

CE INFORMATION REQUEST FORM

Event Title: **e4 2013**
 Meeting Dates: **August 11-14, 2013**
 Organization Name: **Experient**
 Organization Contact: **Karen S. Watson, CMP**

CIC will verify whether hours may be applied towards Continuing Education Clock Hours (CEs) on the CMP application and Recertification application. CIC will indicate the number of clock hours earned from participation and which key topic area the session relates to on the CMP Blueprint. In addition when advertising this program, please note that you cannot state that CIC has approved the program. As facilitators of the CMP examination, we must remain neutral, and cannot endorse any single continuing education program.

In order to process your request we must have the following information for each session:

Session Title/ Facilitator	Time/ Hours	Session Description	For CIC Use Only	
			Blueprint Section	Clock Hours
Sunday, August 11				
Opening General Session: Get Cool, Stay Cool	5:00 pm - 6:30 pm	Like most things in life, cool is not a destination. It's a state of mind and of constant evolution, especially in staying relevant and relating to younger audiences. In short, cool is a moving target. In this fast-paced opening session, we'll focus on acquiring and maintaining a mindset of constant innovation, creativity and relevance to multiple generations. We'll hear from seminal leaders outside of the events industry about how to connect with consumers, young and old. Jonah Berger , author of <i>Contagious: Why Things Catch On</i> , will join us as the first of our three leaders for this session. Studying social influence and social epidemics, or how products, ideas, and behaviors catch on and become popular, Berger explains the key emotional and societal factors that push people to share a link or mail a video. He notes the basic human drivers that power sharing and word of mouth, one of the most credible and influential forms of advertising. Andy Warfel , former Marketing Creative Director for Vera Bradley, will relate the story of how the iconic lifestyle company grew from its humble roots in Fort Wayne, Indiana to international dynamo. By establishing deep connections in market segments spanning eight to 80 years old, Vera Bradley has proven that cool can be ageless through a focused marketing strategy and high design.	A. Strategic Planning	1.5 hrs.

Monday, August 6				
Breakfast General Session: Generation Games	8:30am - 9:30am	Most of us have heard the generational speakers, gone to the seminars, and read the books. But you may still be surprised by what you don't know as it relates to events. Here's your wake up call, a gamification session that tests what you know and teaches what you don't about how to appeal to multiple generations, and particularly those younger than many of us boomers. Be prepared to have fun while being challenged! Generational expert Hannah Ubl, the youngest Millennial on the staff of BridgeWorks (www.generations.com) will be our resident expert and emcee for this session. BridgeWorks has combined its expertise on generations in the workplace with specific experience in the events industry to create a body of knowledge that is highly relevant to e4 participants. You've never been to a session about generations like this one.	A. Strategic Planning	1 hr.
Innovation Labs	9:45am - 12:00pm AND 1:15pm - 3:30pm	Innovation Labs are in-depth explorations of issues critical to the future of meetings and events. Through a dialogue-focused process, Innovation Lab participants will develop a "Charter of Next Practices" for each issue, plotting a course for each issue, plotting a course for future success. INNOVATION LAB DESCRIPTIONS BELOW	N/A	N/A
The Memeing of Life Presenters: Jonah Berger, author of <i>Contagious</i> and Jim Ruzala, Senior Director of Marketing at Maritz Travel Company	9:45am - 12:00pm AND 1:15pm - 3:30pm	As event organizers, how can we propagate and/or be a part of the cultural and viral sensations that build audiences and loyalty. Join Jonah Berger, author of <i>Contagious: Why Things Catch On</i> , and Jim Ruzala, Senior Director of Marketing at Maritz Travel Company, to learn more about the principles we can apply to generate next practices about how to create greater Memeing in and for our events!	A. Strategic Planning	4.5 hrs.

