2020 Ohio Agritourism Conference
March 21, 2020
Hosted by The OSUE Direct Food & Agricultural Marketing Team at
Flora & Field Event Venue
21748 Deer creek Road Mount Sterling, OH 43143

8:00-8:30 AM  Registration/Check In

8:30– 8:45  Welcome
Christie Welch, Ohio State University
Flora & Field
Ivory Harlow, Ohio Farm Bureau Federation

8:50-9:40  Breakout Sessions
Session 1  Are You Going to Get Sued? Tackling the Top Agritourism Legal Liabilities
– Ryan Conklin
Session 2  Enhancing Your Website– Melissa Carter, Ohio State University

9:45-10:35  Breakout Sessions
Session 1  Choosing the Right Employees for Your Operation– Rob Leeds
Session 2  Superfans for your brand: How to Encourage Customers with Digital Marketing– Ivory Harlow, Ohio Farm Bureau

10:40-11:15  Hosting Weddings at Your Venue– Flora & Field

11:15-12:00  What to Know Before Holding Events on Your Farm– Peggy Hall

12:00-1:00  Lunch

1:00-1:45  Family on The Farm: Multigenerational Agritourism Enterprises– Aaron Ward, Sharp Farms and Annie Lohstroh, Lohstroh Farms

1:45-2:30  Round Table Discussions
1. Utilizing Paid Farm Tours for Profit– Rob Leeds and Eric Barrett
2. Marketing Your Operation– Christie Welch & Ivory Harlow
3. Who should you be in business with? Owners/managers/independent contractors –Ryan Conklin
4. Legal Event Considerations: Q&A with Peggy Hall

2:30-3:30  Farm Tour

3:30  Adjourn and Safe Travels