



Program Title:	e4 2016
Program Date:	July 31 - August 2, 2016
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.

The e4 Galleries

Session Title/Facilitator:	e4 Galleries
Title/Hours:	8/1/16 8:00 am - 5:30 pm (.50 to 1 hour depending on how long individual participated in this optional content)

Session Description/ Learning Objectives:	<p>For this year's big e4 "experiment", we invited all of you to contribute to The Galleries. The Galleries are designed as a place for conversation, stories and diversity of ideas. Where you have the opportunity to see events from different perspectives and get inspired by the events of your peers. Take time throughout Monday, as well as Tuesday morning, to explore and learn about other events and their tools of the trade. Submitted by your peers (and hopefully you too!), MTC and Experient team members, and select partners; the submissions are curated in several categories including:</p> <ul style="list-style-type: none"> • General Sessions • Exhibit Halls • Engagement • Look and Feel • Receptions and Networking • Wellness • Potpourri <p>Content of the Galleries focuses on unique setups, solving challenges ranging from general sessions in exhibit halls to unexpected growth, marketing solutions and branding concepts.</p>
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CMP-IS Domain	CMP-IS Domain I, H or G: Marketing, Site Management, Meeting or Event Design, CEs vary
General Sessions	
NOTE: Sunday's opening session is not eligible for CEUs based on non-planning focused content.	
Session Title/Facilitator:	General Session: Fostering Courage
Title/Hours:	8/1/16 9:00 am - 10:30 am
Session Description/ Learning Objectives:	It's one thing to ask our event guests to be more courageous and open in order to advance learning and growth, and quite another to design experiences that promote these outcomes. Without trust, many of our event guests won't muster the bravery to fully engage in open, collaborative discussions, representing a missed opportunity to leverage the wisdom and experience of these professionals to the benefit of all. Dr. Paul J. Zak, a pioneer in the field of neuroeconomics, discusses the science behind building trust and fostering brave souls at our meetings and events through experience design. He illuminates his research regarding the conditions that must exist to help guests feel trust, and begins to reveal how those conditions might be designed into meetings and events.
CMP-IS Domain	CMP-IS Domain G: Meeting or Event Design, CE = 1.5

Learning Sessions	
Session Title/Facilitator:	Learning Session: Brave Transformation: Lessons Learned from Innovations - Vol. 1
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)
Session Description/ Learning Objectives:	<p>To significantly transform an event or a major element takes courage, determination, and, often, thick skin. The results, however, can be amazing when event designers overcome the internal and external forces that can derail progress. Two e4 innovators are highlighted in this session.</p> <ul style="list-style-type: none"> • Tom Pellet, Division Director of Meetings and Conventions at the American Academy of Family Physicians, relates how the organization broke down its traditional silos to rally around a reinvention of its annual conference, now known as FMX (the Family Medicine eXperience). Using a variety of tools and 10 different action items to bring the new brand experience to life is an impressive story, but the collaborative organizational dynamics beneath the surface were equally as instrumental to the initiative's success. • Dana Wuesthoff, Director of Technology and Services for the Association of Equipment Manufacturers, speaks to the (story to come – need more space)... <p>Hear these stories, contribute to the conversation, and plot your course for Brave Transformation by attending this session. Facilitated by Jeff Sacks, Vice President of Strategic Account Management at Experient.</p>
CMP-IS Domain	CMP-IS Domain G: Meeting or Event Design, CE = 1.5