<p>Generation Next</p> <p>Presenter: Hannah Ubl, Generational Expert at BridgeWorks</p>	<p>9:45am - 12:00pm AND 1:15pm - 3:30pm</p>	<p>How can we better attract, engage and retain younger audiences to our events and organizations while retaining our loyal, often older, bases? Join Hannah Ubl, Generational Expert at BridgeWorks, to delve deeper into issues around generational awareness and engagement. The work with Hannah and your peers to develop a charter of next practices for generational engagement at events.</p>	<p>A. Strategic Planning</p>	<p>4.5 hrs.</p>
<p>Xcursion</p>	<p>9:45am - 12:00pm AND 1:15pm - 3:30pm</p>	<p>An Xcursion sends event organizers on a treasure hunt of sorts, scouring experiences outside of our industry to discover elements, processes, and cues that can be adopted and adapted to make our event experiences differentiated and engaging.</p> <p>PHOENIXCURSION DESCRIPTION BELOW</p>	<p>N/A</p>	<p>N/A</p>
<p>PhoeniXcursion - Customized Experience</p> <p>Presenter: Dan Sundt, CXO Marketing</p>	<p>9:45am - 12:00pm AND 1:15pm - 3:30pm</p>	<p>What can a restored theatre, an urban mall professional ballpark and a children's science center teach us about events? Sometimes we need inspiration from other experiences to help reinvent our event offerings. Join this select group on an excursion in and around some of Phoenix's coolest experiences to help generate (steal?) ideas we can adopt for our events. Additionally, participants will learn how to stage an event design excursion of their own. Limited to a total of 24 participants and a maximum of one contact per organization, this long-form experience is customized to the needs of those who sign up.</p>	<p>G. Meeting or Event Design</p>	<p>4.5 hrs.</p>
<p>Unconferences</p>	<p>9:45am - 12:00pm OR 1:15pm - 3:30pm</p>	<p>Unconferences are sessions with content driven primarily by the participants who show up. We set the table by establishing a broad topic and the group establishes the agenda. A lead facilitator will help keep the session on track and directed at the needs expressed by participants.</p> <p>UNCONFERENCE DESCRIPTIONS BELOW</p>	<p>N/A</p>	<p>N/A</p>
<p>Show Floor of the Future</p> <p>Facilitator: Sophia Liang, Graphic Recorder and Facilitator with Five Elements Consulting</p>	<p>9:45am - 12:00pm</p>	<p>Many show organizers are transforming the form and function of their show floors. From radical designs to the integration of content to customizations that bring buyers and sellers together with greater intentionality. Bring your experience and best-thinking to this dialogue about reinventing the show floor.</p>	<p>G. Meeting or Event Design</p>	<p>2.25 hrs.</p>

Corporate Meeting Planner or Community Builder? Facilitator: Michelle Boos-Stone, Graphic Recorder and Facilitator with Five Elements Consulting and Greg Bogue with Maritz Travel Company	9:45am - 12:00pm	Many corporations are shifting the focus of their events from imparting content to building community. What are the implications for corporate meeting professionals who must now shift their strategies and tactics to meet a new set of objectives, including deeper levels of participant connection and engagement? Join your corporate event peers for a visioning exercise to imagine the real possibilities for building community through active engagement.	A. Strategic Planning	2.25 hrs.
Reinventing the Citywide Facilitator: Sophia Liang, Graphic Recorder and Facilitator with Five Elements Consulting	1:15pm - 3:30pm	Same old show, different city? Join your peers to brainstorm and "pitch" a conference city to a mock "Planning Committee", given specific parameters and using "Citywide" as a learning tool. Experience and learn the process of how to brainstorm, think about and utilize the whole city as your venue to help you painlessly plan your next event in a first or second tier city. Let's break the traditional mold with which we and our audiences are all too familiar.	A. Strategic Planning	2.25 hrs.
Today's Fair Deal Facilitator: Michelle Boos-Stone, Graphic Recorder and Facilitator with Five Elements Consulting	1:15pm - 3:30pm	The high demand for this Express Café topic at e4 2012 led us to creating a more in-depth session this year. We'll explore contemporary dynamics of negotiation among event organizers, hoteliers, and other host venues. Discussions will focus on how to move these conversations forward in ways that deliver positive outcomes for all parties	A. Strategic Planning	2.25 hrs.
Creative Playground	9:45am - 12:00pm OR 1:15pm - 3:30pm	Creative Playgrounds are designed to elicit and develop skills related to crafting events. CREATIVE PLAYGROUND DESCRIPTIONS BELOW	N/A	N/A

