

CAMPGROUND OWNERS EXPO (COE)



1ST ANNUAL EXPO

December 15-18, 2021

Branson, Missouri



LEARN.

GROW.

INSPIRE.

**"Learn and grow all
you can; serve and
befriend all you can;
enrich and inspire
all you can."**

--William Arthur Ward

The COE is brought to you by seasoned trade show and industry professionals, and their staff, who have successfully participated in hundreds of shows with a combined 50 years of experience!



Lori Severson
Severson & Associates



Bud Styer
Camping For The Fun Of It



**Good
Morning
COE!**

Before you start your day, be sure to fuel up for some serious learning!

In the _____ area, there will be complimentary coffee, soda and munchies provided!

Extra Information

More convention information will be listed here soon! 😊

Schedule is subject to change.

Breakfast Restaurant Sponsors

This page will highlight some nearby dining options that are sponsors of the COE Support those who support us!

Logo of
restaurant
here.

NAME OF RESTAURANT – Phone Number

Address | Distance from Hotel

Description of menu or special they are offering
our attendees.

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Dinner Restaurant Sponsors

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Description of menu or special they are offering
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our attendees.

Daily Overview – Wednesday 12/15

Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:30 – 9:30 am

Seminar Session 1 – Four educational options to choose from!

9:45 – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Seminar Session 3 – Four educational options to choose from!

12:00 – 2:00 pm

Lunch is provided – Join us for a welcome session presentation!

3:00 – 5:00 pm

We're heading backstage to *(TBD Show)* to see the ins and outs of what it takes to put this on for the public! Gain valuable knowledge that you can take back to events in your park!

Dinner

Grab dinner from one of our preferred sponsors!

7:00 pm

Time to explore Branson and catch one of the fabulous show options we have selected for you!

All seminar sessions & times are subject to change.

Seminar Options – Wednesday 12/15

8:30 am – 9:30 am Sessions

Insert
photo of
presenter
here.

CAMPING RENTAL UNITS (Room)

Bud Styer | Camping For The Fun Of It

Focusing on the ins-and-outs of all things rental units! Learn about park models, cabins, yurts, trailers, tents and more!

Insert
photo of
presenter
here.

FACEBOOK & SOCIAL MEDIA (Room)

Name of presenter | Company Name

Social media can be overwhelming but it's SO important for your business! Learn the basics...and a little more too!

Insert
photo of
presenter
here.

ACTIVITIES FOR ADULTS (Room)

Name of presenter | Company Name

Everyone talks about activities for the kids, but what about the adults?! We want to have fun too! Come learn some fun ideas to use at your park!

Insert
photo of
presenter
here.

STORE DISPLAYS THAT BLOW OUT PRODUCT! (Room)

Name of presenter | Company Name

Learn how to best display items in your store that will continue to move product consistently!

All seminar sessions & times are subject to change.

Seminar Options – Wednesday 12/15

9:45 am – 10:45 am Sessions

Insert
photo of
presenter
here.

MAKING FOOD SERVICE WORK (Room)

Bud Styer | Camping For The Fun Of It

The easiest path to a campers wallet is through their mouth! Learn why food service is important and how to make it one of your biggest assets!

Insert
photo of
presenter
here.

PREPARING TO SELL OR BUY A CAMPGROUND (Room)

Name of presenter | Company Name

Thinking about selling soon? Learn all the things you need to be prepared for and should be considering before you make decisions!

Insert
photo of
presenter
here.

BUILDING A SWIM POND & INFLATABLE FUN! (Room)

Name of presenter | Company Name

Campers love them, but what's all involved? Come learn things you need to know before building a swim pond and what to put in it!

Insert
photo of
presenter
here.

LEGAL EAGLE (Room)

Name of presenter | Company Name

All things legal! Learn what should and should not be in your seasonal agreement as well as how to draft golf cart rental agreements and registration agreements. We'll also cover letters asking campers to leave.

All seminar sessions & times are subject to change.

Seminar Options – Wednesday 12/15

11:00 am – 12:00 pm Sessions

Insert
photo of
presenter
here.

LOW & NO COST MARKETING (Room)

Name of presenter | Company Name

We'll chat about social media marketing, partnering for no-cost solutions, gang printing programs, getting charities to work with you, gathering your lists & creating a marketing campaign and branding that works!

Insert
photo of
presenter
here.

RENTAL EQUIPMENT (Room)

Bud Styer | Camping For The Fun Of It

Let's talk about rental equipment. What brings in the most money, how it works and the best practices!

Insert
photo of
presenter
here.

GUEST SERVICES (Room)

Name of presenter | Company Name

Learn some of the best ways to ensure your employees are giving your guests the best experience possible! We'll talk about using secret shoppers, how to put an incentive program together, and teaching everyone to sell!

Insert
photo of
presenter
here.

USING DATA TO RUN YOUR BUSINESS (Room)

Name of presenter | Company Name

Business is numbers game, learn how to play! Let's talk about what banks want to see, what decisions you can make using data and what you should personally collect and how to use it.

All seminar sessions & times are subject to change.

Night Show Options – Wednesday 12/15

7:00 pm

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

All nightly show options are subject to change.

