



Program Title:	e4 2017
Program Date:	July 30 - August 2, 2017
Location	Marriott Marquis Houston, Houston, TX
Host Organization Name:	Experient and Maritz Travel

Sessions are listed by TYPE of session and then in Day and Time order. Best estimate on CMP Domain has been input for each session.

Learning Sessions	
Session Title/Facilitator:	How to Use Snapchat in Live Events
Title/Hours:	7/30/17 4:00 pm - 4:20 pm (20 minutes)
Session Description/ Learning Objectives:	Snapchat was built for live events. Snapchat and events both offer engagement that is only available for a limited time and curated around experiences. Nick is a Snapchat native who has presented on its use for events in multiple countries and has incorporated in a multitude of event strategies. Learn how and when to best utilize this addictive, yet not intuitive, platform to increase engagement and brand recognition during your events.
CMP-IS Domain	CMP-IS Domain I: Marketing or Meeting or Event Design, CE = .33
Session Title/Facilitator:	How to Create a Marketing Plan in 5 Steps
Title/Hours:	7/30/17 4:30 pm - 4:50 pm (20 minutes)
Session Description/ Learning Objectives:	If you've been marketing your brand or event for a while but have plateaued on the return of your investments, it's probably due to a lack of a focused strategy. What you might not know is that there are 3 steps before you even get to creating strategies. You will learn the stages of a marketing plan and why each one is vitally important to the goal of rising above your competition.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	Social Media Marketing for Associations with Volunteers
Title/Hours:	7/30/17 5:00 pm - 5:20 pm (20 minutes)

Session Description/ Learning Objectives:	Communicating your message to your members while attracting new members through marketing has never been more challenging since the age of social media. The days of newsletters are done for many groups and reaching potential members with your message of ROI is a constant battle. Learn proven tactics that can be adopted by even novice marketers tasked with maintaining and growing your association from a former international chair of marketing and communications of an association with over 50 chapters. *Bring your e4 ear buds and pick up a receiver in the Social Media Lounge to listen in on this area.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	Reengineer: Open Space Innovation Challenge - Identify the Challenge(s) - Susan Robertson
Title/Hours:	7/31/17 - 8:00 am - 8:45 am (45 minutes)
Session Description/ Learning Objectives:	The Open Space Innovation Challenge is a fun and engaging opportunity to identify and solve possible event-related challenges with industry peers. Guided by a seasoned open space facilitator, Susan Robertson of Sharpen Innovation, participants will learn and use a variety of interactive, creative thinking techniques to help identify and solve the challenge. During this first of three morning sessions, participants will use their time creating an inventory of possible event-related challenges to solve, and then selecting the one(s) for which potential solutions will be developed during e4 2017. Please be a part of this open space experiment for one or all three days to 1) learn the format, 2) be a part of creating an innovative solution to an industry need, and 3) have some fun! The problem to solve the group determined was "People don't read event information."
CMP-IS Domain	CMP- Domain G: Meeting or Event Design, CE = .45
Session Title/Facilitator:	The New Rules for Instagram Marketing
Title/Hours:	7/31/17 - 8:00 am - 8:20 am (20 minutes)
Session Description/ Learning Objectives:	Instagram has become one of the most powerful tools to communicate the value of live experiences. Learn how to get more of the right followers, increase your engagement, and navigate the big changes the platform has made in the past year including Stories, Instagram Live, and apps to enhance your posts.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	Designing Events with FOMO Moments
Title/Hours:	7/31/17 - 8:30 am - 8:50 am (20 minutes)