<p>Storyworks</p> <p>Presenter: Sekou Andrews, speaker and motivational poet</p>	<p>9:45am - 12:00pm OR 1:15pm - 3:30pm</p>	<p>We often hear about the storytelling imperative, but very few of us have learned how to transform our events through the power of story and voice. Enter Sekou Andrews, the strategic storyteller who invented Poetic Voice - a fresh, innovative approach to content and delivery that uses creativity, story and the power of art to transcend all traditional paradigms about events and presentations. Through a series of discussions, interactive exercises, and dynamic performances, participants will learn how to cultivate and/or integrate their creative voice, both personal and organizational, to render powerful event narratives that deeply engage cross-generational audiences, delivering emotional and rational impact.... or as Sekou would say it: "adding inspiration to information and giving goosebumps to presentations."</p>	<p>A. Strategic Planning</p>	<p>2.25 hrs.</p>
<p>Creating Positive Change</p> <p>Presenters: Dan Yaman with LiveSpark and Paul Scheele co-founder of Learning Strategies Corporation</p>	<p>1:30pm - 4:30pm</p>	<p>What are the principles of human behavior that guide us to creating truly memorable, impactful events? More importantly, how can we work within our organizations to adopt and implement the new ideas we know are right, but are often met with internal resistance? In this highly interactive session, participants will explore the science of human behavior that points us to new, highly effective event design practices. Then we'll focus on how to gain consensus for, and adoption of, those practices within our organizations, especially those that are change averse. This session takes participants from principles to practice in a fun and interactive format.</p>	<p>J. Professionalism</p>	<p>3 hrs.</p>
<p>Wouldn't It Be Cool If...</p>	<p>9:45am - 10:45am or 11:00am - 12:00pm or 1:15pm - 2:15pm or 2:30pm - 3:30pm</p>	<p>These sessions are a series of brainstorming and visioning activities for the events industry, using a "Wouldn't it be Cool if..." process that drives innovation and creativity. Join these to brainstorm future solutions for some of our most vexing issues.</p> <p>WOULDN'T IT BE COOL IF...DESCRIPTIONS BELOW</p>	<p>N/A</p>	<p>N/A</p>
<p>Wouldn't It Be Cool If...Amazon-like matching...</p> <p>Facilitated by Andy Warfel</p>	<p>9:45am - 10:45am or 1:15pm - 2:15pm</p>	<p>Wouldn't it be cool if Amazon-like matching of peers, exhibitors and faculty could be achieved at every event? Join Andy Warfel as he leads a series of brainstorming and visioning activities designed ot drive innovation and creativity.</p>	<p>A. Strategic Planning</p>	<p>1 hr.</p>

