



<b>Program Title:</b>	<b>e4 2015</b>
<b>Program Date:</b>	<b>August 2 - 5, 2015</b>
<b>Host Organization Name:</b>	<b>Experient and Maritz Travel</b>
Sessions are listed in Day and Time order. Best estimate on CMP Domain has been input for each session.	
<b>Session Title/Facilitator:</b>	<b>e4 Film Festival (various presenters)</b>
<b>Title/Hours:</b>	8/3/15 8:00 am - 5:00 pm (.50 to 1 hour depending on how long individual participated in this optional session)
<b>Session Description/ Learning Objectives:</b>	Drop into Room 604 and check out the blockbuster events of your peers. The e4 Film Festival can satisfy your curiosity with a peek into the cultures, concepts and content of other events and organizations. Hear the why behind some of these videos during our Talk Backs. (Video categories s include promos, membership benefits, app introduction, awards, opening session, sizzle reels, and more. )
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, Ces vary
<b>Session Title/Facilitator:</b>	<b>Tribes Alive! (Group facilitated learning discussions)</b>
<b>Title/Hours:</b>	8/3/15 9:30 am - 12:00 pm with 30 minute break (2 hours)
<b>Session Description/ Learning Objectives:</b>	<p>“What tribes are, is a very simple concept that goes back 50 million years. It's about leading and connecting people and ideas. And it's something that people have wanted forever.” - Seth Godin</p> <p>Connecting with tribes at events brings like-minded people together to address common issues and passions. In Tribes Round 1, we jumpstart e4 by connecting you with e4 guests in the same “tribe” to engage in meaningful dialogue around the topics of greatest importance to the future of your events and organizations. Use this time to address your challenges while better understanding how to foster and nurture healthy tribes at your own events. Round 2 Tribe discussions look at other tyeps of events (football games, concerts, Broadway shows, festivals, and more) to analyze how to apply the experiences of these events to our industry events.</p>

<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = 2
<b>Session Title/Facilitator:</b>	<b>Big Personalization, Jeff Fugate and Dan Sundt (repeated)</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 3:00 pm (1.5 hours) or 8/3/15 3:45 pm - 5:15 pm (1.5 hours)
<b>Session Description/ Learning Objectives:</b>	Personalizing events for guests and exhibitors can help foster superior experiences and drive business value for everyone, but many organizers of large-scale events are finding the task quite challenging. Jeff Fugate and Dan Sundt, Senior Vice President of Sales for Experient and Chief eXperience Officer at CXO Marketing, lead this collaborative, in-depth session about developing large-scale event personalization strategies and tactics. Equally focusing on the here and now as well as the longer term, this session explores both data-based strategies and tactics, and those that don't necessarily rely on data to succeed.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Community Building: SXSW Tribes, Kelly Krause and Dahlia El Gazzar</b>
<b>Title/Hours:</b>	8/3/15 3:45 pm - 5:15 pm (1.5 hours)
<b>Session Description/ Learning Objectives:</b>	Perhaps the surest route to creating strong event cultures is fostering healthy, vibrant communities that feel deeply connected to their event peers and the event brand. South by Southwest has grown from its humble beginnings to an internationally recognized and admired festival brand with several offerings in under 30 years, due in large part to their community building strategy and tactics. These include a wide variety of media, messages, and opportunities for community members to co-create their SXSW experiences. Join Kelly Krause, Manger of Publicity for SXSW Interactive, and Dahlia El Gazzar with The Meeting Pool, to experience a session designed to help you understand the landscape of modern community building and launch the creation of a revised strategy for your organization
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Define, Align &amp; Design, Tammy Smith and Cynthia Hornketh</b>
<b>Title/Hours:</b>	8/3/15 3:45 pm - 5:15 pm (1.5 hours)
<b>Session Description/ Learning Objectives:</b>	To design and deliver events that create real, measurable impact and ROO/ROI requires an in-depth understanding of organizational objectives and success measures as well as audience values and needs. Tammy Smith and Cynthia Hornketh, Director of Research Services for Maritz Travel Company and Vice President of Experience Design for Experient, lead this interactive session on how to combine research disciplines and experience design to define, design and measure to objectives and ROO/ROI.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Discovering the Future of Sourcing and Housing, Jeff Sacks, Aida Campbell, Troy Hammond, Jennifer Walsh (Repeated)</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 3:00 pm (1.5 hours) or 8/3/15 3:45 pm - 5:15 pm (1.5 hours)

<b>Session Description/ Learning Objectives:</b>	Finding and contracting hotel space, filling and managing the block, and providing event guests with affordable, convenient housing is demanding a redefinition of strategies and tactics for event executives. This advanced learning session challenges participants to think differently about how to thrive in this sellers' market by developing new solutions to challenges that are becoming far too familiar for many of us. Join this session to discuss how we can define the future of sourcing and managing room blocks together. Moderated by Jeff Sacks and Aida Campbell, Vice President of Strategic Account Management and Director of Strategic Account Management for Experient, who are joined by special guests Troy Hammond, Director of Strategic Accounts, Americas for Hyatt and Jennifer Walsh, Manager of Strategic Sourcing Services at Experient.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management or Domain G: Meeting or Event Design, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Engaging Your Tribe: Purpose, Identity and Narrative, Dr. Mark Bonchek (Repeated)</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 3:00 pm (1.5 hours) or 8/3/15 3:45 pm - 5:15 pm (1.5 hours)
<b>Session Description/ Learning Objectives:</b>	The best events create experiences full of relevant insights and meaningful connections. But what happens beyond the event? How do we turn one-time experiences into ongoing relationships? Dr. Mark Bonchek is an expert on the nature of engagement in a digital age. As the Chief Catalyst of thinkORBIT and founder of SHIFT Thinking, he helps leaders unlearn outdated mental models and navigate the changing business landscape with new mental maps. In this fast-paced and provocative session, you will gain a new language for creating tribal culture, turning your audience into a community. Illuminating frameworks, compelling stories and team exercises will guide you on a journey to identify shared purpose, exchange social currencies, co-create shared narrative, and foster shared identity. You will never see your events and participants the same way again.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Persona Grata , Greg Bogue</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 5:00 pm (3 hours)
<b>Session Description/ Learning Objectives:</b>	Developing a portfolio of event personas can help experience designers foster and engage tribes, design more customized elements, and better focus their marketing efforts. Join Greg Bogue, Vice President and Experience Architect at Maritz Travel, for this "field trip" to the beautiful Lyndon Baines Johnson Library and Museum for a hands-on, in-depth persona development workshop you'll never forget
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Reinventing the Breakout: Beyond Room Sets, Dahlia El Gazzar</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 3:00 pm (1.5 hours)

