

Schedule At-A-Glance: As you make travel plans for Main Street Now 2018, please note that the conference **officially** begins on **Monday, March 26, 2018**, with pre-conference sessions and meetings starting **Saturday, March 24, 2018**. *This schedule is subject to change.* Please visit <https://eventmobi.com/mainstreetnow18/> for the most up-to-date information.

Saturday, March 24

10:30 a.m.– 5:00 p.m. **MSAI Leadership Development Workshop (Day 1 of 2)***

Sunday, March 25

7:30 a.m.–5:00 p.m. **Registration**
8:00 a.m.–5:00 p.m. **Mobile Workshops***
9:00 a.m.–4:00 p.m. **MSAI Leadership Development Workshop (Day 2 of 2)***
12:00–4:00 p.m. **Main Street 101**
4:00–6:00 p.m. **Welcome Reception***

Monday, March 26

7:15–8:00 a.m. Fun Run in Downtown KC*
7:30 a.m.–5:00 p.m. Registration
8:00 a.m.–1:30 p.m. **Mobile Workshops***
9:00–10:00 a.m. **General Session**
10:00–11:00 a.m. Refreshment Break
11:00–11:45 a.m. **Crash Courses**
11:45 a.m.–1:30 p.m. Lunch on your own
1:30–2:45 p.m. **Classroom Sessions**
1:30–3:30 p.m. **Roundtable/Deep Dive**
4:00– 6:00 p.m. **Opening Plenary**
6:00–7:30 p.m. **Opening Reception**

Tuesday, March 27

6:45–8:00 a.m. **(Exhibit Hall open 8:00 a.m.–5:00 p.m.)**
Breakfast Event: Shop Small on Main Street*
8:00 a.m.–5:00 p.m. Registration
8:30 a.m.–3:30 p.m. **Mobile Workshops***
8:30–9:30 a.m. **General Session**
9:30–10:30 a.m. Refreshment Break
10:30–11:45 a.m. **Classroom Sessions**
11:45 a.m.–1:30 p.m. Lunch on your own
1:30–2:00 p.m. **Crash Courses**
1:30–4:00 p.m. **Deep Dives**
2:15–3:00 p.m. Refreshment Break
3:00–3:45 p.m. **Crash Courses**
4:00–5:00 p.m. **Exhibitor Reception**

Wednesday, March 28 (Exhibit Hall open 8:00– 10:15 a.m.)

6:45–8:00 a.m. Breakfast Event: Cracking the Code on Small Scale Development on Main Street*
8:00 a.m.–12:00 p.m. Registration
8:30–11:30 a.m. **Deep Dives**
8:30–9:15 a.m. **Crash Courses**
9:15–10:15 a.m. Refreshment Break
10:15–11:30 a.m. **Classroom Sessions**
11:30 a.m.–1:30 p.m. Lunch on your own
1:30–2:45 p.m. **Classroom Sessions**
3:00–4:00 p.m. **Closing Plenary**
6:00–10:00 p.m. **Big Bash in downtown Lee’s Summit (bus shuttling starts at 5:00 p.m.)***

*Requires additional registration

**MAIN
STREET
Now
CONFERENCE**

**KANSAS CITY, MO
MARCH 26-28, 2018**