Wouldn't It Be Cool If...Awards Ceremonies... Facilitated by Andy Warfel	11:00am - 12:00pm or 2:30pm - 3:30pm	Wouldn't it be cool if awards ceremonies could be reinvented as much cooler and more inviting? Join Andy Warfel as he leads a series of brainstorming and visioning activities designed to drive innovation and creativity.	A. Strategic Planning	1 hr.
Session	9:45am - 12:00pm	Peer networking session on shared challenges and issues.		
C-Suite	9:45am - 12:00pm	Chiefs at associations and tradeshow are facing an ever-increasing menagerie of complex decisions that can either make or break their organizations' success. This session explores those issues in depth through facilitated dialogue focused on generating new paradigms and solutions for all participants.	A. Strategic Planning	2. 25 hrs.
Tech Talks	Varied	Industry experts deliver technology-based educational presentations, providing tips and suggestions we can use in our everyday worlds.		
30 Apps in 30 Minutes Presenter: Jim Spellos with MeetingU	3:40pm - 4:10pm	Whether you're using an iPad, Android or Windows 8 device; without knowing the best productivity apps available, you're not using your time most efficiently. This fast-paced session will review and showcase 30 of the most useful apps for the meeting professional.	A. Strategic Planning	.5 hr.
Webcasting Today Presenter: Mike Doyle with the Virtual Edge Institute	4:20pm - 4:50pm	We've come a long way, baby! Webcasting today means so much more than listening to a remote voice while watching bad slides chunk by on our computer screens as we multi-task. Learn about the latest webcasting technology and techniques, as well as how others are maximizing the tool for their organizations and their audiences.	A. Strategic Planning	.5 hr.
Social Tsunami Presenter: Jim Spellos with MeetingU	5:00pm - 5:30pm	How do you manage the avalanche of information coming at you? Social Curation makes you a content publisher, as well as providing the tools to manage the information flow that comes into your computer, tablet or smart phone. These tools are the critical time savers and information managers every business person needs. Attend this session to understand critical web service definitions such as social curation, social bookmarking and RSS, identify 10 curation tools which can help you publish and manage information, recognize tablet-specific tools to help deliver customized content to your iPad or other mobile devices and identify how social sharing tools enhance the curation process.	A. Strategic Planning	.5 hr.

Show and Tell Theaters	Varied	Just like back in elementary school for some of us...these will be brief presentations of recent technological solutions used by peers at their conferences, along with demos by technology partners.		
e-Posterized Presenter: Tonya Almond with the American Academy of Pediatric Dentistry	? Hours	Posters are a valuable staple of many conferences, promoting peer-to-peer sharing of best and next practices. Hear from Tonya Almond, Meeting Services Senior Director at the American Academy of Pediatric Dentistry, discusses how they ushered in a new era of on-demand electronic poster sessions, utilizing iPads and flat screens.	A. Strategic Planning	0 hrs.
Automating CEU Submission Presenter: Karen Verhey with the Society for College and University Planning	? Hours	CEU and session evaluation submission can be a cumbersome, inefficient, and expensive process. Karen Verhey, Director of Administrative Services at the Society for College and University Planning, demonstrates a new system utilizing QR codes to automatically submit CEUs and session evaluations directly into an integrated event management system	E. Human Resources	0 hrs.
Shedding Pounds: Presenters: Jennifer George Lion and Halle Weinberg, Experient	? Hours	Say goodbye to three ring binders, reams of three-hole punch paper, and overheating copy machines for your on-site event management needs. Join Halle Weinberg and Jennifer George-Lion, Director of Event Management and Director of Project Management for Experient, to discuss paperless event management and how to be a lean, not-so-mean event machine.	B. Project Management	0 hrs.
Automating Exhibit Booth Sales Presenter: Heather Wegge with the National Wood Flooring Association	? Hours	Many organizers struggle with the selling and mapping of exhibition space efficiently while delivering greater exhibitor satisfaction. Join Heather Wegge, CMP, Director of Conventions and Expositions from the National Wood Flooring Association, for a brief demonstration of an online booth sales process with an interactive floor plan that delivers results by increasing efficiency for both the planner and the exhibitor.	G. Meeting or Event Design	0 hrs.
Show Me Yours and I'll Show You Mine Presenters: ?	? Hours	Listen in as your colleagues describe and share their most recent event apps and ways they enhanced the meeting experience. Speakers will vary and include: Marisa Freed with Virgo Publishing, Carrie Freundlich with Learning Forward and Liz Jones with the Society for Mining, Metallurgy and Exploration.	A. Strategic Planning	0 hrs.

