

9:30 am - Doors Open

10:00 am - Welcome and Introductions

10:15 am – 11:45 am - Gold Standard of Customer Service

Facilitated by: David Key, Meadowlark Extension
Mary Ann Riederer, KSBDC at Washburn University
Teresa McAnerney, North East Kansas Enterprise Facilitation

11:45 am – 12:00 pm - Break / Visit Resource Table

Refreshments Sponsored by Meadowlark Extension

12:00 pm – 1:00 pm - Lunch and Networking

Lunch Co-Sponsored by Kansas Agritourism & Glacial Hills Resource Conservation & Development

1:00 pm - 1:30 pm - Best Practices in Marketing Your Agritourism Business

Jordan Roerman, Kansas Tourism

1:30 pm - 2:15 pm - Content Creation

Teryl Studebaker, Somerset Lavender

2:15 pm - 3:00 pm - AI Presentation

Jessica Horton, KSBDC at Washburn University

3:00 pm - 3:45 pm - Data-Driven Marketing

Elizabeth Turner, Amber Health System

3:45 pm - Wrap Up

4:00 PM - Optional General Consulting Session as Requested

* A room block has been arranged for those who wish to arrive early and enjoy the casino and resort amenities! The special rate of \$99 is available exclusively for Sunday night. To reserve your room, please call the sales office at (785) 966-7742.

Event Registration: \$15.00

RSVP by March 3
via QR Code, link or call (785) 230-4299



<https://www.travelks.com/agritourism-advantage/>

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