Session Title/Facilitator:	Learning Session: Building Collaborative Communities that Work
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)
Session Description/ Learning Objectives:	When people feel connected with the communities that “fit” them best, they are more collaborative, generous with their knowledge and experiences, and open to learning new things that make a difference for themselves and those they touch. Learn how to cultivate thriving event-based communities that elevate learning and engagement through meaningful conversations. Evan Ishida and Jack Ricchiuto, Partners at Thrive at Work, lead this interactive session designed to help you advance your community building efforts to the next level.
CMP-IS Domain	CMP-IS Domain I: Marketing or Meeting or Event Design, CE = 1.5
Session Title/Facilitator:	Learning Session: Conscious Business: Advancing a New Paradigm
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Social responsibility, mindfulness, and capitalism are all coalescing to form a new, leading edge paradigm today: Conscious Business. Join Lee Papa, Trainer and Consultant for Mindfulness and Transformation, to learn how being socially responsible is part of this growing trend and paradigm shift, exploring and understanding the benefits of “doing good” on a professional level. Experience a taste of mindfulness practice and learn how this process shifts the individual, alters the business, and changes the world for the better.
CMP-IS Domain	CMP-IS Domain B, A or G: Project Management, Strategic Planning or Meeting or Event Design, CE = 1.5
Session Title/Facilitator:	Learning Session: Crafting Meaningful Event Personas
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Personas are quickly coming of age as a key tool for event organizers seeking a practical route to better personalizing their guest’s experiences. Greg Bogue, Vice President of Experience Design at Maritz Global Events, leads this session about how to develop meaningful meeting and event personas that can help create greater value for guests of all ilk. (Note: If you attended our Persona Grata session in Austin last year, you should NOT attend this session as they are very similar.)
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing: , CE = 1.5
Session Title/Facilitator:	Learning Session: Designing Courageous Events: Of Trust and Engagement
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)

Session Description/ Learning Objectives:	What can meeting and event professionals design into their experiences to help foster brave souls who can openly share their stories with peers who may have been strangers just moments earlier? Join Dr. Paul J. Zak for this follow-up session on this morning's keynote address, where participants will learn more about the brain science behind building trust while exploring experience design activities and constructs that can lead to courageous conversations and breakthrough results.
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing, CE = 1.5
Session Title/Facilitator:	Learning Session: Designing Progressive Events: The Next Wave
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Progressive event organizers are pursuing diverse and innovative design strategies that range from forging better-focused partnerships with cities to engaging a wider variety of audiences and creating fresh, exciting experiences that break traditional molds. Many are also actively transplanting ideas gleaned from other industries and event types to add depth and novelty to their experiences. Join Lynn Wirch and Brian Strickland, Director of Operations and Director of Sales for Sports and Enthusiast Events at Experient, for this active exchange of new and emerging practices that promise to define the future of successful events.
CMP-IS Domain	CMP-IS Domain B or G: Project Management or Meeting or Event Design, CE = 1.5
Session Title/Facilitator:	Learning Session: Industry Leadership: Trends Worth Following
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Michael Dominguez, Senior Vice President and Chief Sales Officer at MGM Resorts International, is well-known as an expert when it comes to the trends that are affecting the meetings and events industry. Michael's enthusiastic energy fuels this session where participants will learn and talk about how to harness industry trends to better design meetings and events that best serve all constituents. David Peckinpaugh, President of Maritz Global Events, will co-host and facilitate this session.
CMP-IS Domain	CMP-IS Domain A or G: Strategic Planning or Meeting or Event Design, CE = 1.5
Session Title/Facilitator:	Learning Session: Speak Your Truth: Communicating Through Courage and Connection
Title/Hours:	8/1/16 1:30 pm - 3:00 pm (1.5 hours) or 8/1/16 3:30 pm - 5:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Whether addressing a boardroom, facilitating a team meeting, or having a meaningful one-on-one conversation, great communication skills are critical to success. But the real magic happens when you can connect deeply with your audience members, personally and professionally. Join Colette Carlson, professional speaker and President of Speak Your Truth, Inc., to learn how to effectively communicate with any audience on a deeper level, creating an atmosphere that opens both minds and hearts.
CMP-IS Domain	CMP-IS Domain J: Professionalism, CE = 1.5
Session Title/Facilitator:	Learning Session: Anatomy of e4: 10 Years of Reinvention

Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Many e4 veterans often ask about the process of bringing e4 together annually. While we acknowledge, like most events, “it isn’t always pretty,” we’re happy to share what we’ve learned and the tools we’ve used in creating and then reinventing the annual client conference focused on “defining the future of events together.” Karen Watson, Sr. Director of Strategic Events for Maritz Global Events is joined by Dan Sundt, Chief eXperience Officer of CXO Marketing, to facilitate this session focused on learning about and applying the tools and practices that have made e4 a can’t miss event for many event pros.
CMP-IS Domain	CMP-IS Domain A, B or G: Strategic Planning, Project Management or Meeting or Event Design, CE - 1.5
Session Title/Facilitator:	Learning Session: Brave Transformation: Lessons Learned from Innovations - Vol. 2
Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)
Session Description/ Learning Objectives:	<p>To significantly transform a portfolio, an event, or a major element takes courage, determination, and, often, thick skin. The results, however, can be amazing when event designers overcome the internal and external forces that can derail progress. Two e4 innovators are highlighted in this session.</p> <ul style="list-style-type: none"> • Scott Schenker, General Manager for Worldwide Events and the Microsoft Production Studio at Microsoft Marketing, reveals how the company rallied around the “One Microsoft” strategy and a marketing mindset to transform the event portfolio from one that was focused on operational excellence to one that is much more audience-centric. In the process, there was also a comprehensive redefinition of the look and feel of all Microsoft events based on Schenker’s Four Ps of experience marketing: place, purpose, pride, and promotion. A myriad of stakeholders and voices proved challenging at times, but the results have proven resoundingly successful. • Timothy Simpson, former Director and Head of North America Marketing and Communications at Maersk, relates the story of how the company engaged its top brass to approve a design that challenged traditional notions of a North American Sales Meeting and, in the process, created truly transcendent results. By embracing design thinking and an iterative process, the team created a forward-looking experience that helped the company; foster better teamwork, advance internal and external relationships, and create enviable bottom line results in short order. More importantly, company leaders credit the revamped event as having a profound, positive, and lasting impact on the company’s overall culture. <p>Hear these stories, contribute to the conversation, and plot your course for Brave Transformation by attending this</p>
CMP-IS Domain	CMP-IS Domain A or G: Strategic Planning or Meeting or Event Design, CE = 1.5
Session Title/Facilitator:	Learning Session: Bringing Personas to Life On-Site: Advanced Application
Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)

Session Description/ Learning Objectives:	Once meaningful event personas have been crafted, there are a variety of tools and techniques designers can use to help personalize the experience and make it more relevant to their guests. Join Greg Bogue, Vice President of Experience Design at Maritz Global Events, for this session on how to use existing personas and advanced tools to create memorable experiences that hit the sweet spot for attendees of all types. (Note: It is recommended that you have a basic understanding of developing personas before attending this session.)
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing: , CE = 1.5
Session Title/Facilitator:	Learning Session: Essential Power: Leveraging Our Stories and Strengths
Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Tapping into our greatest strengths consistently can be transformative, fulfilling, and, sometimes, elusive. Join Jen Margolis, Partner at Thrive at Work, and your peers for this session that leverages cognitive research, science-based tools, and the power of storytelling to help us identify and use our greatest strengths in everyday moments. Attend this session to learn how transform situations that “happen to us” into ones where we take ownership and create better outcomes.
CMP-IS Domain	CMP-IS Domain J: Professionalism, CE = 1.5
Session Title/Facilitator:	Learning Session: Lighting Up Data: Behavioral Analytics
Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)
Session Description/ Learning Objectives:	Tradeshaw and large event organizers have waited, somewhat impatiently, for systems that provide the accurate, real time data and actionable insights that can help them implement personalization strategies, drive loyalty among attendees, increase booth sales and traffic, and prove ROI to sponsors and exhibitors. Now, brand new technology is enabling the passive monitoring of every attendee’s behavior across the entire event, enabling all of these outcomes and more. Join Experient’s Brian Scott and Mike Godsey, Chief Information Officer and SVP of Market Development, to discuss how forward thinking organizers are using behavioral analytics and data to transform their events.
CMP-IS Domain	CMP-IS Domain A, G or I: Strategic Planning, Meeting or Event Design or Marketing, CE = 1.5
Session Title/Facilitator:	Learning Session: Overcoming Superior Forces: Disease, Politics, and Religion
Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)