Daily Overview – Thursday 12/16

Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:00 am – 2:00 pm

Check out the expo with over ____ vendors ready with the products and services you need to run a successful campground!

Lunch

A grab and go lunch will be provided!

3:00 – 5:00 pm

We're heading backstage to the _____ show to see the ins and outs of what it takes to put this on for the public! Gain valuable knowledge that you can take back to events in your park!

Dinner

Grab dinner from one of our preferred sponsors!

7:00 pm

Time to explore Branson and catch one of the fabulous show options we have selected for you!

All seminar sessions & times are subject to change.

Night Show Options – Thursday 12/16

7:00 pm

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

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NAME OF SHOW (Location)

Show ticket price

Description of show.

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

All nightly show options are subject to change.

Daily Overview – Friday 12/17

Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:00 am – 2:00 pm

Check out the expo with over ____ vendors ready with the products and services you need to run a successful campground!

Lunch

A grab and go lunch will be provided!

3:00 – 5:00 pm

We're heading backstage to the _____ show to see the ins and outs of what it takes to put this on for the public! Gain valuable knowledge that you can take back to events in your park!

Dinner

Grab dinner from one of our preferred sponsors!

All seminar sessions & times are subject to change.

Night Show Options – Friday 12/17



PRESLEYS' COUNTRY JUBILEE

2920 W 76 Country Blvd · Branson, MO 65616

8pm Show - \$33.65 Adult | \$16.83 Child

Back in 1967 the Presleys built the first LIVE music theatre in Branson, Missouri. Today, Presleys' Theatre is a Branson Landmark, and the Presley family is still here entertaining audiences with a one-of-a-kind mix of country, gospel, bluegrass and hilarious comedy!

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

Insert
photo or
logo of
show here

NAME OF SHOW (Location)

Show ticket price

Description of show.

All nightly show options are subject to change.

Daily Overview – Saturday 12/18

Breakfast

Fuel up for your day of fun and learning by choosing from one of our preferred breakfast sponsors! Support those who support us!

8:30 – 9:30 am

Seminar Session 1 – Four educational options to choose from!

9:45 – 10:45 am

Seminar Session 2 – Four educational options to choose from!

11:00 am – 12:00 pm

Seminar Session 3 – Four educational options to choose from!

12:00 – 2:00 pm

Lunch is provided – Join us for a lunch & learn presentation, as well as a fun auction!

Campground Tours

Take a tour of some area campgrounds! Gain knowledge on their operational procedures, landscape, site set ups, store layouts and more! See what pieces you can take back and incorporate into your own park to level up!

To participate, please contact Bud Styer to reserve your spot.

Phone: _____

All seminar sessions & times are subject to change.

Seminar Options – Saturday 12/18

8:30 am – 9:30 am Sessions

Insert
photo of
presenter
here.

DEALING WITH EMPLOYEES (Room)

Name of presenter | Company Name

Let's chat about human resources, incentive programs, employee retention and hiring questions – learn what you can and cannot ask!

Insert
photo of
presenter
here.

QUICKBOOKS OVERVIEW (Room)

Name of presenter | Company Name

Quickbooks can be a great tool to run your business! Let's go over some of the basics!

Insert
photo of
presenter
here.

CREATING EXCELLENT CUSTOMER SERVICE (Room)

Name of presenter | Company Name

Your guests are the heart of your business! Be sure they are well taken care of! Learn some fun ways you can create an unforgettable customer experience!

Insert
photo of
presenter
here.

MAN CAVE (Room)

Name of presenter | Company Name

Chatting all things manly when it comes to running your campground...ladies are of course invited to attend as well!

All seminar sessions & times are subject to change.

Seminar Options – Saturday 12/18

9:45 am – 10:45 am Sessions

Insert
photo of
presenter
here.

PERSONALITY STYLES (Room)

Name of presenter | Company Name

Description of seminar.

Insert
photo of
presenter
here.

NAME OF SEMINAR (Room)

Jeff Sims | Company Name

Description of seminar.

Insert
photo of
presenter
here.

THEMED WEEKENDS (Room)

Name of presenter | Company Name

Themed weekends can be a big factor in a campers decision on choosing where to camp! Learn some fun new theme ideas and how to use them in your campground!

Insert
photo of
presenter
here.

SOCIAL MEDIA (Room)

Mark Koep | CampgroundViews.com

Learn another side of the social media world including Google AdWords for beginners, Facebook ads, My Google listings, and how to get great quality reviews!

All seminar sessions & times are subject to change.

Seminar Options – Saturday 12/18

11:00 am – 12:00 pm Sessions

Insert
photo of
presenter
here.

LEADERSHIP (Room)

Name of presenter | Company Name

Description of seminar.

Insert
photo of
presenter
here.

BOOSTING YOUR ANCILLARY INCOME (Room)

Name of presenter | Company Name

Description of seminar.

Insert
photo of
presenter
here.

TIME & LIFE MANAGEMENT (Room)

Name of presenter | Company Name

Description of seminar.

Insert
photo of
presenter
here.

FINANCIALS: KNOWING YOUR NUMBERS (Room)

John Jaszewski | Campgrounds4sale.com

Bud Styer | Camping For The Fun Of It

Description of seminar.

All seminar sessions & times are subject to change.