



ACI 2019 Agenda

July 7-11, 2019 | The Desoto in Savannah, Georgia

Sunday

1:00-5:00	Registration open
6:00	Welcome Reception and Riverboat Tour on the Savannah River
8:00-11:00pm	Hospitality Suite

Monday

8:00	Registration open
9:00	<p>Welcome and Introductions – SC and GA</p> <ul style="list-style-type: none"> • Rusty Garrison Director GADNR- Better Communication with Upper Management • Introduction to the Gullah Culture
10:00	Keynote – Andrew McKean – Outdoor Magazine Editor
11:00	Break – visit with vendors!
11:15	<p>Social Media Mastery; Updates and Organic Content</p> <ul style="list-style-type: none"> • Tim Aikmoff – Oregon Department of Fish and Wildlife
11:45	Social media panel Q and A with Tim and other social experts
Noon	Lunch
1:00	<p>Building better relationships with Partners</p> <ul style="list-style-type: none"> • Michael Butler, CEO Tennessee Wildlife Federation – 15 minutes • Eric Dinger and Andrew McKean with Powderhook – 15 minutes • CAHSS – Samantha Pedder or Kristen Black – 15 minutes • Others TBD • Q and A with panel
2:00	<p>Building better relationships with Government partners</p> <ul style="list-style-type: none"> • RBF, USFWS, Tourism, state parks representatives will all present for a few minutes on how to partner • Q and A
3:00	Break – visit with vendors
3:15	<p>Breakouts</p> <ul style="list-style-type: none"> • Magazine • Video • Marketing/Communications (includes social media)

6:00 Auction night begins! Buy your tickets now!

9:00 Hospitality Suite

Tuesday

9:00 Media Relations, how to improve your reach
• Kevin Orthman, Professional Outdoor Media Association

9:30 RBFF Update
• Joanne Martonik, RBFF

10:00 How to be a better PIO
• Speaker TBD

10:30 Break – visit with vendors!

10:45 Media Relations Panel
• Speaker TBD

Noon Get lunch

1:00 Get going on trips
• Dolphin trip
• Wormsloe Historic Site
• Walking tour of Savannah

Dinner on your own

8:00 Hospitality room

Wednesday

8:00 Business Meeting for ACI – FREE BREAKFAST

9:00 Marketing panel Old School and New School
• Speaker TBD

11:00 Crisis Communications – From natural disasters to CWD
• Speaker TBD
• Q and A for panel

Noon Lunch

1:00 Relevancy campaigns – Making it Last Update
• Jenifer Wisniewski, TN
• Patricia Allen, AFWA

1:30 Breakouts

3:00 R3 Talk and invitation to next year
• Lance Cherry, New Mexico Department of Game and Fish

6:00 Awards Dinner

9:00 Hospitality Suite



Looking at what the future of communication holds.