



Missouri Division of Tourism | 2021 Stakeholders' Update
Friday, March 12, 1 p.m.

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|----------------|---|
| 1:00 PM | Welcome & Introductions |
| 1:05 PM | MDT Overview
- Annual Report Highlights |
| 1:25 PM | Program Overviews
- Finance
- Research
- Marketing (Paid, Earned, Shared & Owned)
- Cooperative Marketing
- Missouri Film Office |
| 1:45 PM | Missouri Travel Alliance |
| 1:50 PM | Missouri Association of Convention & Visitors Bureaus |
| 2:00 PM | BREAK |
| 2:05 PM | Department of Economic Development Update
- Division Spotlight – Business
and Community Solutions |
| 2:20 PM | That's My M-O Launch |
| 2:35 PM | Q & A |
| 2:45 PM | Adjourn |