

2023 TATO A Conference Agenda
November 1-3
Dallas Central Library
Dallas, Texas

TATO A Conference Nov. 1: 6:30 PM – 9:00 PM

- **Membership & Speaker Networking Mixer– AT&T Discovery District**

TATO A Conference Nov. 2: 8:30 AM – 4:45 PM

Welcome (8:30 – 8:55 AM)

- **Introduction of Dallas Mayor**
 - David McElroy, TATO A President
- **Official Opening of Conference**
 - Honorable Eric Johnson, Mayor, City of Dallas
- **House Keeping & Introduction Sponsors & Programming Track**
 - David McElroy, TATO A President

Programming

9:00-4:45 AM: Storytelling Workshop: Surviving and Thriving as a Storyteller

Joe Little has been telling stories as an award-winning multimedia journalist in San Diego for almost 20 years. This September in Denver, Joe will unveil his tips and tools for telling a visual, creative, and emotional story. His in-depth and energetic presentation will take you through the storytelling process from conceptualization, shooting, writing, and editing. Joe's tips will allow you to move quickly if you're under deadline or have all the time in the world. Joe may even explain how you can avoid being a garden gnome.

Moderator: David McElroy

Speaker: Joe Little

Scheduled Breaks:

10:15 - 10:30 - Refreshment

11:45 - 1:15 - Lunch

2:45 – 3:00 – Refreshment

Storytelling Workshop will conclude at 4:45 p.m. There will be a break until transportation arrives at the Magnolia Hotel at 6:30 to take conference attendees to the Quixotic Entertainment Venue in Deep Ellum.

TATO A Awards Dinner 7:00 AM – 10:00 PM

Welcome – David McElroy TATO A President

Awards Program – Ken Jones, Retired & Dan Bach, Video Services Manager, City of Garland

TATO A Conference Nov. 3: 8:00 AM – 12:00 PM

Breakfast and Business Meeting (at Magnolia Hotel, 3rd Floor, Lamar Atrium): 8:00 – 8:30 AM

Breakfast will conclude at 8:30 a.m. There will be a break until transportation arrives at the Magnolia Hotel at 8:45 a.m. to take conference attendees to the Fair Park Multimedia Center.

Programming (at Fair Park Multimedia Center)

9:00-10:15 AM: Tour of Fair Park Multimedia Center

Presenter: Brian Plinck, City of Dallas

The City of Dallas is proud to host a tour of their new Multimedia Center located in a renovated building in historic Fair Park. The 17,000 square foot facility includes multiple production stages, edit suites, audio production suites, creative common spaces, conference rooms, multipurpose rooms, and a podcast studio. Come see how the City of Dallas is mixing technology and historic preservation, in support of their organization and community.

The tour of Fair Park Multimedia Center will conclude at 10:15 a.m. Transportation will take conference attendees to the Dallas Central Library.

10:30-12:00 PM: Best of the TATO A Programming Awards and NoTOA Showcase

Moderators: Dan Bach - City of Garland

Let's dive deeper into the award-winning pieces from the Government Programming Awards. Come curious, ask questions, and let's have an open and honest chat about how awesome we all are. We might even view videos that never “saw the light of day” within their own organizations.