<b>Session Description/ Learning Objectives:</b>	Breakout sessions are often the first target for event designers trying to improve the event experience on behalf of their guests. How do you keep the design fresh? How do you ensure that your participants remain engaged? And how do you maximize their learning through the sessions you design? We are no longer talking about just seating arrangements. In the spirit of showing by doing, this session is an interactive exchange among peers. Please be prepared to; discuss meeting design ideas and strategies, learn about tools that can create better attendee engagement, and be a part of new meeting design examples that work. Join Dahlia El Gazzar, CEO and Founder of The Meeting Pool, for this session that promises to NOT be a traditional breakout!
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Unleashing Human Potential, David Peckinpough and Mary Beth McEuen</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 3:00 pm (1.5 hours)
<b>Session Description/ Learning Objectives:</b>	Most event guests are on a journey to become better professionally and/or personally, and it's often the reason they're in attendance. How can we, as event designers, aid them in their journey, leveraging their investment and ours to their betterment? Join Mary Beth McEuen and David Peckinpough, Executive Director of the Maritz Institute and President of MTC, to explore how we can advance our organizations and the lives of our guests simultaneously through the events we stage.
<b>CMP-IS Domain</b>	CMP-IS Domain J: Professionalism, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Vibrant Sponsorships: Why Mattering Trumps Promotion, Donna Kastner (Repeated)</b>
<b>Title/Hours:</b>	8/3/15 1:30 pm - 3:00 pm (1.5 hours) or 8/3/15 3:45 pm - 5:15 pm (1.5 hours)
<b>Session Description/ Learning Objectives:</b>	With traditional event revenue sources waning in the face of digital technologies, increasing exhibitor expectations, and rising costs, sponsorships are seen by many as the holy grail of balancing the financial scales at their events. But sponsors want more than banners, ads, and program mentions for their investment – often desiring to be a bigger part of the event experience to help create greater ROI. And those sponsorships should also add value for event guests. Donna Kastner, Vice President of Expo/Sponsor Sales and Activation for Velvet Chainsaw Consulting, invites guests to bring their creative caps to this session about how to drive sponsorship revenue in the new economy.
<b>CMP-IS Domain</b>	CMP-IS Domain D: Financial Management, CE = 1.5
<b>Session Title/Facilitator:</b>	<b>Film Festival (Various)</b>
<b>Title/Hours:</b>	8/4/15 11:30 am - 5:00 pm (.50 to 1 hour depending on how long individual participated in optional session)

<b>Session Description/ Learning Objectives:</b>	Drop into Room 604 and check out the blockbuster events of your peers. The e4 Film Festival can satisfy your curiosity with a peek into the cultures, concepts and content of other events and organizations. Hear the why behind some of these videos during our Talk Backs. (Video categories s include promos, membership benefits, app introduction, awards, opening session, sizzle reels, and more. )
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, Ces vary
<b>Session Title/Facilitator:</b>	<b>Accommodating Affiliates and Associated Groups , Elizabeth Kunsey</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Affiliates and other groups requesting a presence at association events can provide several benefits to the host organization, but they can also be a burden without the right guidelines and processes in place. Join Elizabeth Kunsey, Manager of Meetings & Events at the American Epilepsy Society, to discuss the ins, outs, pros, and cons of hosting affiliates and other groups at association events.
<b>CMP-IS Domain</b>	CMP-IS Domain B: Project Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Civil and Political Crises in Event Destinations, Jeff Sacks (session repeated)</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours) or 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	The global escalation of civil unrest and controversial political situations is forcing many organizations to select destinations differently and/or deal with an untimely crisis during the ramp-up to an already scheduled event. Jeff Sacks, Vice President of Strategic Account Management for Experient, leads this conversation about dealing with this unfortunate trend that doesn't seem to be going away any time soon.
<b>CMP-IS Domain</b>	CMP-IS Domain C: Risk Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Conference Health Check: 6 Warning Signs, Donna Kastner</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	There are six leading indicators association event organizers should monitor regularly to best understand whether or not their conferences are at risk, and most organizations already have these critical metrics on hand. Join Donna Kastner, Vice President of Expo/Sponsor Sales and Activation for Velvet Chainsaw Consulting, as she leads this discussion centered around the six warning signs that your association conference may be in trouble.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Conferences on a Tight Budget, Joanne Archambault</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Many event pros constantly struggle with staging quality events that deliver what attendees need at a price they, and the organization, can afford. Joanne Archambault, Executive Director of End Violence Against Women International, leads this conversation about how to get the most out of a tight conference budget.