Tuesday, August 7

Express Cafes	9:20am - 10:15am and 10:35am - 11:30am	Express Cafes provide the opportunity for participants to dig deep into a wide variety of topics in a more casual and intimate setting. The Express Cafes are informal, small group conversations that are highly focused yet flexible based on the needs of the individuals present, under the assumption that everybody has a valuable story to share as well as something they can learn through the discussion.	N/A	N/A
Business Express Café: Attending to Attendance Presenter: Paula Jayne White, Project Management Institute	2:30pm - 3:30pm	Many events are experiencing stagnating or, worse, declining attendance for a variety of reasons. Paula Jayne White, Director of Professional Development at Project Management Institute, leads a discussion to explore how organizations are attempting to crack the attendance code through diverse tactics.	B. Project Management	1 hr.
Business Express Café: Call for Sanity Presenter: Janet Caldarelli, WorldatWork	1:15pm - 2:15pm	Event organizers often agonize over the call for proposals process, painstakingly defining parameters only to be disappointed by the submissions from potential speakers. Janet Caldarelli, Manager of Event Planning and Business Travel for WorldatWork, leads a discussion about how to communicate more clearly in the CFP so submissions are more on target with what's actually needed.	B. Project Management	1 hr.
Business Express Café: CSR ASAP Presenters: Joyce DePass - American Society of Landscape Architects	2:30pm - 3:30pm	Corporate Social Responsibility programs have become top of mind for many meeting organizers who are seeking solutions that fit their brands, drive deep levels of participant engagement, and generate greater awareness and support of the cause. Joyce DePass, Director of Meetings and Special Programs at the American Society of Landscape Architects, hosts this café exploring the best way to pursue event-based CSR programs.	I. Marketing	1 hr.
Business Express Café: Going Global Presenter: Steve O'Malley, Maritz M&I	1:15pm - 2:15pm	The news is filled with stories of meetings and meetings programs being extended overseas. Join Steve O'Malley, EVP & GM of Maritz M&I, to discuss the different approaches, benefits and potential pitfalls of taking your meetings Global.	A. Strategic Planning	1 hr.
Business Express Café: Herding Cats Presenter: Dana Weaver, GROWMARK	2:30pm - 3:30pm	Directing large and complex programs with several moving parts requires a disciplined and focused project management approach. Dana Weaver, Marketing Services Manager at GROWMARK, leads a discussion on the ins and outs of an effective project management system for events, using a recent example as a starting point.	B. Project Management	1 hr.

Business Express Café: Nourishing Supplier Success at Events Presenter: Billie Thoresen, Microsoft Corporation	1:15pm - 2:15pm	Many event professionals are seeking procurement and supplier management solutions that make their lives easier while easing the burden on supplier partners. Join Billie Thoresen, Sr. Vendor Account Manager for the Corporate Events Team at Microsoft Corporation, to discuss the essential elements that can form a productive relationship for supplier success at events.	A. Strategic Planning	1 hr.
Business Express Café: Rewarding Member Engagement Presenter: David Carrithers, Affinity Center International	1:15pm - 2:15pm AND 2:30pm - 3:30pm	Many associations are using a variety of incentives to encourage member engagement, from conferences and recognition to rewards programs and many other tactics. Join David Carrithers, Founder and President of Affinity Center International, for this discussion regarding how to better understand members and what motivates them, how to choose the right rewards, and how to communicate the program effectively to best ensure success.	I. Marketing	2 hrs.
Business Express Café: Safe and Sound Presenter: Elizabeth Kunsey, Association Resources, Inc and Dee Blakeney, Experient	2:30pm - 3:30pm	Preparing for “what ifs?” is a way of life for meeting professionals, but so many situations now are well beyond comprehension and planning. Join Elizabeth Kunsey, CMP, Senior Meeting Planner at Association Resources, Inc. and Dee Blakeney, Vice President of Event Planning at Experient, to discuss how to better prepare for emergencies and crises of every kind at events.	A. Strategic Planning	1 hr.
Business Express Café: Sequestration Solutions Presenter: Deborah Atkinson, SourceAmerica and Chip Smith, Experient	1:15pm - 2:15pm	From lagging attendance to a lack of federal speakers and funding cuts, many organizers are experiencing the negative effects of sequestration and other government actions on their events. Join Deborah Atkinson, Executive Director of Learning and Performance Excellence for SourceAmerica and Chip Smith, Vice President of Government Markets, for this conversation about what's already been tried as well as other potential solutions to the sequestration dilemma.	A. Strategic Planning	1 hr.
Business Express Cafe: SMM Tomorrow Presenter: Jerry Murphy and Cynthia Hornketh, Experient	2:30pm - 3:30pm	Already underway with your SMM Program? Join Jerry Murphy, Vice President of Corporate Select Operations at Maritz, and Cynthia Hornketh, Vice President of Strategic Event Management at Maritz, for this discussion about how to go beyond cost saving and transparency to take SMM to the next level in your organization.	A. Strategic Planning	1 hr.