Session Description/ Learning Objectives:	Millennials are the first generation who have eschewed defining their lives on materialism but instead, on experiences. Designed experiences are more in demand than ever but how do you stand out? By designing events that leverage FoMO (Fear of Missing Out), you can turn your attendees' social media into your most impactful marketing. This presentation is at the intersection of event design and marketing and is applicable to anyone who contributes to designing live experiences.
CMP-IS Domain	CMP-IS Domain I: Marketing or G: Meeting or Event Design, CE = .33
Session Title/Facilitator:	Opening General Session: Reawaken: Playing with Creativity and Innovation
Title/Hours:	7/31/17 - 9:00 am - 10:15 am
Session Description/ Learning Objectives:	Innovation and creativity are business imperatives for meeting professionals and their firms. But many organizations often fall short in their efforts to innovate and creatively reinvent due to a variety of dynamics. Enter Kevin Carroll. As a young boy being raised by his grandparents in Philadelphia, he discovered at the local playground a red-rubber ball that set him on journey that transformed his life and many others. Pivotal to Kevin's story is when Nike hired him as a Katalyst - someone who builds a culture of innovation where creative ideas are turned into reality. Subsequently, as a consultant he has also turned creative ideas into reality for clients like ESPN, Starbucks, The Walt Disney Company, Capital One, and many others. Energetic and humorous, Carroll deftly combines an anecdotal narrative with strategies for discovering new and creative ways of thinking and problem solving, often involving play.
CMP-IS Domain	CMP- Domain G: Meeting or Event Design, CE = 1.25
Session Title/Facilitator:	Biggest Social Media Mistakes made by Event Professionals (and How to Fix Them)
Title/Hours:	7/31/17 - 10:20 am - 10:40 am (20 minutes)
Session Description/ Learning Objectives:	After assessing social media for event professional since the term was coined, Nick has come to the conclusion that there are 5 major problems most are making who aren't finding success. You don't need to be the person working on your brand's social media in order to find value from these lessons. These are strategies to effectively communicate your live experience brand mission to those who could benefit you the most. *Bring your e4 ear buds and pick up a receiver in the Social Media Lounge to listen in on this area.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	General Session - Rediscover: Harnessing Behavioral Science and Innovation
Title/Hours:	7/31/17 - 10:45 am - 12:00 pm

Session Description/ Learning Objectives:	Behavioral science is at the core of the exciting transformation of meetings and events to being more people-centered and brain-friendly. And e4 guests have enjoyed being among the first to learn about the research and the science that continue to reshape our event design practices. Now, you can even be a part of the research projects! Join Charlotte Blank, Chief Behavioral Officer at Maritz, as she reviews recent and ongoing research projects that hold great promise for driving deeper levels of engagement within the meetings and events industry. Included are some opportunities to participate in the research Maritz and its partners are conducting. Those of you who saw Ms. Blank speak at e4 2016 know her presentations are both lively and well-informed.
CMP-IS Domain	CMP- Domain G: Meeting or Event Design, CE = 1.25
Session Title/Facilitator:	Re-Train Your Brain for More Creative Thinking - Susan Robertson
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm
Session Description/ Learning Objectives:	Typical brainstorming sessions can be fun and energizing for teams. But real innovation and creating ideas that are truly unique and differentiating requires a very specific creative thinking modality. The ability to think this way exists inside inside each of our brains, but it goes mostly untapped. Why Because we are hard-wired not to think this way, as neuroscience has proven. But the good news - there are tools we can learn that will easily switch on this radical creative thinking mode in our brain. During this hands-on, totally interactive session, you will experience and understand the barriers in your own brain that limit disruptive thinking. Learn specific tools and techniques that shatter these barriers. Discover how to unlock innovation not only in yourself, but also in your co-workers, clients, and event guests. Have fun and laugh while you innovate. You'll apply the tools you learn to generate and share ideas on how to reinvent your meetings to be more innovative, engaging, and effective. Rediscover your innate creativity and then redirect it to solve any business challenge more effectively. Join Susan Robertson of Sharpen Innovation to hone your creative thinking and innovation skills.
CMP-IS Domain	N/A or CMP- Domain G: Meeting or Event Design, CE = 1.50
Session Title/Facilitator:	Refocus: Customer Service Excellence as a Driver of Event Profitability - Jamie Murdock
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm

Session Description/ Learning Objectives:	As true in the meetings and events industry as it is everywhere else: human customer service is key to satisfaction and, ultimately, profitability. But with speed and efficiency often being the driving forces behind event operations, are we truly delivering what our guests need in terms of customer service across the entire spectrum of event touchpoints, physical and virtual? And what are the consequences when guests receive less than stellar service, and then share that experience with their friends? Join this collaborative exploration of the dynamics of customer service at events and what can be done to ensure we are creating throngs of raving fans. Discover what it means to instill and lead a culture of service, and identify simple ways to show your guests that you care deeply about their experience. Jamie Murdock, Vice President of Sales for Experient, brings his Disney background and passion for customer service as he leads this collaborative session. And he can't wait to host you.
CMP-IS Domain	CMP- Domain E: Human Resources, CE = 1.50
Session Title/Facilitator:	The Ecosystem Model: The Next Evolution of Event Sponsorship - Rick Jones
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm
Session Description/ Learning Objectives:	Sponsorships have evolved from basic banners and signage to a much more experiential approach, prompting many meeting organizers to change their models and strategies to better meet sponsor needs and sensibilities. But the rules are about to change - again! The next evolution of sponsorships will see a greater balance among sponsors, organizers and guests - where all stakeholder needs and wants are considered and met. Rick Jones, Captain at FishBait Marketing and sponsorship expert, leads this conversation about how to prepare for this brave new world to ensure your entire ecosystem thrives as a result.
CMP-IS Domain	CMP- Domain D: Financial Management or Domain I: Marketing, CE = 1.50
Session Title/Facilitator:	Corporate Event Trends: Resetting the Rules - Mary Casey
Title/Hours:	7/1/31 1:00 pm - 3:00 pm

Session Description/ Learning Objectives:	Dynamic market conditions continue to change the game for corporate meeting professionals, requiring constant attentiveness and nimble response mechanisms. Stay on top of your game by attending this interactive discussion of a variety of domestic and global market trends. Explore with peers and industry experts the role of data-driven insights in shaping event design. How the guest experience is evolving and how to adapt to changing expectations. Hotel consolidation and what it means to your meetings. Maneuvering through the changing global landscape, and much more. Mary Casey, Senior Vice President of Sales and Marketing for Maritz Travel, for, will be joined by Sherrif Karamat, Chief Operating Officer at PCMA, Rhea Stagner, CIS, Division VP of Sourcing and Supplier Relations for Martiz Travel, Neal Thompson, Director of Client Technology for Maritz Travel, Asad Ahmed, Senior VP, Hyatt Sales Force, Tom Segusta - General Manager, Four Seasons Hotel Houston. If you are a corporate event professional, this session is designed for you.
CMP-IS Domain	CMP- Domain G: Meeting or Event Design, CE = 1.50
Session Title/Facilitator:	Your Score: Understanding Data Management Maturity - Brian Scott and Jeff Fugate
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm
Session Description/ Learning Objectives:	Data-driven insights are key to designing and executing events that deliver the results your guests and key stakeholders need to realize from their investments of time and money. Knowing your Data Management Maturity Score can be pivotal to plotting your course of action and next steps, regardless of where you stand. Join Experient's CIO, Brian Scott and SVP of Sales and Marketing, Jeff Fugate, to explore data management strategies and tactics from collection through insights and action. During this collaborative session, you'll explore: 1. The importance of a clearly defined strategy and knowing what you don't know. 2. The key metrics that should be utilized to understand the efficacy of your strategy. 3. The successes and challenges of your peers for each measurement category. 4. Creating a Data Management Strategy Scorecard for your organization to help identify your greatest areas for improvement.
CMP-IS Domain	CMP- Domain G: Meeting or Event Design, Domain B - Project Management or A - Strategic Planning, CE = 1.50
Session Title/Facilitator:	Response Planning: Preparing for and Responding to Emergencies During Events - Christina Crue
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm

Session Description/ Learning Objectives:	Emergencies are now woven into the fabric of our global society, prompting many of us to wonder: What would I do if there was a tornado, active shooter, or fire at one of my events? Now is the time to start planning for these and other unfortunate occurrences. This session immerses guests in the multiple factors associated with responding to an emergency at a major event. Using small group discussions and guided facilitation, you will work with peers to outline steps, strategies and best practices in responding to scenarios ripped from the headlines. Join Christina Crue, a Certified Emergency Manager (CEM), to learn and develop practical steps that can be taken to prepare for and respond to emergencies of all types.
CMP-IS Domain	CMP- Domain C: Risk Management, CE = 1.50
Session Title/Facilitator:	My Event: Designing for Purpose and Passion - Greg Bogue
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm
Session Description/ Learning Objectives:	What does it take to get our guests to talk about our events as their events? How can we get people to join as opposed to just attending? Join Greg Bogue, Vice President of Experience Design for Maritz Global Events to explore a design recipe that combines purpose, passion and a picture of the future to create events that guests feel they own and can't imagine missing. Based on the research of Professor Andrew Carton at The Wharton School at the University of Pennsylvania, Bogue leads a conversation about how to transcend competing forces by creating meaningful connections between our events and the passions of our most valued guests.
CMP-IS Domain	CMP- Domain G: Meeting or Event Design or Domain A - Strategic Planning, CE = 1.50
Session Title/Facilitator:	Rethink: Unlearning Events in a Digital Age - Mark Bonchek
Title/Hours:	7/31/17 1:30 pm - 3:00 pm and repeated 3:30 pm - 5:00pm
Session Description/ Learning Objectives:	"In times of transformation, we have to change how we think in order to change what we do." Mark Bonchek In this energizing and intensive session, you will discover the mental models that unconsciously shape your work, and explore new ways of thinking that can help you tackle almost any challenge. Have you ever wondered how to turn audiences into a community? Transform one-time experiences into ongoing relationships? Empower participants to engage their teams and organizations after events? Mark Bonchek, Chief Epiphany Officer of Shift Thinking and columnist for the Harvard Business Review, is an expert in the process of unlearning, helping leaders and organizations make the leap to new mental models that enable breakthrough results. Mark was one of the highest rated speakers at e4 2015 in Austin, so get ready for engagement in this session!
CMP-IS Domain	CMP- Domain G: Meeting or Event Design or Domain I - Marketing, CE = 1.50
Session Title/Facilitator:	Keeping Pace with Global Dynamics - Sheriff Karamat an Erin Dunstan
Title/Hours:	7/31/17 3:30 pm - 5:00 pm

Session Description/ Learning Objectives:	Associations and trade show organizers are increasingly exploring the risks and benefits of staging international events, discovering a wide array of issues and trends that affect their decisions and plans. And the landscape continues to shift. Join Sherrif Karamat, Chief Operating Officer at PCMA, and Erin Dunstan, Vice President of Strategic Account Management for Experient, for this lively discussion of today's international environment and how it affects global events. Joining them are two association event pros with direct experience staging international events, both over the long-haul and while entering the space more recently. The International Association for the Study of Pain (IASP), a long-term player in the global space, will tell their story about how international dynamics have evolved and how they are adapting. And, the Radiological Society of North America (RSNA) speaks to its relatively recent entry into staging international events and some of the challenges and opportunities they see.
CMP-IS Domain	CMP- Domain G: Meeting or Event Design or Domain A - Strategic Planning, CE = 1.50
Session Title/Facilitator:	Advanced Digital Communication Tactics: Newsjacking, Memes, and Social Media Takeovers
Title/Hours:	7/31/17 3:10 pm - 3:30 pm
Session Description/ Learning Objectives:	There are a number of powerful high-risk / high-reward marketing tactics that only large agencies are usually brave enough to utilize that could help transform the way you communicate online. These tactics take a greater understanding of consumer behavior in an online world where language is fluid and context is everything. If you are trying to get through to a fickle audience who is averse to traditional marketing, you're going to want to learn how to adopt these lessons.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	By Invitation Only: C Suite
Title/Hours:	8/1/17 8:00 am - 10:30 am
Session Description/ Learning Objectives:	Chiefs at associations and tradeshow are facing an ever-increasing menagerie of complex decisions that can either make or break their organizations' success. This session explores those issues in depth through facilitated dialogue focused on generating new paradigms and solutions for all participants.
CMP-IS Domain	CMP-IS Domain A: Strategic Planning, Domain J - Professionalism or F - Stakeholder Management, CE = 2.5
Session Title/Facilitator:	Reengineer: Open Space Innovation Challenge – Create Ideas - Susan Robertson
Title/Hours:	8/1/17 8:00 am - 8:45 am (45 minutes)