Session Description/ Learning Objectives:	Dealing with dynamics from the Zika outbreak to new legislation many find objectionable, some event organizers are attempting to cancel or relocate their events in affected destinations. These types of conflicts are calling into question what constitutes a “superior force” or unforeseeable consequence, prompting some event pros and their legal staffs to review and revise their force majeure clauses. Join Becky Bromberg, VP and Associate General Counsel for Maritz Holdings, and Andy Smith, SVP for the Experient Sales Network and Strategic Sourcing, to discuss how organizers, destinations, and venues are working through the issues that can plague events.
CMP-IS Domain	CMP-IS Domain C or H: Risk Management or Meeting or Site Management, CE = 1.5
Session Title/Facilitator:	Learning Session: The Art of Creating Meaningful Conversations at Events
Title/Hours:	8/1/16 3:30 pm - 5:00 pm (1.5 hours)
Session Description/ Learning Objectives:	In a perfect world, we could talk to anyone...about anything...any time. Too often, however, our conversations and interactions are anemic and skin deep, not allowing for true connection and sharing in meaningful ways. During this session, led by Jack Richuttio, Partner at Thrive at Work and author of The Art of Conversation, participants will learn the science and the art of what comprises authentic, meaningful conversation and how to foster the conditions that spawn them.
CMP-IS Domain	CMP-IS Domain G: Meeting or Event Design, CE = 1.5
Gallery Talks - Monday	
Session Title/Facilitator:	Gallery Talk: Creating Cross-Generational Appeal
Title/Hours:	8/1/16 10:45 am - 11:15 am (.5 hours)
Session Description/ Learning Objectives:	Many event organizers struggle with making big changes that appeal to younger generations for fear of alienating their traditional attendees. Cheri Lattimer, Executive Director of the Case Management Society of America, discusses a redesign of their Annual Conference that successfully melded multiple generations into an experience that was highly valued by all, including a significant social media component and interns who were on hand in a reverse mentoring role for older members. If you’ve been struggling with appealing to multiple generations simultaneously, come participate in this session.
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talk: Innovation at Medical Meetings
Title/Hours:	8/1/16 10:45 am - 11:15 am (.5 hours)

Session Description/ Learning Objectives:	Innovative education sessions at medical meetings can help boost the value prop for attendees immensely, but the industry often seems to lag, especially since many traditional attendees are accustomed to lecture formats. Tonya Almond, VP for Meetings and Continuing Education for the American Academy of Pediatric Dentistry, shares lessons learned from an innovative program designed for new dentists with 20-minute rotations across multiple stages and speakers. Learn from the AAPD experience and bring your ideas about how to innovate at medical meetings.
CMP-IS Domain	CMP-IS Domain G: Meeting or Event Design, CE = .5
Session Title/Facilitator:	Gallery Talk: The Branded Experience: Alignment, Emotion and Engagement
Title/Hours:	8/1/16 10:45 am - 11:15 am (.5 hours)
Session Description/ Learning Objectives:	Staging an experience that aligns and reinforces the brand, resonates emotionally, and profoundly engages attendees is key to creating lasting memories and a deeper bond with the brand. John Santangelo, Experiential Designer for Freeman, discusses a close collaboration with their client, AutoDesk, where a scalable design methodology was applied to create an event environment filled with surprise and delight, driving deeper attendee engagement and providing consistent reinforcement of Autodesk's brand and messaging. With so much to engage and excite the attendees, significantly more time was spent on the show floor conversing with peers, vendors and subject matter experts.
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talk: Values and Events: Promises Made
Title/Hours:	8/1/15 10:45 am - 11:15 am (.5 hours)
Session Description/ Learning Objectives:	Audiences today increasingly seek authenticity and integrity from their employers and the organizations staging events within their professions. The Vulnerability Cube is an art installation within The Galleries highlighting the dramatic difference between values that people feel in their bones and those that are simply framed language on a wall. Join Charlotte Blank, the Executive Director of The Maritz Institute, and Corey Blake, President of Round Table Companies, to explore how a value comes to life and finds its greatest expression in the event world so it can act like a beacon calling out to those in alignment.
CMP-IS Domain	CMP-IS Domain A: Strategic Planning, CE = .5
Session Title/Facilitator:	Gallery Talk: Bringing Home the Beacon: Using Event Data to Drive Revenue
Title/Hours:	8/1/16 11:30 am - 12:00 pm (.5 hours)