Business Express Cafe: Staying Cool Presenter: Debbi Beldon, Experient	1:15pm - 2:15pm	How "cool" we are viewed by those outside of our profession will help to determine the fate of our industry, so all of us must do what we can to advance the events industry. Debbi Beldon, National Account Manager for Experient and Chair of the Meetings Industry Council of Colorado, leads this conversation about the professional and personal benefits of voluntary industry leadership.	J. Professionalism	1 hr.
Business Express Cafe: The Virtual Partner Presenter: Mike Doyle, Virtual Edge Institute	1:15pm - 2:15pm AND 2:30pm - 3:30pm	What are the elements that are most important in selecting a partner for hybrid and online events? Michael Doyle, the Executive Director of the Virtual Edge Community, leads a conversation about how to identify, evaluate, and select partners to help stage successful virtual events.	F. Stakeholder Management	2 hrs.
Business Express Café: What Comes First, the Strategic Plan or the Relationship? Presenter: Brian Strickland, Experient	1:15pm - 2:15pm	This session kicks off with an example of a new era partnership that is already delivering rewards for AARP and Experient. Join the ensuing conversation, led by Brian Strickland, Director of Strategic Accounts at Experient, about how win-win partnerships can be formed using principles like transparency, creativity, and equality.	F. Stakeholder Management	1 hr.
Content & Delivery Express Cafe: Alternatives Rock! Presenter: Jennifer Ragan-Fore, ISTE	1:15pm - 2:15pm	Traditional session formats are falling out of favor with many conference attendees who seek deeper levels of engagement and involvement. Join Jennifer Ragan-Fore, Director of Meetings for ISTE, to discuss the many alternatives to traditional sessions and how they deliver against the need for greater levels of engagement on-site.	H. Site Management	1 hr.
Content & Delivery Express Café: Blended Learning Presenter: Mark Tanner - AVID	2:30pm - 3:30pm	Many event organizers are implementing multiple learning modalities and touch points to help maximize learning and create more meaningful interactions at their meetings. Join Mark Tanner, Chief Operating Officer - AVID (Advancement Via Individual Determination) who trains 25,000 educators at 9 events, for this conversation about how to integrate multiple opportunities for participants to learn content before, during, and after the face-to-face event.	A. Strategic Planning	1 hr.
Content & Delivery Express Café: Chill Space Presenter: Vincent Elizabeth Barnett, ISTE	2:30pm - 3:30pm	Many conference organizers are seeking more creative ways to use space to foster informal learning and networking among participants. Vincent Elizabeth Barnett, Director of Conference Logistics for the International Society for Technology in Education, leads this conversation exploring the opportunities and challenges of transforming spaces non-traditionally.	A. Strategic Planning	1 hr.

