

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, 2017**, with pre-conference sessions and meetings starting **Saturday, March 24, 2017**. *This schedule is subject to change.*

Saturday, March 24

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

Sunday, March 25

8:00 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 Basic Training/ Refresh***
 6:00 – 7:30 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

(Exhibit Hall open 8:00 a.m.–5:00 p.m.)
 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 – 2:15 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.)

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 fee

**MAIN
STREET
Now
CONFERENCE**

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