

HOW TO SUCCEED IN THE CHANGING WORLD OF

SOCIAL MEDIA

This session dives into how social media is changing and what steps you can make to be ready for those changes including how TikTok has been a game changer for social media.



Seminar Speaker

Chris Snider is an associate professor in the School of Journalism and Mass Communication at Drake University. He teaches classes in digital strategy, web design, visual communication, multimedia and more to both undergrad and online graduate students. Prior to joining Drake, Chris was a visual journalist and editor at newspapers including the Baltimore Sun, St. Louis Post-Dispatch and Des Moines Register. He writes a weekly email newsletter on what's new in social media.

CITR MEETING & SEMINAR

WEDNESDAY
DECEMBER 7, 2022

LOCATION

Greater Des Moines
Botanical Garden
909 Robert D Ray Dr.
Des Moines,
Directions - See next page

SCHEDULE

Registration 10:00-10:30 AM
Seminar Begins 10:30 AM

The seminar will be followed by lunch, business meeting & feedback on possible new features in the CITR Travel Guide. The day will conclude by 2:00 PM.

REGISTRATION FORM **Registration required and due December 2**

Name: _____ Phone: _____

Organization: _____

- \$25 per person - CITR members & county representatives
- \$35 per person - non-members
- Check Enclosed I'll pay at the meeting

Special dietary needs (specify) _____

Mail to: Central Iowa Tourism Region, PO Box 454, Webster City, IA 50595

Fax: 515-832-4809 Email: ann@iowatourism.com Phone: 800-285-5842

Or register and pay by credit card at: <https://form.jotform.com/223243692363153>

Driving Directions

Greater Des Moines Botanical Garden

We do not recommend using a GPS system to navigate to the Botanical Garden. Most GPS systems will not navigate you to our facility. We recommend using the directions below. However, if you do use a GPS, please use zip code 50309 as this may help your device find our location.

Greater Des Moines Botanical Garden
909 Robert D. Ray Drive | Des Moines, Iowa 50309-2897
515.323.6290

Please note: Access to the Botanical Garden directly from University Avenue is closed. To access the Botanical Garden from University Avenue, please take Pennsylvania Avenue south to Des Moines Street and turn right on Des Moines Street to the "T" intersection at Robert D. Ray Drive. Turn right on Robert D. Ray Drive and the Botanical Garden will be on the right after you go under the I-235 bridge.

Eastbound on I-235

- Take Exit 8B for East 6th Street Exit
- Turn Right on East 6th St.
- Turn Right on Des Moines Street (corner with Alba restaurant)
- Continue straight on Des Moines Street to the "T" intersection at Robert D. Ray Drive
- Turn Right on Robert D. Ray Drive
- Continue straight and you will pass under Interstate 235. The road ends in the Botanical Garden parking lot.

Westbound on I-235

- Take Exit 8B for East 6th Street Exit
- Turn Left on East 6th St.
- Turn Right on Des Moines Street (corner with Alba restaurant)
- Continue straight on Des Moines Street to the "T" intersection at Robert D. Ray Drive
- Turn Right on Robert D. Ray Drive
- Continue straight and you will pass under Interstate 235. The road ends in the Botanical Garden parking lot.

Eastbound from downtown on surface streets

- Take the Grand Avenue bridge over the river
- Turn left on Robert D. Ray Drive
- Continue straight and you will pass under Interstate 235. The road ends in the Botanical Garden parking lot.