

## WEDNESDAY, NOVEMBER 11 – Travel Day – No Programming

|              |                                 |
|--------------|---------------------------------|
| TBD          | RMAF Board of Directors Meeting |
| 1:00 to 7:00 | Convention Registration Opens   |

## THURSDAY, NOVEMBER 12

|               |  |
|---------------|--|
| 8:30 – 9:45   | <b>WORKSHOPS</b>   |
| #1            | <i>Wrangling Hashtags – a Social Media Primer</i>                      |
| #2            | <i>Reputation Control in a Crisis</i>                                  |
| #3            | <i>RMYP Meeting</i>  |
|               |  |
| 10:00 – 11:15 | <b>WORKSHOPS</b>   |
| #1            | <i>IAFE IFM Course – Be Wise – Financial Management</i>                |
| #2            | <i>Making the Most of Entertainment</i>                                |
| #3            | <i>Ag Legislaton</i>   |
|               |  |
| 11:45 – 12:15 | Strolling Showcases  |
| 11:45         | Lunch  |
| 12:30 – 1:30  | Keynote Speaker, Greg Bennick “Live Long & Prosper”                    |
|               |  |
| 1:30 – 2:15   | District & Service Member Meeting                                      |
|               |  |
| 2:30 – 3:45   | <b>WORKSHOP</b>  |
| #1            | <i>Team Communication</i>  |
| #2            | <i>Board Governance</i>  |
| #3            | <i>Share the Fair! Invigorating Open Class Entries</i>                 |
|               |  |
| 3:45 – 6:00   | Visit Service Member Rooms   |
|               |  |
| 6:00 – 6:30   | Strolling Showcases  |
| 6:30 – 7:30   | Dinner   |
|               | Presentation of Fair Manager, Fair Person & Service Member of the Year |
| 7:45          | Showcasing followed by Visit Service Member Rooms                      |

## FRIDAY, NOVEMBER 13

|               |   |
|---------------|---|
| 8:30 – 9:45   | <b>WORKSHOP</b>   |
| #1            | <i>Marketing Topic TBD</i>                                  |
| #2            | <i>COVID 19...Thinking Outside the Box – It’s a Keeper!</i> |
| #3            | <i>Fun Entertainment with the PBR</i>                       |
|               |   |
| 10:00 – 11:15 | <b>WORKSHOP</b>   |
| #1            | <i>The Power of One / The Power of the Team</i>             |
| #2            | <i>Grow Show Attendance with Engaging Social Strategy</i>   |

|               |   |
|---------------|---|
| #3            | <i>IAFE Zone 7 Meeting</i>  |
|               |   |
| 11:45 – 12:15 | Strolling Showcases   |
| 11:45 – 12:45 | Lunch   |
|               | Presentation of the Hall of Fame Award  |
| 12:45         | Showcasing  |
|               |   |
| 2:15 – 3:30   | <b>WORKSHOPS</b>  |
| #1            | <i>Event Technology</i>   |
| #2            | <i>Ag Education – Implementing Ag Education &amp; Ag Literacy Into Your Event</i> |
| #3            | <i>ZOOMERS TO Boomers: Not so scary anymore!</i>                                  |
|               |   |
| 3:30 – 6:00   | Visit Service Members   |
|               |   |
| 6:00 – 6:30   | Strolling Showcasing  |
| 6:30 – 7:30   | Dinner  |
| 7:30          | Showcasing followed by Visit Service Member Rooms                                 |

## SATURDAY, NOVEMBER 14

|                 |  |
|-----------------|--|
| 8:00 – 9:00     | RMAF Board Past Presidents Breakfast                           |
| 8:00 – 11:30    | IAFE Consumer Protection Workshop * Extra fee required*        |
| 8:30 – 9:45     | <b>WORKSHOP</b>  |
| #1              | <i>Industry Unity</i>  |
| #2              | <i>Equine Bio Security Plan</i>                                |
|                 |  |
| 10:00 – 11:30   | <b>WORKSHOP</b>  |
| #1              | <i>Building a Rodeo Brand</i>                                  |
| #2              | <i>Facilities, Arena Dirt, Multi-Purpose Building/Facility</i> |
|                 |  |
| 10:00 – 11:30   | RMAF Board of Directors Meeting                                |
|                 |  |
| 11:30 – 12 noon | Strolling Showcasing   |
| 12 – 12:45      | Lunch  |
| 12:45           | Keynote Speaker, George Taylor, PRCA                           |
|                 |  |
| 2:00 – 5:00     | <i>Continued IAFE Consumer Protection Workshop</i>             |
|                 |  |
| 2:15 – 3:30     | <b>WORKSHOPS</b>   |
| #1              | Animal Welfare: Rodeo Industry, Mitigate PETA                  |
| #2              | New & Creative Events  |
|                 |  |
| 3:30 to 6:00    | Visit Service Members – Final Chance to do Business!           |
|                 |  |
| 6:00            | Dinner & Summit Award Presentations                            |