Session Description/ Learning Objectives:	Utilizing beacons at events can help personalize guest experiences while providing behavioral data of incredible value to corporate partners and exhibitors, but organizers must also mind issues related to privacy and security concerns, cost, data accuracy, and execution. Thad Lurie, Chief Operating Office for EDUCAUSE, tells the story of the organization's preparation for deploying beacons at their upcoming annual conference and launches an exploration into ways event professionals can use event data in conjunction with other data to improve existing revenue streams and create new opportunities.
CMP-IS Domain	CMP-IS Domain D or G: Financial Management or Meeting or Event Design, CE = .5
Session Title/Facilitator:	Gallery Talk: Creative Sponsorship Activations
Title/Hours:	8/1/16 11:30 am - 12:00 pm (.5 hours)
Session Description/ Learning Objectives:	Some sponsors are looking for differentiation from the pack, and some organizers want to sell more sponsorships but are lacking the "real estate." In response, fresh sponsorship activation strategies are enhancing the experience for attendees while providing incremental revenue to organizers. Join Susan Newman, Senior VP of Conferences for the National Retail Federation, to hear about their "Surprise and Delight" sponsorship initiative and brainstorm other ways to simultaneously please sponsors and attendees. Brave Souls either looking for or possessing ideas are encouraged to attend.
CMP-IS Domain	CMP-IS Domain D or G: Financial Management or Meeting or Event Design, CE = .5
Session Title/Facilitator:	Gallery Talk: Leadership and Regime changes
Title/Hours:	8/1/16 11:30 am - 12:00 pm (.5 hours)
Session Description/ Learning Objectives:	When a firm experiences turnover at a key leadership position, it can present both challenges and opportunities. When several leaders leave in a short time span, it can send the organization into a tailspin of confusion and chaos, without a sound strategy and plan. Jeanne White, Director of Meetings and Conventions for the International Studies Association, discusses how they used a transition plan to help guide such a change, discovering both success and pitfalls along the way.
CMP-IS Domain	CMP-IS Domain A or E: Strategic Planning or Human Resources, CE = .5
Session Title/Facilitator:	Gallery Talk: Turning Challenges into Opportunities
Title/Hours:	8/1/16 11:30 am - 12:00 pm (.5 hours)

Session Description/ Learning Objectives:	Sometimes opportunities are disguised as problems that need reframing. Christopher Gribbs, Managing Director of Convention for the American Institute of Architects, explains how their strategy to increase the quality of its speakers created demand that exceeded the capacity of the venue. Facing the prospect of turning away thousands of disappointed people for the main keynote program, the AIA decided to go big; converting an under-utilized convention center exhibit hall -- full of columns and air ducts -- into a progressive and dynamic keynote stage-in-the-round for its largest gathering. Optimization of views and stage proximity facilitated building a comfortable setting for presenters and storytellers, and a more engaging experience for attendees.
CMP-IS Domain	CMP-IS Domain G or H: Meeting or Event Design or Site Management, CE = .5
Gallery Talks - Tuesday	
Session Title/Facilitator:	Gallery Talks: Addition by Subtraction: Merging Meeting Brands
Title/Hours:	8/2/16 9:00 am - 9:30 am (.5 hours)
Session Description/ Learning Objectives:	Consolidation of meeting brands can be risky, tricky, and highly rewarding. Kristen Olean, Director of Meetings with the American Society for Microbiology, discusses how the organization merged two existing meetings into one, creating a new brand in the process while still maintaining the sub-brands during the transition period. If you're interested and/or experienced in managing or merging multiple brands, this one's for you.
CMP-IS Domain	CMP-IS Domain A or G or M: Strategic Planning, Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talks: Gambling and Winning: Making Significant Event Changes
Title/Hours:	8/2/16 9:00 am - 9:30 am (.5 hours)
Session Description/ Learning Objectives:	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.
CMP-IS Domain	CMP-IS Domain A, G or I: Strategic Planning, Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talks: Staging Global Events in an Era of Unrest
Title/Hours:	8/2/16 9:00 am - 9:30 am (.5 hours)

