



March 18 & 19, 2025
MassMutual Center, Springfield, MA

DRAFT Agenda

Tuesday, March 18

9:30 am – 10:15 am

Opening Plenary Session

Welcome from Kate Fox, MOTT; Mary Kay Wydra, GSCVB
Updates on MOTT Activities, MA 250 and More!

10:15 am – 10:30 am

Networking Break

Catch up with your peers and visit our exhibitors

10:30 am – 11:15 am

Breakout Sessions

- Getting Ready for 2026: FIFA, MA250, Sail Boston & More!
- How to Use AI In your tourism marketing efforts
- Thinking outside the box – A session on Experiential Marketing

11:15 am – 11:30 am

Networking Break

Catch up with your peers and visit our exhibitors

11:30 am – 12:15 pm

Breakout Sessions

- Capturing Your Share of the International Market
- Ideas for Effective Tourism Public Relations
- Partner Spotlight – Howdy Awards

12:15 pm – 1:15 pm

Lunch & Keynote Speaker

The Power of Sports in MA!

Presented by: John David, President & CEO, Sports Events & Tourism Association

1:15 pm – 1:30 pm

Networking Break

Catch up with your peers and visit our exhibitors

- 1:30 pm – 2:15 pm** **Breakout Sessions**
- All Roads Lead to Film & Television in Massachusetts
 - How to use AI in your tourism marketing efforts
 - Leveraging Agricultural Fairs to Grow Market Share
- 2:15 pm – 2:30 pm** **Networking Break**
Catch up with your peers and visit our exhibitors
- 2:30 pm – 3:15 pm** **Breakout Sessions**
- Ideas for Effective Tourism Public Relations
 - MA250 from Museum Directors & Curators
 - Accessible Travel
- 3:15 pm – 3:30 pm** **Networking Break**
Catch up with your peers and visit our exhibitors
- 3:30 pm – 4:30 pm** **Day 1 Closing Plenary Session**
Made Possible Campaign, Kate Fox
MOTT Awards Presentation
- 6:00 pm – 8:00 pm** **Enjoy a networking reception at the Naismith Basketball Hall of Fame**

Wednesday, March 19

- 9:00 am – 10:15 am** **Morning Plenary Session: All the Numbers**
In this research session, learn about trends in travel & tourism, what we’re seeing in Massachusetts and how we’re going to capitalize and grow our market share
- 10:15 am – 10:30 am** **Networking Break**
Catch up with your peers and visit our exhibitors
- 10:30 am – 11:15 am** **Breakout Sessions**
- TripAdvisor/MOTT Marketing
 - Delivering what Visitors Want – Best Practices
 - Culinary Corner – the Power of Social Media
- 11:15 am** **Conference Concludes**

*****DRAFT AGENDA: Session titles subject to change**