<b>CMP-IS Domain</b>	CMP-IS Domain D:Financial Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Determining Event ROI, Jerry Murphy (session repeated)</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours) or 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Whether measuring return on investment, return on objectives or any other “return on,” event pros are increasingly being asked to quantify how event investments are delivering business results. Join Jerry Murphy, Vice President of Operations for Maritz Travel, to discuss the different ways events are measured and how those metrics can be best communicated.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Difficult Conversations with Suppliers, Mike Rowan</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Sometimes we have challenges with even the best of our suppliers, but nobody loves conflict and having conversations to address these issues are often difficult, especially when personal relationships have grown strong. Mike Rowan, National Account Manager for Experient, hosts this café to discuss the best ways to have difficult conversations with supplier partners.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Engaging Students During and After College, Jeanne A. White</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	The benefits of engaging students while they’re still in school are well known to associations with active student populations and programs, but maintaining those young professionals as active, engaged members and attendees after graduation can prove even more difficult. Jeanne A. White, Director of Conventions & Meetings for the International Studies Association, leads this café about how to engage students during and after college in ways that create value for them and the association.
<b>CMP-IS Domain</b>	CMP-IS Domain E: Human Resources, CE = .75
<b>Session Title/Facilitator:</b>	<b>Friend or Foe?, Deborah Minor and Robert Puckett</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Market dynamics have forced many associations to pursue co-location strategies with organizations that draw from the same or similar pools of potential attendees to help create critical mass and efficiencies for the organizations and their key stakeholders. Join Deborah Minor and Robert Puckett, Director of Finance and Administration and Director of Meetings for the American Academy of Religion, to address the challenges of event co-location and how organizers can forge a deeper partnership while maintaining their unique identities.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Plannings, CE = .75
<b>Session Title/Facilitator:</b>	<b>Future Site Approval Processes: Best and Next, Nancy Henkel</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	Different associations use a wide assortment of processes for site review and approvals, involving a variety of stakeholders throughout based on organizational size, culture, and needs. Attend this café, hosted by Nancy Henkel, Events Director at the Quality Water Association, to discuss your current processes and brainstorm alternative models that might yield better results.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>"Owning" a City, Kimberly Dorony</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Creating a bigger presence in the cities where they are holding events, organizations are generating greater awareness, publicity, goodwill, and philanthropic support. Kimberly Dorony, Events Manager for Sage Software, hosts this conversation about creating local partnerships for events that can help generate greater impact, visibility, and ROI.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management or Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Procurement Departments and Events, Tom Wilson</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Procurement departments have stepped up their influence on events, often resulting in changes to the way business is done for corporate event planning departments and the suppliers they engage. Join Tom Wilson, Division Vice President of Sales for Maritz Travel, to discuss the role of procurement at your company and share ideas on how the process might improve.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Research as a Design Tool, Tammy Smith</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Many event pros are discovering they lack the data and insights required to design events that create measurable business outcomes for their organizations and guests. Tammy Smith, Director of Research Services for Maritz Travel Company, hosts this café to discuss the role research can play in your event strategy, how it might bolster event ROI, and enable you to more objectively measure results.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Risk Reward Marketing, Ken Sien</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	In a distraction-filled environment where gaining "share of mind" is difficult at best, attendee acquisition marketing must stand out, often requiring bold and risky ideas and strategies for grabbing prospects' attention. Ken Sien, Director of Strategic Account Management for Experient, leads this discussion to brainstorm risk-taking, perhaps even crazy, ideas for marketing events in ways that grab attention and drive attendance.

<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = .75
<b>Session Title/Facilitator:</b>	<b>Running Successful Foundations, Gary Schirmacher</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Foundations can play a central role in benefitting society while simultaneously supporting the business goals of organizations, but they require a different approach and mindset than most "day jobs." Gary Schirmacher, Senior Vice President of Association Sales and Marketing for Experient and the PCMA Education Foundation Chair for 2015, leads this conversation about successfully guiding a foundation to its achieving its mission.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Site Selection Timing, Tanya Lowery</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	The dynamics of lead times, pricing, and other nuances can deeply affect the optimal time to book future events, often resulting in benefits and/or penalties to organizers. Tanya Lowery, Manager of Meeting Services for the American Academy of Family Physicians, leads this discussion about how to hone in on the right time to select sites and begin the booking process.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>SMMP Recipe Share, Sarah Muschler</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Designing a Strategic Meetings Management Program requires a thoughtful mix of ingredients that are well suited to the specific needs of the organizations that create and deploy them, resulting in a wide variety of recipes for success. Sarah Muschler, Meeting Manager for Illumina, leads this discussion about how to concoct an SMM solution that is "just right" based on organizational needs and tastes: bring your recipes and ideas!
<b>CMP-IS Domain</b>	CMP-IS Domain D: Financial Management or Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Transitioning to Leadership, Maureen Goodson</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Many planners successfully make the leap to leadership positions within their organizations while others struggle with the transition due to a variety of reasons. Maureen Goodson, Executive Director of the National Postal Forum, leads this conversation about making a successful transition from planning to leading.
<b>CMP-IS Domain</b>	CMP-IS Domain J: Professionalism or Dmain E: Human Resources, CE = .75
<b>Session Title/Facilitator:</b>	<b>"Triple Gain" Partnerships, Brian Strickland</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)



