

MARKETING RODEO

-IN-
**FORT
WORTH**

2024 DISTRICT 4 CONFERENCE | OCT. 28 - 30, 2024

----- **DAY 1** -----

NOON - 2 P.M. REGISTRATION

2 P.M. WELCOME REMARKS

2:30 - 3:30 P.M. KICKOFF SESSION: Mitigating the Impact of the 2026-27 Enrollment Cliff:
Strategic Marketing Solutions for Community Colleges

4P.M. CATCH THE CATTLE DRIVE

5 - 7P.M. TEJAS STYLE RECEPTION AT JOE T. GARCIA'S

----- **DAY 2** -----

8:30-9:30 A.M. NETWORKING BREAKFAST

9:30 - 10:30 A.M. KICKOFF SESSION: TCU | Kicking Off Creativity in Higher Ed MarComm w/TCU Creative Team

10:30-11:15 A.M. BREAKOUT SESSIONS

A: Harnessing AI in Community College Marketing: Revolutionizing Strategies and Engagement
B: How to Operate as a one, two, and/or three-man band

11:30-12:15 P.M. BREAKOUT SESSIONS:

A: The Accessibility Avenger and Usability Unicorn: Guardians of Accessible Content
B: Build and Present Analytics Reports Without Putting Your Boss to Sleep

12:30 - 2 P.M. MEDALLIONS AND AWARDS LUNCHEON

2:15-3:15 P.M. AFTERNOON SESSION: Brand/Marketing Messaging: How to differentiate in the community college space (and not sound like everyone else)

3:15-4 P.M. BREAKOUT SESSIONS:

A: From Chaos to Control: Enhancing Project Management for Your Mar/Comm Team
B: When it Hits the Fan: Crisis Comm Panel Discussion

5-6:30P.M. DISTRICT RECEPTION NETWORKING MIXER AT HOTEL

6:30 P.M. SCAVENGER HUNT + DINNER ON YOUR OWN

----- **DAY 3** -----

8:30 - 9:30 A.M. NETWORKING BREAKFAST

9:30-10:30 A.M. KICKOFF SESSION: Video Podcasting 101: Solutions for Any Team

10:30A.M.-12:15P.M. BREAKOUT ACTIVITY:

Group Activity / Panel

12:30-1:30 P.M. SEND OFF LUNCHEON

Words of Wisdom from Medallion Winners

1:30 P.M. CLOSING REMARKS