Session Description/ Learning Objectives:	The Open Space Innovation Challenge is a fun and engaging opportunity to identify and solve possible event-related challenges with industry peers. Guided by a seasoned open space facilitator, Susan Robertson of Sharpen Innovation, participants will learn and use a variety of interactive, creative thinking techniques to help identify and solve the challenge. During this second of three open space sessions, participants will learn and use lively creative thinking techniques to brainstorm several potential solutions to the industry challenge that was developed and selected on Monday. Please be a part of this open space experiment for one or all three days to 1) learn the format, 2) be a part of creating an innovative solution to an industry need, and 3) have some fun! Problem is "Attendees don't read - how do you get them to?"
CMP-IS Domain	CMP- Domain G: Meeting or Event Design or Domain I - Marketing, CE = .45
Session Title/Facilitator:	How to Use Snapchat in Live Events
Title/Hours:	8/1/17 8:30 am - 8:50 am (20 minutes)
Session Description/ Learning Objectives:	Snapchat was built for live events. Snapchat and events both offer engagement that is only available for a limited time and curated around experiences. Nick is a Snapchat native who has presented on its use for events in multiple countries and has incorporated in a multitude of event strategies. Learn how and when to best utilize this addictive, yet not intuitive, platform to increase engagement and brand recognition during your events.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	Reset: Conversations of Four (3 Rounds of this session)
Title/Hours:	8/1/17 9:00 am - 9:30 am, 10:00 am - 10:30 am and 11:00 am - 11:30 am (30 minutes each)

Session Description/ Learning Objectives:	<p>At its core, e4 has always been about peer-to-peer dialogue. Whether solving challenges collaboratively during learning sessions or connecting with like-minded professionals, meaningful dialogue is actively woven into the fabric of the event. And the latest research tells us that conversations of no more than four people are ideal. This morning we'll conduct three 30 minute conversations of four, separated by 30 minute breaks. There will be nine spaces set aside dedicated to specific macro topics. Within each of these categories, there will be discussions around a variety of more specific topics. YOU decide which topics you want to discuss and brainstorm. You can stick with the same topic or change it up each round of conversation.</p> <p>Specific topics are listed below. There will be color-coding on the tables and signage inside the ballroom to identify these main 9 areas of discussion.</p> <ul style="list-style-type: none"> Global Corporate Events Destinations, Venues and Rooms Experience Design and Engagement Marketing and Communications Organizational Dynamics Potpourri Technology and Data Tradeshow
CMP-IS Domain	<p>CMP Domain will vary depending on topic selected: Domain A - Strategic Planning, Domain B - Project Management, Domain C - Risk Management, Domain D - Financial Management, Domain E - Human Resources, Domain F - Stakeholder Management, Domain G - Meeting or Event Design, Domain H - Site Management, Domain I - Marketing</p> <p>CE - .50 for each of 3 rounds</p>
Session Title/Facilitator:	Advanced Digital Communication Tactics: Newsjacking, Memes, and Social Media Takeovers
Title/Hours:	8/1/17 9:35 am - 9:55 am (20 minutes)
Session Description/ Learning Objectives:	<p>Many event pros have great ideas for change but encounter resistance from a variety of stakeholders, causing the ideas to wither and die before they see the light of day. Kara MacDonald, Director of Marketing Operations for HCSS, discusses how the company made significant changes to its Users Group Meeting for its construction software clients, including a dramatic pattern shift and a movement to far fewer education sessions that lasted much longer. Learn how the ideas were sold-in and implemented, with all stakeholders winning in the end.</p>
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33