<b>Session Description/ Learning Objectives:</b>	Traditional business models favor a top down approach, but when event organizers work in concert as partners with suppliers and local entities, the results can be superb for all parties. Join Brian Strickland, Director of Strategic Account Management at Experient, to discuss how to form “triple gain” partnerships for events that reap benefits for all.
<b>CMP-IS Domain</b>	CMP-IS Domain F: Stakeholder Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Aligning Education Environments to Audience Personas, Jessica Curtis</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	As part of refreshing education sessions at conferences, some organizers are working hard to align the physical environment and content design to differing learning styles and personas. Join Jessica Curtis, Director of Meetings and Show Services for the National Association of Broadcasters, to discuss how to balance competing needs from all stakeholders, including a tight budget, while still giving learning environments a fresh look and feel?
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Communicating Scientific Content Effectively, Angele Reinders</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Communicating scientific content to different audiences requires a variety of approaches, vocabularies, and contexts in order to be as effective as possible in terms of creating understanding and change. Angele Reinders, Conference Chair for the IEEE Photovoltaic Specialists Conference, leads this discussion about how to communicate scientific content to internal and external audiences in ways that engage and inspire the greatest number of stakeholders.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Content Marketing Built on Hyper Relevance, Donna Kastner</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	In the best of worlds, content marketing provides professionals with information and ideas that are helpful and highly appreciated, or “hyper-relevant,” creating a win-win scenario for the reader and the provider of the content. Donna Kastner, Vice President of Expo/Sponsor Sales and Activation for Velvet Chainsaw Consulting, hosts this café to help discover what you want and need from content marketers (as well as what you don’t) in an effort to help shape Experient’s own content marketing efforts (EventROI, Knowledge Center, etc.).
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = .75
<b>Session Title/Facilitator:</b>	<b>Creating Innovative Program Sessions, Stephanie A. Gordon</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	With "death-by-PowerPoint" sessions thankfully dying, there is a continuous drive to innovate session types, making them more interesting and interactive than ever before. Join Stephanie A. Gordon, Vice President for Professional Development at NASPA, for this discussion about the good, bad, and the ugly of creating "innovative" program sessions, and perhaps learn some dos and don'ts along the way!
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Revamping the CFP Process, Megan Ogden</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	For many organizations the call for proposals process is no longer working as well as it should in terms of capturing and curating the content of greatest relevance to attendee needs and wants. Megan Ogden, Director of Meetings and Events for the National Association of Colleges and Employers, leads this café to discuss how the content solicitation and curation process can be reinvented to yield better results for all.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Volunteer Presenter Engagement, Susan Apollonio</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Volunteer presenters are often pivotal to successful conference education sessions, so helping them get properly organized, scheduled, and trained is an investment many more event pros are making. Susan Apollonio, Education Programs Director at the American Society of Landscape Architects, hosts this discussion about how to engage volunteer presenters to maximize their success and yours.
<b>CMP-IS Domain</b>	CMP-IS Domain E: Human Resources, CE = .75
<b>Session Title/Facilitator:</b>	<b>Data-Driven Growth, Jim Wulfekuhle</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Through holistic thinking and redesigning the way data are collected, aggregated, and used, event organizers may be able to drive unprecedented growth at their events. Jim Wulfekuhle, Vice President Sales & Marketing for the International Woodworking Fair, leads this discussion about how to best harness the power of data to help drive the growth of events.
<b>CMP-IS Domain</b>	CMP-IS Domain I Marketing or Domain A Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Data Dump: Measuring What's Important, Jennifer Walsh and James Wallace</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	Event profs can be “treated” to a host of data that may or may not be mission critical to their organizational metrics and goals, and it’s often not standardized in terms of how and what data are being collected. Jennifer Walsh and James Wallace, Manager of Strategic Sourcing and Director of Strategic Account Management, lead this café to discover what data are most important and how they can be best presented.
<b>CMP-IS Domain</b>	CMP-IS Domain H Site Management or Domain A Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Finding the "Perfect" Event Management Platform, Dee Blakeney and Dahlia El Gazzar</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With a myriad of event management technology platforms representing different capabilities, strengths, and weaknesses, event executives find the selection process increasingly difficult and confusing. Join Dee Blakeney and Dahlia El Gazzar, Vice President for Event Planning at Experient and CEO and Founder of The Meeting Pool, to; discuss project management challenges, brainstorm the capabilities of an ideal event management technology platform, and discuss how to go about finding the right solution for your team.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Metrics and Pricing, Amy Graham</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With adjacent costs continuing to rise, attendees and exhibitors being increasingly cost aware, and a need to gain more net revenue from events, how can organizers raise prices and successfully sell them to their audiences? Amy Graham, President of the Texas Nursery and Landscape Association, leads this discussion about how to determine pricing for booths and registration, including what should be measured and how to sell increases.
<b>CMP-IS Domain</b>	CMP-IS Domain D: Financial Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Mobile Technology: Best Practices and Future Direction, Neal Thompson and Kienan Shaw</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With the rapid growth of mobile, it’s critical to gain a better understanding of the short and long term outlook for the technology and its potential impact on the events industry. Join Neal Thompson and Kienan Shaw, Director of Strategic Technology and Strategic Technology Analyst for Maritz Travel, to explore where mobile is headed and share your best practices on implementing the technology for your attendees today.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>When to Go Hybrid, Erin Kupcak</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	With solid evidence already in place that hybrid events do not cannibalize live event audiences, how can organizers determine when a hybrid approach makes sense and will create an impact for their participants and programs? Erin Kupcak, Strategic Events Manager for Hyland (creator of OnBase), hosts this conversation about how to understand the common objectives of an event that point toward going hybrid and how to build content into future live events specifically for those audiences.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>A Great First Impression, James Kelley (session repeated 3 times)</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours), 3:00 pm - 3:50 pm (.75 hours) and 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Registration is often the first on-site touchpoint for most event guests, creating an opportunity to differentiate an experience that is too often purely functional. James Kelley, Director of Onsite Services for Experient, hosts this conversation to generate ideas about how the on-site registration process can be transformed to create an exceptional, memorable experience.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Brief Moments of Joy, Dana Weaver</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	We know that memories are piqued when emotions are high, so how can event designers create brief, unexpected moments that create so much joy and excitement that guests will never forget them or the event. Join Dana Weaver, Senior Manager of Marketing Services at GROWMARK, to discuss how to conceive and design exhilarating experiences that are short-lived on-site but create lifelong memories.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Cool Solutions: Share and Learn, Tom Kaufman (association - session repeatee)</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours) and 4:00 pm - 4:50 PM (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Universally, meeting pros like to see and hear about what others are doing to update their events and engage audiences on a deeper level. Tom Kaufman, Senior Director of Marketing for Maritz Travel, hosts this session, inviting all association guests to share their recent innovations, both successful and failed.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Cool Solutions: Share and Learn (Corporate), Janet Weiner</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Universally, meeting pros like to see and hear about what others are doing to update their events and engage audiences on a deeper level. Janet Weiner, Strategic Account Manager for Marketing for Maritz Travel, hosts this session, inviting all corporate guests to share their recent innovations, both successful and failed.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75