Content & Delivery Express Café: Curating Content Presenter: Jenn Heinold, Access Intelligence	1:15pm - 2:15pm	During the Content and Delivery Innovation Lab at e4 2011, one of the Next Practices generated concerned developing a strategy and organizational competencies for curating the content generated for our conferences. Hosted by Jenn Heinold, the VP of Events at Access Intelligence, this cafe will explore how organizations are cataloguing and re-purposing valuable conference content across multiple touch points.	A. Strategic Planning	1 hr.
Dollars & Sense Express Café: Air Fare? Presenter: JoAnn Bedrosian-Ryan, Experient	1:15pm - 2:15pm	As airfares continue to rise, the impact on our events is profound - either by raiding our own budgets or inflating overall attendance costs beyond the reach of many potential attendees. JoAnn Bedrosian Ryan, Director of Talent for the ESN who formerly led the Meetings/Incentive and Group department at United Airlines, leads this conversation about how organizers are dealing with rising air costs.	D. Financial Planning	1 hr.
Dollars & Sense Express Café: Benchmarking Destination Costs Presenter: Andy Smith, Experient	2:30pm - 3:30pm	It's difficult to know how your destination costs stack up competitively and whether or not they represent a good deal. Andy Smith, Senior Vice President of ESN, leads this discussion designed to unearth the tools and secrets that deliver the best bottom line impact.	D. Financial Planning	1 hr.
Dollars & Sense Express Café: Dipping Your Toes into the SMMPool Presenter: Jerry Murphy and Cynthia Hornketh, Maritz	1:15pm - 2:15pm	Sometimes you just need to test the waters before you jump in. Join Cynthia Hornketh, Vice President of Strategic Event Management at Maritz, and Jerry Murphy, Vice President of Corporate Select Operations at Maritz, to understand the basics of getting started with SMM and how to make procurement your best friend.	D. Financial Planning	1 hr.
Dollars & Sense Express Cafes Presenter: Tina Sampson, Maritz	2:30pm - 3:30pm	While meeting attendance is bouncing back, budgets and staffing are staying the same and stakeholders are demanding more of, seemingly, everything. Tina Sampson, Senior Vice President for Market Development at Maritz Travel, leads this conversation exploring the dynamics of meeting greater demand with fewer resources.	D. Financial Planning	1 hr.
Dollars & Sense Express Café: WiFi Too High? Presenter: Amy Ahart, National Association of Independent Schools and Joy Womack, Experient	1:15 pm - 2:15pm	Join Joy Womack. Director of Event Management for Experient and Amy Ahart, Senior Director of the Annual Conference for National Association of Independent Schools, to brainstorm and explore issues around controlling costs while providing sufficient WiFi.	D. Financial Planning	1 hr.

Event Design Express Café: 24/7/365 Presenter: Kelly Wang and Molly Witges, American Dental Association	1:15pm - 2:15pm AND 2:30pm - 3:30pm	Many organizations strive to breathe life into their events year round, but few are able to sustain their audiences' attention much beyond the face-to-face event. Join Kelly Wang and Molly Witges, Senior Manager of Meetings and Senior Manager of Conference Services at the American Dental Association, to discuss best and next practices for extending the life of events.	G. Meeting or Event Design	2 hrs.
Event Design Express Café: Best Principles Presenter: Greg Bogue, Maritz Travel	1:15pm - 2:15pm	For event designers, "best practices" can be a trap for retreading tactics that may or may not work well for their application. In this café, Greg Bogue, Experience Architect for Maritz Travel, leads a discussion around the notion of adopting best principles – the "why" behind the best practices – as a more effective driver of meaningful event design.	G. Meeting or Event Design	1 hr.
Event Design Express Café: Beyond Intent to Reinvent Presenter: Dan Sundt, CXO Marketing	1:15pm - 2:15pm	The event reinvention movement is in full swing, with several organizers in the midst of creating sweeping change. Join Dan Sundt, Chief eXperience Officer at CXO Marketing, to share stories and learn from your peers the dos and don'ts of reinventing.	G. Meeting or Event Design	1 hr.
Event Design Express Café: Designing Tomorrow's Virtual Conference Presenter: Victoria Fanning, EDUCAUSE	2:30pm - 3:30pm	What are the key elements that comprise the virtual and/or hybrid event of the future and how can organizers bring them to life today? Join Victoria Fanning, Director of Hybrid and Online Meetings for EDUCAUSE, to contribute to this discussion that addresses how technology will increasingly help us connect with remote audiences.	G. Meeting or Event Design	1 hr.
Event Design Express Café: Engaging Emotion Presenter: Greg Bogue, Maritz Travel	2:30pm - 3:30pm	While some in the business world shun emotion, event designers understand the critical role it plays in transforming audiences in a positive way. Join Greg Bogue, Experience Architect for Maritz Travel, for this discussion about how we can engage and possibly measure emotional response throughout events.	G. Meeting or Event Design	1 hr.
Event Design Express Café: Extreme Event Makeover Presenter: Tonya Lowery, American Academy of Family Physicians	2:30pm - 3:30pm	Many organizations are taking extraordinary measures to restructure their annual meetings in order to solidify their future health. Tanya Lowery, Manager of Meeting Services at the American Academy of Family Physicians, leads this discussion about change management for events.	G. Event or Event Design	1 hr.

