

MAGIC 2026 Conference: "Making MAGIC of Every Donation"
April 28 – 30, 2026 | Hotel Roanoke - Roanoke, VA

Tuesday, 4/28

1-5pm	Registration (Attendees & Vendors)
2-4pm	OPTIONAL: DGR Visits: Hollins Store & Salem Outlet/Book Scanning <i>Transportation will be available at the Hotel Roanoke for round trip visit for those who sign up at registration.</i>
4:30pm	Welcome Reception - Dan Owen & Richmond Vincent
5:30pm	Dine Arounds <i>Separate registration required. All restaurants are walkable from the hotel.</i>

Wednesday, 4/29

7-8am	Breakfast & Registration (as needed)
8-8:15am	Welcome & Introduction of Keynote - Dan Owen & Richmond Vincent
8:15-9:45am	Keynote - Shep Hyken, Shepard Presentations
9:45-10:15am	Organizational Huddles
10:15-10:30am	Break
10:30am-12pm	Workgroups in session
12-12:45pm	Lunch
1-3:30pm	Elevating and Standardizing Donor Experience Presentation and discussion to refine recommendations related to Donor Attendant Selection, Donor Attendant Training, the Donation Experience, and Donor Feedback.
3:30-3:45pm	Break
3:45-4 pm	Vision of Melrose Plaza - Richmond Vincent
4pm	Dismissal
4:30-5pm	Transportation to Melrose Plaza from Hotel Roanoke
4:45-5:45pm	Self-Guided Touring of Melrose Plaza
6pm	Welcome to Roanoke - Mayor Cobb, City of Roanoke
6:15pm	Dinner
7-8pm	Transportation back to Hotel Roanoke

Thursday, 4/30

7-8am	Breakfast
8-8:45am	Closing Keynote and Q&A - Steve Preston, GII President & CEO
8:45-10:45am	Workgroups in session: Set action plans
10:45-11am	Break
11-11:45am	Workgroup Reports & Next Steps
11:45am	Closing Remarks - Dan Owen
12pm	Dismissal