Session Title/Facilitator:	My Favorite Digital Engagement Technologies for Live Events
Title/Hours:	8/1/17 10:35 am am - 10:55 am 20 minutes
Session Description/ Learning Objectives:	Your attendees are constantly connecting on digital platforms and that isn't going to stop during your event. Learn how my favorite digital platforms are bridging the gap between online and live conversations in order to form tighter connections, increase valuable data for stakeholders, and turn attendees into your most valuable event marketers.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	How to Create a Marketing Plan in 5 Steps
Title/Hours:	8/2/17 8:00 am - 8:20 am (20 minutes)
Session Description/ Learning Objectives:	If you've been marketing your brand or event for a while but have plateaued on the return of your investments, it's probably due to a lack of a focused strategy. What you might not know is that there are 3 steps before you even get to creating strategies. You will learn the stages of a marketing plan and why each one is vitally important to the goal of rising above your competition.
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	Reengineer: Open Space Innovation Challenge - Develop Solutions - Susan Robertson
Title/Hours:	8/2/17 8:15 am - 9:00 am (45 minutes)
Session Description/ Learning Objectives:	The Open Space Innovation Challenge is a fun and engaging opportunity to identify and solve possible event-related challenges with industry peers. Guided by a seasoned open space facilitator, Susan Robertson of Sharpen Innovation, participants will learn and use a variety of interactive, creative thinking techniques to help identify and solve the challenge. During this final of three open space sessions, we will select and develop solution(s) to the industry challenge(s). The ideas will be fully fleshed-out and then published to the e4 community, and perhaps beyond. Please be a part of this open space experiment for one or all three days to 1) learn the format, 2) be a part of creating an innovative solution to an industry need, and 3) have some fun! You do not need to have participated on Monday or Tuesday to be a part of this session. First come, first seated and space is limited! The challenge identified is "Attendees don't read - how do you get them to?"
CMP-IS Domain	CMP- Domain G: Meeting or Event Design or Domain I - Marketing, CE = .45
Session Title/Facilitator:	Resolve: Science + Art for Events General Session
Title/Hours:	8/2/16 9:45 am - 11:15 am (1.5 hours)

Session Description/ Learning Objectives:	<p>Dara, behavioral science and experience design are converging to create exciting opportunities to craft events that deliver unprecedented levels of value to all event stakeholders. It's an era that requires greater inter-disciplinary collaboration among industry scientists and artists to fully capitalize on those opportunities in designing the kinds of experiences that attract and retain our most cherished audiences.</p> <p>During today's closing session, we'll explore all sides of this movement through an interactive discussion among industry experts and outsiders on the forefront. Each expert will deliver a five minute Ignite presentation that illuminates their point of view and sets up a lively, audience-driven dialogue on the opportunities and challenges of Sciences + Art for Events. Speakers include:</p> <p>Charlotte Blank - Maritz, Greg Bogue, Maritz Global Events, Leanne Acton - Penn Mutual Life Insurance Company, Nick Borelli - Borelli Strategies, Paul Zak and Thad Lurie - EDUCAUSE.</p>
CMP-IS Domain	CMP- Domain G: Meeting or Event Design or Domain I - Marketing, , Domain F - Stakeholder Management, CE = 1.50
Session Title/Facilitator:	My Favorite Digital Engagement Technologies for Live Events
Title/Hours:	8/2/17 11:15 am - 11:35 am (25 minutes)
Session Description/ Learning Objectives:	<p>Your attendees are constantly connecting on digital platforms and that isn't going to stop during your event. Learn how my favorite digital platforms are bridging the gap between online and live conversations in order to form tighter connections, increase valuable data for stakeholders, and turn attendees into your most valuable event marketers.</p>
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33
Session Title/Facilitator:	Social Media Marketing for Associations with Volunteers
Title/Hours:	8/2/17 11:45 am - 12:05 pm (20 minutes)
Session Description/ Learning Objectives:	<p>Communicating your message to your members while attracting new members through marketing has never been more challenging since the age of social media. The days of newsletters are done for many groups and reaching potential members with your message of ROI is a constant battle. Learn proven tactics that can be adopted by even novice marketers tasked with maintaining and growing your association from a former international chair of marketing and communications of an association with over 50 chapters.</p> <p>*Bring your e4 ear buds and pick up a receiver in the Social Media Lounge to listen in on this area.</p>
CMP-IS Domain	CMP-IS Domain I: Marketing, CE = .33

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