerships to push conservation forward and make us relevant in the 21<sup>st</sup> century. As an active outdoor writer and strong voice on conservation legislation, Brandon will share how we can increase collaboration as communicators and partners.</p> |

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| 2 PM        | <p><b>Don't Dumb It Down, Jazz It Up: Your Guide to Presenting Complicated Content to Any Crowd</b><br/> <i>Andrea Jones, Information &amp; Education Manager, Montana Fish, Wildlife, and Parks</i></p> <p>As communicators at conservation agencies, we're often called upon to present on topics that might be complicated or controversial and highly technical or science laden. We need to take the time to relate to our audience in a way that makes sense in order to engage them meaningfully with our content. This presentation is meant to get you thinking about ways to step out from behind the podium, to use stories and other tools to connect the public to our message.</p> |
| 2:30 PM     | — Break —  |
| 2:45 – 4 PM | <p><b>Nature Gone Wild Session</b><br/> Join us for an exciting and engaging birds of prey presentation, including some live "guests," courtesy of the Dickerson Park Zoo in Springfield, Mo. This will be a nature gone wild session you will not want to miss!</p>   |
| 6 PM        | <b>Happy Hour + ACI Conference Slideshow + ACI Awards Dinner</b>   |
| 9 – 11 PM   | ✦ <b>Hospitality Room</b>  |