

EXPRESS CAFÉS

All Cafés are on Tuesday, August 19 and are first come, first seated. You may need to move to your second or even third choice of café topics. Some sessions are repeated.

Location: Great Hall, Convention Center, 1st Level

2:00 pm - 2:50 pm
Business
Benchmarksmanship - <i>Campfire 1</i>
Filling the House - <i>Campfire 6</i>
Maximizing the Floor Plan - <i>Campfire 3</i>
Pennies from Heaven - <i>Campfire 2</i>
SMM: One Size Does Not Fit All - <i>Campfire 5</i>
Social Marketing - <i>Campfire 4</i>
The Participant Survey - <i>Campfire 7</i>
Time Machine - <i>Campfire 8</i>
Data and Technology
Content is King - <i>Campfire 10</i>
Data Aggregation - <i>Campfire 11</i>
Mobile Apps RFP - <i>Campfire 12</i>
Packaging Post-Online Event Content - <i>Campfire 13</i>
Event Partnerships
Terms of Engagement - <i>Campfire 22</i>
Whose Grass is Greener? - <i>Campfire 23</i>
Experience Design
Best Principles - <i>Campfire 16</i>
Ignite! - <i>Campfire 15</i>
No, REALLY Sustainable! - <i>Campfire 17</i>
Tastemakers - <i>Campfire 18</i>
The Main Characters - <i>Campfire 19</i>
Wow Me! - <i>Campfire 20</i>
Global
Mi Casa es Su Casa - <i>Campfire 27</i>
Speaking Their Language - <i>Campfire 28</i>
Organizational Dynamics
Progressive by Design - <i>Campfire 29</i>
Remaining relevant - <i>Campfire 30</i>
Registration, Housing and Sourcing
Outmaneuvering Pirates - <i>Campfire 33</i>
Reinventing Onsite Registration - <i>Campfire 34</i>
Thriving in a Sellers' Market - <i>Campfire 32</i>

EXPRESS CAFÉS

3:00 pm - 3:50 pm

Business

- Driving App Downloads - *Campfire 4*
- Fanning the Flame - *Campfire 2*
- Improving Your RFP Process - *Campfire 3*
- SMM: One Size Does Not Fit All - *Campfire 5*
- Social Marketing - *Campfire 6*
- Sponsorships Reborn - *Campfire 1*
- Time Machine - *Campfire 8*
- Understanding the Operational Nuances of Your Tradeshow - *Campfire 7*
- You Are Here - *Campfire 9*

Data and Technology

- Bandwidth Brouhaha - *Campfire 10*
- Carpe Datum! - *Campfire 11*
- Get in the Game - *Campfire 12*
- Indoor Location Services: The Next Big Thing? - *Campfire 13*
- Tech-Connections - *Campfire 14*

Event Partnerships

- On the Same Page - *Campfire 22*

Experience Design

- And the Winner is... - *Campfire 15*
- Attendee Moooovement - *Campfire 16*
- Bridging the Gap - *Campfire 17*
- Engaging Emotion - *Campfire 19*
- Theme Builder - *Campfire 18*

Global

- Cultured to Perform - *Campfire 27*
- The Whole Truth - *Campfire 28*

Organizational Dynamics

- Can't Live With 'Em... - *Campfire 29*
- Executing Goals within the Whirlwind - *Campfire 30*

Registration, Housing and Sourcing

- Blocking and Tackling - *Campfire 32*
- Outmaneuvering Pirates - *Campfire 33*
- Reinventing Onsite Registration - *Campfire 34*

4:00 pm - 4:50 pm

Business

- Blastoff! - *Campfire 1*
- CHEMA Café - *Campfire 6*
- Filling the House - *Campfire 4*
- Gold Digging - *Campfire 3*
- Of Brand and Value - *Campfire 5*
- Pennies from Heaven - *Campfire 2*
- ROI: Measuring Real Business Objectives - *Campfire 7*
- Two Makes a Crowd? - *Campfire 8*

Data and Technology

- Bandwidth Brouhaha - *Campfire 10*
- Evolving Your LinkedIn Profile - *Campfire 11*
- Networking for the Non-Social Attendee - *Campfire 12*
- The Right Stuff - *Campfire 14*
- Virtually There - *Campfire 13*

Event Partnerships

- Don't Go to Sleep Angry - *Campfire 22*
- Partnership Prototypes - *Campfire 23*

Experience Design

- Event Revolution: Stories and Lessons - *Campfire 15*
- OrientED to Succeed - *Campfire 16*
- Push Me Pull You - *Campfire 17*
- Tastemakers - *Campfire 18*
- Where's Waldo? - *Campfire 19*

Global

- Glocalization - *Campfire 27*
- Homework Counts Double - *Campfire 28*

Organizational Dynamics

- Millennials Leading Boomers - *Campfire 29*
- Succeeding with Succession - *Campfire 30*
- Youth Movement - *Campfire 31*

Registration, Housing and Sourcing

- Attrition Propositions - *Campfire 32*
- Friend or Foe? - *Campfire 33*
- Registration Ideation - *Campfire 34*
- Sourcing as Experience Design - *Campfire 35*