

2020 Ohio Agritourism Conference

March 21, 2020

Hosted by The OSUE Direct Food & Agricultural Marketing Team at

Flora & Field Event Venue

21748 Deercreek 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 contactors –**Ryan Conklin
 - 4. Legal Event Considerations: Q&A with Peggy Hall**
- 2:30-3:30** **Farm Tour**
- 3:30** **Adjourn and Safe Travels**