<b>Session Title/Facilitator:</b>	<b>Driving Deeper Engagement at Corporate Events, Tom Kaufman</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With the drive to make events more engaging than ever, event pros have been experimenting and testing different solutions and approaches with mixed results. Join Tom Kaufman and Paul Eschen, Senior Director of Marketing at MTC and Marketing Director at Maritz Travel, to discuss strategies and tactics for driving deeper levels of engagement throughout the event experience.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Driving Deeper Engagement at Association Events, Jennifer Ragan-Fore</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With an increasing field of competition, physical and virtual, to association events, organizers must do their best to drive deep levels of engagement for their attendees or risk losing them. Jennifer Ragan-Fore, Senior Director of Conference Services for the International Society for Technology in Education, hosts this café about how to make association events more engaging through a variety of potential strategies and tactics.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Fostering and Engaging Tribes, Greg Bogue (session repeated)</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours) or 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Current event design paradigms and models don't necessarily serve us well when considering how to attract and engage strong, healthy tribes at our events. Join Greg Bogue, Vice President of Maritz Travel, for this group exploration into how future events might be best designed to foster the development and engagement of great tribes.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Fostering Communities and Connections, Kirstin Olean</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Developing quality communities and connections at events remains one of the greatest value propositions and takeaways for event attendees, beckoning designers to be more creative and sophisticated in the ways they approach networking and community building. Kirstin Olean, Director of Meetings at the American Society for Microbiology, leads their discussion about how to better develop strong communities and meaningful connections for event guests.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Going Local, Cynthia Hornketh</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	As event guests increasingly seek authenticity in and from the destinations they visit, event pros are sourcing everything from amenities to zoos, including; F&B, speakers, affinity organizations, and cultural experiences that express the unique appeal of the locale. Join Cynthia Hornketh, Vice President of Experience Design for Experient, for this discussion of practices and ideas for going local at your events.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Integrating Wellness into Programs , Kristen Roget (session repeated)</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours) and 3:00 pm - 3:50 PM (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With an ever-increasing awareness of wellness and its positive impact on human performance, event designers are adopting next practices that promote health and wellness. Kristen Roget, Strategic Account Manager for Experient, hosts this conversation about the consideration factors and tactics of integrating wellness into events.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Public / Enthusiast Events, Bill Barclay</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	We know that humans long for inspiration, connection and togetherness – so what happens when a few thousand people who are enthusiastic about something come together in a mobile social world? If they are engaged, they will contribute to the experience and guide its future design. Join Bill Barclay, Vice President of Sports and Enthusiast Markets for Experient, to discuss engaging fans in a mobile social world and how it benefits your event’s future.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Reinventing Food and Beverage Delivery, Therese Marzocchi Jardine</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With F & B delivery at events revolving around standard meal halls and buffets for decades (perhaps centuries), it’s time for the industry to reinvent the model! Join Therese Marzocchi Jardine, Senior Vendor Account Manager for Microsoft Events and Production Studios, to discuss how we can move to more nimble, cost effective, and palate pleasing alternatives.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>The Inspirational Brand Experience, Tom Pellet</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	Event pros today are often asked to design, develop, nurture, and market branded event experiences that inspire and connect with audiences on a deeper level. Tom Pellet, Director of Meetings & Conventions for the American Academy of Family Physicians, leads this café about identifying the many elements of a powerful and inspirational brand, as well as event design and marketing to better differentiate the experience, attracting and retaining more of the right attendees in the process.
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = .75
<b>Session Title/Facilitator:</b>	<b>Third Party Vendors: The Missing Link, Brian Strickland</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Third party services providers, including InGo, Living Social, and a host of others can help improve the event experience for guests by providing efficiencies or adjacent activities. Join Brian Strickland, Director of Strategic Account Management at Experient, to discuss when and how to include third party service providers at the events we stage.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Connecting Event Guests to International Destinations, Eduardo Chaillo and Ben Goedegebuure</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Event attendees want to experience life as it is in the cities and countries they visit during events held globally, beckoning organizers and meeting management companies to partner with Destination Management Organizations to present authentic experiences. Eduardo Chaillo and Ben Goedegebuure, Global General Manager of Latin America and Global General Manager of EMEA for Maritz Travel, host this café to discuss how international destinations can best come to life for event guests.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design or Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Global Association Events in North America, Eduardo Chaillo and Ben Goedegebuure</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	International associations often have very different needs and decision criteria for selecting destinations to hold their events, creating an opportunity for North American partners to better attract and serve these clients by adjusting their strategies and tactics. Join Eduardo Chaillo and Ben Goedegebuure, Global General Manager of Latin America and Global General Manager of EMEA for Maritz Travel, to discuss how global associations can be best served by locating their events in North America.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Global Room Block Management, Erin Dunstan</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	Because of significant differences in the way city-wide and multi-hotel room blocks are managed in overseas markets, North American meeting professionals have had to learn a new set of skills and tactics. Join Erin Dunstan, Director of Strategic Accounts for Experient, for this conversation about how to manage hotel blocks in global destinations.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Global Sourcing: One Size Does NOT Fit All!, Erin Dunstan</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With the rapid growth of organizations holding international events and running global meetings programs, many North American event professionals are discovering there is a world of difference in sourcing events in the various regions of the world. Erin Dunstan, Director of Strategic Accounts for Experient, leads this discussion about lessons learned and best practices for both venue and supplier sourcing, as our business needs turn global.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Repackaging Domestic Content for Global Events, Brian Shenk</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Many companies stage their North American events first, then repackage that content for international meetings – posing opportunities and challenges in terms of effective communication and technical issues. Brian Shenk, Regional Marketing Director (North America) for Marine and Protective Coatings at Sherwin Williams, hosts this conversation about best practices for ensuring effective communication internationally when content is being repackaged.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Boomers Managing Millennials, Katie Bergmann</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	The differing values and work styles of boomers and millennials can often result in a variety of conflicts and inefficiencies in the workplace, and there is no one-size-fits-all solution. Join Katie Bergmann, Senior Vice President for PMMI: The Association for Packaging and Processing Technologies, to discuss how boomers can more effectively manage and work with the rising number of millennials in the workforce.
<b>CMP-IS Domain</b>	CMP-IS Domain E: Human Resources, CE = .75
<b>Session Title/Facilitator:</b>	<b>Creating Change by Understanding Values, Greg Bogue and Tammy Smith</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)



