



### Sunday, September 27, 2015

#### 9:00 a.m. – 4:00 p.m.

BBAM Aspiring Innkeeper Workshop  
Corners Mansion Inn

#### 10:00 a.m.

Golf at Vicksburg Country Club

#### 1:00 p.m. - 3:30 p.m.

Vicksburg National Military Park  
Open Air Bus Tour

#### 1:00 p.m. – 5:00 p.m.

Shopping Extravaganza  
Sponsored by Outlets at Vicksburg

#### 3:00 p.m. – 6:00 p.m.

Exhibitor Set Up – Exhibit Hall B  
Registration - Convention Center Lobby

#### 5:00 p.m. – 6:00 p.m.

BBAM Greet & Meet  
Location - Corners Mansion Inn

#### 7:00 p.m. – 10:00 p.m.

Opening Reception -  
Southern Heritage Cultural Center  
Shuttles will be provided  
Sponsored by Ameristar Casino & Hotel,  
City of Vicksburg, DiamondJacks Casino &  
Hotel, Outlets at Vicksburg, Southern Cultural  
Heritage Center, Walnut Hills, &  
Visit Vicksburg

#### 10:00 p.m. until...

Downtown Social at The Biscuit Company  
\*CASH BAR

### Monday, September 28, 2015

#### 8:00 a.m.

Exhibits Open – Exhibit Hall B

#### 8:00 a.m. – 4:30 p.m.

Registration – Convention Center Lobby

#### 8:00 a.m. – 8:30 a.m.

Continental Breakfast - Exhibit Hall B  
Sponsored by Visit Oxford

#### 8:00 a.m. – 7:00 p.m.

Silent Auction – Exhibit Hall B

#### 8:30 a.m. – 10:00 a.m.

Opening Session – Featuring Brian Jay Jones  
Meeting Rooms 1&2

#### 10:00 a.m. – 10:45 a.m.

Bloody Mary Break – Exhibit Hall B  
Sponsored by Visit Hattiesburg

#### 10:45 a.m. – 11:45 a.m.

General Session – Malcolm White  
with Visit Mississippi  
Meeting Room 1&2  
Sponsored by Outlets of Mississippi

#### 12:00 p.m. – 1:15 p.m.

Luncheon  
Exhibit Hall A  
Sponsored by Visit Canton & Visit Ridgeland

## #MSGCT2015

#### 1:30 p.m. – 2:45 p.m.

Concurrent Sessions

1. MTA- Deborah Tierce – Meeting Room 3  
“I’m not Difficult; I’m just not You!”  
Understanding personality types  
Sponsored by Visit Meridian
2. MTA – Gaming and Tourism:  
Marketing Through Collaboration  
Larry Gregory & Mike Bruffey  
Meeting Room 4  
Sponsored by Madden Media
3. MTA – Willy Bearden  
Mississippi: The Center of the Universe  
Meeting Room 6
4. BBAM – Rick Wolf & Peter Sherman  
“How to Gain Guest Loyalty, from  
Millennials to Boomers”  
Meeting Room 7

#### 2:45 p.m. – 3:00 p.m.

Break – Exhibit Hall B  
Sponsored by Jackson CVB

#### 3:00 p.m. – 4:15 p.m.

Concurrent Sessions

1. MTA – Deborah Tierce - Meeting Room 3  
“I’m not Difficult; I’m just not You!”  
Understanding personality types  
Sponsored by Visit Meridian
2. MTA – Gaming and Tourism:  
Marketing Through Collaboration  
Larry Gregory & Mike Bruffey  
Meeting Room 4  
Sponsored by Madden Media
3. MTA – David Nicholson &  
Julia Ueding present an International  
Market Training Session  
Mississippi in Europe  
Meeting Room 6
4. BBAM – Tim Wilson  
“Yield Management - Pricing &  
Promoting Your Rooms for Optimal  
Revenue & Occupancy”  
Meeting Room 7

#### 4:15 p.m. – 5:15 p.m.

BBAM – Lisa Kolb  
“Best Practices on Website & Booking  
Engine Design & Online Marketing”  
Meeting Room 7

#### 5:30 p.m. – 7:00 p.m.

Silent Auction Reception - Exhibit Hall B  
Sponsored by Visit Natchez

#### 7:00 p.m. – 8:00 p.m.

Exhibitor Break Down

#### 7:00 p.m.

Vicksburg Dine Around

#### 9:00 p.m. until....

Downtown Social at The Biscuit Company  
\*CASH BAR

### Tuesday, September 29, 2015

#### 8:30 a.m. – 9:00 a.m.

Continental Breakfast – Exhibit Hall B  
Sponsored by Vicksburg Main Street

#### 9:00 a.m. – 10:00 a.m.

MTA Legislative Panel – Meeting Room 1&2  
BBAM – General Membership Meeting  
Meeting Room 7

#### 10:00 a.m. – 10:30 a.m.

MTA Break – Exhibit Hall B  
Sponsored by Holly Springs CVB  
& Visit Yazoo

#### 10:30 a.m. – 11:45 a.m.

General Session – Meeting Room 1&2  
Featuring Jarrid Wilson  
“Permission to Feel” (Telling a Better Story)

#### 11:45 a.m. – 1:00 p.m.

Awards Luncheon  
Exhibit Hall A  
Sponsored by Visit Columbus &  
Snapshot Publishing



# SCHEDULE OF EVENTS