Session Description/ Learning Objectives:	As terrorism, disease, and general unrest continue to mount globally, event organizers must wrestle with a variety of dynamics that have traditionally lied outside of their purview. Join Ben Goedegebuure, Global General Manager EMEA at Maritz Global Events, for this exploration into how your peers are dealing with their global events in today's environment.
CMP-IS Domain	CMP-IS Domain C or G: Risk Management or Meeting or Event Design, CE = .5
Session Title/Facilitator:	Gallery Talks: The Next Social Media Frontier: Engaging with Snapchat
Title/Hours:	8/2/16 9:00 am - 9:30 am (.5 hours)
Session Description/ Learning Objectives:	Snapchat, the unique messaging app especially favored by millennials, is poised to pull ahead of Twitter and Pinterest in the US by the end of 2016, with fresh research forecasting that it will grow its user base by double digits to reach almost one in five Americans. Jennifer Piro, independent consultant, discusses how the unique nature of Snapchat can be used to successfully engage event attendees, especially younger millennials, who love to get creative with the images they share and tailor them to specific locations or events. Learn and discuss how your events can better take advantage of this burgeoning social media platform.
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talks: Una Culture: Fusing Multiple Cultures into One
Title/Hours:	8/2/16 9:00 am - 9:30 am (.5 hours)
Session Description/ Learning Objectives:	Being truly multi-cultural means much more than interpretation and customs: for meetings and events the ideal outcome is a brand new culture born from the many elements represented. Timothy Simpson, former Head of Marketing for Maersk, and Ariel Frias Ducoudray, Head of Marketing with SeaLand - the relaunched Americas arm of the Maersk Group's carrier business – relate the story of their International Sales Meeting, “Call to Arms,” where several different elements served to mash-up the cultures of the 29 countries represented by the participants in order to create a unified team (and have some fun). Come to learn about the event and discuss how the principles might be applied to your own meetings.
CMP-IS Domain	CMP-IS Domain A, B or G: Strategic Planning, Project Management or Meeting or Event Design, CE - .5
Session Title/Facilitator:	Gallery Talks: Boosting the Value Prop for Independent Business Owners
Title/Hours:	8/2/16 9:45 am - 10:15 am (.5 hours)

Session Description/ Learning Objectives:	Small and medium sized business owner/operators are often in attendance at user group and association events, bringing unmet needs for education on issues ranging from business management and marketing to tax and HR, etc.. Bob Barstow, Vice President of Marketing for the Automotive Distribution Network, discusses how the organization has served independent garage operators, parts store owners, and warehouse distributors with a broader curriculum that better serves all of their needs, creating a better value proposition for their events. Come to hear, see, and discuss how business-focused curriculum can create greater appeal and value for your guests.
CMP-IS Domain	CMP-IS Domain M or I: Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talks: Fresh Faces for Older Events: A Collection of Ideas
Title/Hours:	8/2/16 9:45 am - 10:15 am (.5 hours)
Session Description/ Learning Objectives:	Audience sensibilities are changing, both out of natural evolution and the drive to bring in younger attendees in greater numbers. Megan Finnell and Tracy Watrous, Senior Meetings Manager and Vice President of Organizational Content Development for Medical Group Management Association, discuss a long list of items they are implementing to help create greater appeal for and engagement at their annual conference. Please also bring your own ideas for discussion.
CMP-IS Domain	CMP-IS Domain G or I: Meeting or Event Design or Marketing, CE = .5
Session Title/Facilitator:	Gallery Talks: Good Problems: Dealing with Unexpected Growth
Title/Hours:	8/2/16 9:45 am - 10:15 am (.5 hours)
Session Description/ Learning Objectives:	Gaining a 20% bump in year-over-year attendance somewhat unexpectedly can bring a world of blessings while also wreaking havoc on the best laid plans of an event prof. Shannon Burke, Director of Conferences & Meetings for the National Association for College Admission Counseling, talks about just such an occurrence for their National Conference, where plans had to be changed on the fly, impacting the pre, on-site, and post-conference experience. Hear the story and discuss similar scenarios where nimble, creative thinking helped save the day.
CMP-IS Domain	CMP-IS Domain G or H: Meeting or Event Design or Site Management, CE = .5
Session Title/Facilitator:	Gallery Talks: Silo Busting: Keys to Creating Effective Cross-Functional Teams
Title/Hours:	8/2/16 9:45 am - 10:15 am (.5 hours)
Session Description/ Learning Objectives:	Getting the multiple stakeholders within an organization to rally around significant change requires a compelling shared vision, enlightened leadership, and a variety of skills and tactics to be successful. Learn from Tanya Lowery, Senior Manager, Meetings and Conventions for the American Academy of Family Physicians, how the organization busted silos to engage its entire organization in pulling off a successful, progressive rebranding of its annual conference. Come to hear the story and discuss what's needed to get your organization to let go and become part of a high-performing cross-functional team.

CMP-IS Domain

CMP-IS Domain A or I: Strategic Planning or Marketing, CE = .5