<b>Session Description/ Learning Objectives:</b>	Everybody approaches situations based on their personal values and not necessarily what the organization or event needs, potentially posing a challenge when change is needed. Greg Bogue and Tammy Smith, Vice President of Experience Design and Director of Research Services for Maritz Travel, host this conversation about how to determine personal values at play within your organization (including your own) and then using that information to help drive change and/or transform your events.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning or J: Professionalism, CE = .75
<b>Session Title/Facilitator:</b>	<b>Educating the Board Annually, Tricia Fechter</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Association planners and executives often navigate a rotating door of new board members needing background and education regarding the dynamics of staging an annual event. Tricia A. Fechter, Deputy Executive Director at the ACPA - College Student Educators International, leads this discussion about how to better prepare new board members and ensure staff and leaders are on the same page about the complexities of staging a large-scale event.
<b>CMP-IS Domain</b>	CMP-IS Domain F: Stakeholder Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Meetings and Marketing Teams Collaboration, Eileen Murray</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	When marketing and meetings departments work closely together, attendee insights and behaviors drawn from the meetings team can inform a knockout marketing campaign that creates successful outcomes for all – but this is unfortunately not always the case. Eileen Murray, Executive Director of the American Epilepsy Society, leads this conversation about how to break down silos and barriers across all stakeholder groups to foster the creation of winning marketing campaigns.
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing CE = .75
<b>Session Title/Facilitator:</b>	<b>"We've Always Done It That Way", Jennifer Haire and Dan Sundt</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	In spite of a world that praises and often badly needs continuous innovation, many organizations are hesitant to change because they perceive the old way is working well or is at least more comfortable. Jennifer Haire and Dan Sundt, the Director of Association and Conference Services for the National Center for State Courts and Chief eXperience Officer for CXO Marketing, host this café about how to nudge change-resistant organizations and stakeholders into new directions.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Badges or Tickets?, Bill Barclay</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	By default, many of us print badges for every event guest regardless of what they attend, but many are finding that ticketing for certain events provides greater benefits while serving the same purpose. Bill Barclay, Vice President of Sports and Enthusiast Markets for Experient, hosts this café to discuss when tickets might have distinctive benefits over badges.
<b>CMP-IS Domain</b>	CMP-IS Domain D: Financial Management or Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Compressed Lead Times, Rhonda Brewer and Rick Nelson</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Compressed lead times for contracting hotel rooms at events dilute negotiating power and available options, especially for corporate planners. Rhonda Brewer and Rick Nelson, Vice President of Sales for Maritz Travel and Director of Sales for Worldwide Accounts at Hilton Worldwide, lead this discussion about how to better deal with abbreviated lead times in this sellers' market.
<b>CMP-IS Domain</b>	CMP-IS Domain H: Site Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>Defeating Room Pirates, Cory Fransway and Ken Sien (Session repeated)</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours) and 4:00 pm - 4:50 PM (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Room pirates continue to roam the waters of events, wreaking havoc on the entire industry. What's happened in the industry lately regarding pirates and how can event professionals help fend them off? Join Cory Fransway and Ken Sien, Directors of Strategic Account Management for Experient, to understand the current situation and discuss the strategies and tactics event professionals can use to successfully battle room pirates.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Filling the Block, Melissa Wolpert</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	The challenge of convincing attendees and exhibitors to stay within committed room blocks seems worse than ever, due to a myriad of issues. Hosted by Melissa Wolpert, Director of Convention Services for the National Automobile Dealers Association, this café explores strategies and tactics to drive as many guests as possible to booking their rooms within "official" event room blocks.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Managing and Mitigating Risk (session repeated)</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours) and 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	From managing and mitigating risk to dealing with often surprising add-on charges, event pros face an ever-changing landscape of venue sourcing and management issues that can often be handled with clauses added to contracts up-front. Debbie Borel Ploeger, National Account Manager for Experient, leads this conversation about how to be proactive in contract language to best deal with key issues.

<b>CMP-IS Domain</b>	CMP-IS Domain C: Risk Management or Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Managing Overflow Hotels and Attrition, Allison Kelley</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Deciding if and when to secure overflow rooms as primary properties fill can be tricky, especially with attrition clauses active on all contracts. Join Allison Kelley, Executive Director of the Romance Writers of America, to discuss when to secure overflow rooms and managing inventory at more than one hotel.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>The Sharing Economy and Events, Gary Schirmacher</b>
<b>Title/Hours:</b>	8/4/2015 4:00 pm - 4:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	While “sharing” companies like Air BnB and Uber were once considered potential industry threats, many have found ways to capitalize on their presence, especially during times of compression. Gary Schirmacher, Senior Vice President of Association Sales and Marketing for Experient, leads this discussion of how we can integrate sharing-based companies into our event strategies.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Under-Booking the Block, Pam Nutting</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	With attrition penalties becoming more widespread and severe, many organizations book fewer rooms than their projections suggest they need, often resulting in consequences that are equally if not more expensive. Join Pam Nutting, Director of Contract Management at Experient, to discuss how to best balance real needs with market conditions.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .75
<b>Session Title/Facilitator:</b>	<b>Understanding Your Leverage, Pam Nutting and Jenna Cummins (session repeated)</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours) and 4:00 pm - 4:50 PM (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Leverage can be one of the most powerful tools event pros can use during all phases of event procurement and planning, creating opportunities to create better relationships, pricing, and impact when understood and used well. Pam Nutting and Jenna Cummins, Director of Contract Management and Strategic Account Manager at Experient, lead this conversation about understanding your “real” leverage and finding ways to use it to your best advantage.
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, or Domain D: Financial Management CE = .75
<b>Session Title/Facilitator:</b>	<b>Bringing Elusive Products to Life, Brian Shenk</b>
<b>Title/Hours:</b>	8/4/15 4:00 pm - 4:50 pm (.75 hours)

<b>Session Description/ Learning Objectives:</b>	Many corporate event professionals are faced with the creative challenge of showcasing products that aren't necessarily easy to demonstrate in an event or tradeshow setting. Brian Shenk, Regional Marketing Director (North America) for Marine and Protective Coatings at Sherwin Williams, leads this conversation designed to elicit ideas about addressing the challenge of creatively bringing abstract products to life at events.
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = .75
<b>Session Title/Facilitator:</b>	<b>"Customer Centricity" Applied to Conferences &amp; Tradeshows, Donna Kastner</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Many organizers spend the vast majority of their staff's time focusing on ALL event "customers," or an AVERAGE attendee or exhibitor, rather than focusing on the needs the RIGHT customers; those who will impact profitability most, now and in the future. Donna Kastner, Vice President of Expo/Sponsor Sales and Activation for Velvet Chainsaw Consulting, leads this discussion about identifying the right attendees and exhibitors to focus on in a customer centric approach that delivers long term business results.
<b>CMP-IS Domain</b>	CMP-IS Domain D: Financial Management or Domain A: Strategic Planning, CE = .75
<b>Session Title/Facilitator:</b>	<b>Effective Exhibitor Communications, Diane Vidoni and Susan Bennett</b>
<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Getting timely information to exhibitors and maximizing the likelihood they'll read it can help avoid disconnects and enhance relationships, but too often the channels fail and issues that could be avoided turn into fires that must be put out on-site. Diane Vidoni and Susan Bennett, Vice President of Operations for National Trade Productions and Vice President of Account Management at Experient, lead this conversation about the most effective ways to ensure exhibitors receive and read critical show information in advance.
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = .75
<b>Session Title/Facilitator:</b>	<b>Leads Qualification and Follow-up, Mary Bukovic and Susan Bennett</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm - 2:50 pm (.75 hours)
<b>Session Description/ Learning Objectives:</b>	As exhibitors seek more and better ways to measure ROI and prove value, it behooves organizers to help them in any way we can, including lead qualification/scoring and follow up. Join Mary Bukovic, Director Meetings & Events, Association of Equipment Manufacturers, and Susan Bennett, Vice President of Account Management at Experient, to discuss how show managers can help train and encourage exhibitors to effectively prepare for the leads they'll collect on-site, and then follow up in a prioritized fashion afterward.
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, CE = .75
<b>Session Title/Facilitator:</b>	<b>Sponsors and Exhibitors: Bundle or Unbundle?, Brian Duckett (Session repeated)</b>

<b>Title/Hours:</b>	8/4/15 3:00 pm - 3:50 pm (.75 hours) and 4:00 pm - 4:50 PM (.75 hours)
<b>Session Description/ Learning Objectives:</b>	Recently, many organizations have bundled traditional sponsorship benefits and fees with other offerings, such as exhibition space and advertising, with differing levels of success. Brian Duckett, Director of Strategic Accounts at Experient, leads this discussion of the pros and cons of bundling benefits and how to pursue a new path.
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing or Domain D: Financial Management, CE = .75
<b>Session Title/Facilitator:</b>	<b>C-Level Meeting, Dan Sundt facilitator</b>
<b>Title/Hours:</b>	8/4/15 2:00 pm-3:50 pm (1.45 hours)
<b>Session Description/ Learning Objectives:</b>	The goal is to discuss critical issues and concerns that are affecting us as leaders in an intimate and confidential environment. Together, we'll explore the crucial problems and opportunities that are facing your organizations and our industry and, with your peers, we will share potential solutions to addressing them.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning or Domain E: Human Resourcesg, CE = 1.75
<b>Business Theatres</b>	
<b>CMP-IS Domain</b>	
<b>Session Title/Facilitator:</b>	<b>Define, Align, and Measure, Tammy Smith</b>
<b>Title/Hours:</b>	8/4/15 1:00 pm - 1:20 pm (.3 hours)
<b>Session Description/ Learning Objectives:</b>	Beginning with the end in mind, it's critical to clearly understand and define why you're hosting an event and identify why guests would attend. With this insight you can objectively assess if you've achieved your desired results and whether your guests have met their objectives. Tammy Smith, Director of Research Services for Maritz Travel, discusses how to design for results and measure outcomes, briefly reviewing measurement instruments and how to apply them in the design, development, and post-program phases.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Design Principles for Memorable Event Experiences (set 1), Greg Bogue and Cynthia Hornketh</b>
<b>Title/Hours:</b>	8/3/15 8:10 am - 8:30 am (.3 hours)
<b>Session Description/ Learning Objectives:</b>	Sure, human behavioral science is great but how can we apply it in the events world to design guest experiences that are truly meaningful, memorable, and motivational? Greg Bogue and Cynthia Hornketh, Vice Presidents and Experience Architects for Maritz Travel Company, share the MTC design principles and their practical use for designing engaging events. Design cards for each principle will be shared – collect the entire deck by attending all three theater sessions!
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, CE = .35
<b>Session Title/Facilitator:</b>	<b>Design Principles for Memorable Event Experiences (set2), Greg Bogue and Cynthia Hornketh</b>
<b>Title/Hours:</b>	8/4/15 1:30 pm - 1:50 pm (.3 hours)

<b>Session Description/ Learning Objectives:</b>	Sure, human behavioral science is great but how can we apply it in the events world to design guest experiences that are truly meaningful, memorable, and motivational? Greg Bogue and Cynthia Hornketh, Vice Presidents and Experience Architects for Maritz Travel Company, share the MTC design principles and their practical use for designing engaging events. Design cards for each principle will be shared – collect the entire deck by attending all three theater sessions!
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Design Principles for Memorable Event Experiences (set 3), Greg Bogue and Cynthia Hornketh</b>
<b>Title/Hours:</b>	8/5/15 7:40 am - 8:00 am (.3 hours)
<b>Session Description/ Learning Objectives:</b>	Sure, human behavioral science is great but how can we apply it in the events world to design guest experiences that are truly meaningful, memorable, and motivational? Greg Bogue and Cynthia Hornketh, Vice Presidents and Experience Architects for Maritz Travel Company, share the MTC design principles and their practical use for designing engaging events. Design cards for each principle will be shared – collect the entire deck by attending all three theater sessions!
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Case Study: Experience Design Innovation Lab, Greg Bogue, Randy Sones and Hannah Beth Eakin</b>
<b>Title/Hours:</b>	8/4/15 8:05 am - 8:25 am (.3 hours)
<b>Session Description/ Learning Objectives:</b>	Many Maritz Travel and Experient clients have conducted, or are preparing to engage in, a MTC experience design Innovation Lab to frame and refresh, or completely reinvent their event experiences. During this theatre, a real-life Innovation Lab case study will be explained in the context of a lab performed with Vision Source, North America's premier network of private practice optometrists. Greg Bogue, Vice President of Experience Design for Maritz Travel, is joined by Randy Sones and Hannah Beth Eakin, Vice President of Marketing & Advertising and Event Manager for Vision Source, for a conversation about the Innovation Lab for their Annual Member Meeting, "The Exchange," and the results it has produced.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Audience Engagement: Pre, During and Post-Event, John Pytel</b>
<b>Title/Hours:</b>	8/3/15 9:00 am - 9:20 am (.3 hours)
<b>Session Description/ Learning Objectives:</b>	Most organizers today are seeking ways to drive deeper levels of engagement with their guests through as many event touchpoints as possible. Join John Pytel, Co-Founder of Conferences i/o, to see technology that enables 360 degrees of attendee engagement -- before, during, and after an event. One simple tool helps organizers; crowdsource content in advance or in the moment to increase relevance, administer polls and other interactive features during sessions to help drive learning retention and ROI, and generate reports that identify unanswered questions to be followed-up on post-event.

<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Creative Disruption Event Production Technology on a Budget, Allen Suit (repeated)</b>
<b>Title/Hours:</b>	8/3/15 8:35 am - 8:55 am (.3 hours) or 8/5/15 7:40 am - 8:00 am (.30 hours)
<b>Session Description/ Learning Objectives:</b>	Production technology for events is becoming more pervasive and more affordable, much to the delight of organizers seeking creative tech applications on a budget. Allen Suit, Director of Production for PSAV, Premier Global Events, will overview today's proven presentation technologies that enable fresh, unique ways to make your conferences and meetings more "now." Learn what others are doing to keep audiences highly attentive, motivated, and engaged. Discover the latest presenter methods, creative elements and technologies that dynamically improve meeting effectiveness without drastically pumping up the budget.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Audience Engagement: Real-Time Experience Remedies, John Pytel</b>
<b>Title/Hours:</b>	8/4/15 1:00 pm - 1:20 pm (.3 hours)
<b>Session Description/ Learning Objectives:</b>	By the time you read a verbatim survey comment from a disgruntled guest, it's too late to do anything about the problem they encountered – a shame since many complaints can be handled satisfactorily in the moment. With today's mobile technology, you no longer need to wait until an event is over in order to assess an attendee's experience and remedy any issues. John Pytel, Co-Founder of ExperienceGuru, previews technology that allows organizers to assess satisfaction in real-time throughout the entire event journey, enabling a shift from being reactive to proactive and enhancing attendees' experiences by identifying and resolving issues before it's too late.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Audience Engagement: Driving Engagement Trends in Furnishings, Derek Argo (repeated)</b>
<b>Title/Hours:</b>	8/4/15 1:00 pm - 1:20 pm (.3 hours) and 8/5/15 7:15 am - 7:35 am (.30 hours)
<b>Session Description/ Learning Objectives:</b>	With engagement as the watch word of the day for meeting and event professionals, many are turning to innovative and powered furnishings as a way to reduce stress, stay connected, and drive better peer-to-peer conversations that facilitate problem solving. Derek Argo, Western Regional Sales Manager for CORT Event Furnishings, overviews the furniture trends and practices that are transforming traditional event spaces into engagement-driven environments.
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Audience Focus: Second Screen Solutions, Brian Holm and Patty Clearwater (repeated)</b>
<b>Title/Hours:</b>	8/3/15 8:10 am - 8:30 am (.3 hours) or 8/5/15 7:15 am - 7:35 am (.30 hours)

<b>Session Description/ Learning Objectives:</b>	Technology solutions that drive audience engagement through a “second screen” are helping event pros cut through the clutter of distractions that dilute audience attention. Visit with Brian Holm and Patty Clearwater from Freeman for a hands-on demo of Touch, allowing presenters and organizers to see in real time who is focused on the presentation and their level of involvement. If you see you are losing the audience, innovative tools serve to help recapture their attention and bring it back to the stage. Audience feedback and other post-show metrics provide organizers and presenters the data they need to improve year over year. Log in during the presentation with this link: <a href="https://join.fxptouch.com/freeman">https://join.fxptouch.com/freeman</a>
<b>CMP-IS Domain</b>	CMP-IS Domain G: Meeting or Event Design, Domain I:Marketing or Domain A: Strategic Planning, CE = 2.5
<b>Closing General Session: Cultured to Perform, Annabelle Gurwitch, Jim Gilmore, Hugh Forrest</b>	
<b>Session Title/Facilitator:</b>	<b>Closing General Session: Cultured to Perform, Annabelle Gurwitch, Jim Gilmore, Hugh Forrest</b>
<b>Title/Hours:</b>	8/5/15 8:30 am - 11:30 am with break (2.5 hours)
<b>Session Description/ Learning Objectives:</b>	<p>What does it take to create a culture of perpetual excellence?</p> <p>Hosted by actress, comedienne and best-selling author Annabelle Gurwitch, this stirring closing session breaks the rules with a mix of keynote presentations, a closing "tribe" conversation, music and celebration.</p> <p>Jim Gilmore, co-author of <i>The Experience Economy</i> and <i>Authenticity: What Consumers Really Want</i>, encourages us to "get real" designing events that satisfy our guests craving for authentic experiences everywhere they go. In this talk, Gilmore traces the history behind today's desire for authenticity, framing his analysis in terms of two key imperatives and five different genres of authenticity we can use to make our events more "real."</p> <p>Hugh Forrest, one of the South by Southwest's "founding four" and Director of the SXSW Interactive Festival, tells the story of the wildly successful South by Southwest festival, which is now internationally acclaimed and includes film and interactive festivals in addition to music. Providing insight into the culture and operational side of SXSW, Hugh discusses how, like many of us, SXSW strives to constantly reinvent the festival in meaningful ways. Some innovations work really well while others provide great learning opportunities.</p>
<b>CMP-IS Domain</b>	CMP-IS Domain A: Strategic Planning, CE = .35
<b>Session Title/Facilitator:</b>	<b>Film Festival (various)</b>
<b>Title/Hours:</b>	8/8/15 7:00 am - 8:30 am (.50 to 1 hour depending on how long individual participated in optional session)



<b>Session Description/ Learning Objectives:</b>	Drop into Room 604 and check out the blockbuster events of your peers. The e4 Film Festival can satisfy your curiosity with a peek into the cultures, concepts and content of other events and organizations. Hear the why behind some of these videos during our Talk Backs. (Video categories s include promos, membership benefits, app introduction, awards, opening session, sizzle reels, and more. )
<b>CMP-IS Domain</b>	CMP-IS Domain I: Marketing, Ces vary