Event Design Express Café: Match Maker Presenter: Jim Ruzala, Maritz Travel	1:15pm - 2:15pm	Especially for incentive travel, aligning the destination and marketing messages to strategic objectives as well as guest values and needs is critical to success. Jim Ruzala, Senior Director of Marketing for Maritz Travel, leads this conversation about matching destination selection to strategic imperatives and communicating effectively with prospective guests.	G. Meeting or Event Design	1 hr.
Event Design Café: Trade Show Engagement Presenter: Terence Donnelly, Experient	2:30pm - 3:30pm	With traditional designs and methods for trade shows falling short in terms of driving engagement, what are the principles and practices organizers can adopt to create stickier experiences? Join Terence Donnelly, Vice President of Sales for Experient, to discuss designing trade shows to deliver deeper levels of engagement.	G. Meeting or Event Design	1 hr.
Generations Express Café: Grey Matters Presenter: V. Scott Kerr, Consulting Management Innovators	1:15pm - 2:15pm	As we move beyond printed event guides, traditional education, and other more contemporary event elements, how are traditional audiences faring? V. Scott Kerr, Director of Meeting Management & Event Strategy for Consulting Management Innovators, hosts this café discussing how old guard audiences are dealing with recent advances in event design.	G. Meeting or Event Design	1 hr.
Generations Express Café: Modernizing Against All Odds Presenter: Stephan Hamlin-Smith, AHEAD and SDS	2:30pm - 3:30pm	Often, volunteer leaders at associations represent the old guard, clinging to tradition and habit even in the face of badly needed modernization of systems and strategies. Join Stephan Hamlin-Smith, the Executive Director of AHEAD and Executive Officer of SDS, to discuss how to respond to such resistance and appropriately move forward with changes that bring organizations and events boldly into the 21st century.	A. Strategic Planning	1 hr.
Internal Dynamics Express Café: Board Senseless Presenter: Susan Lennon, Society for Research in Child Development	2:30pm - 3:30pm	For many meeting professionals, working with the board can be "less than satisfying." Join Susan Lennon, the Deputy Executive Director of the Society for Research in Child Development, to share your challenges of and solutions for dealing with boards of directors productively and amiably.	F. Stakeholder Management	1 hr.
Internal Dynamics Express Café: Volunteer State Presenter: Lizzy Seymour, Points of Light	1:15pm - 2:15pm	Volunteers are often critical to the growth of an association and the operation of its events, but training them properly and managing their activities are huge challenges for many event pros. Led by Lizzy Seymour, Senior Manager of Events at Points of Light, this discussion focuses on how to utilize a team of volunteers effectively, without having to pull out your hair.	F. Stakeholder Management	1 hr.

Marketing & Sales Express Café: Exhibitor and Sponsor Sales Methodology Presenter: Jeff Fugate	2:30pm - 3:30pm	Exhibition and sponsorship sales are the lifeblood of many events, yet many organizations struggle with an effective methodology to create consistent, sustainable growth. Jeff Fugate, Experient's Senior Vice President of Sales and Account Management, for this discussion about utilizing a repeatable, coachable, measurable sales methodology to create robust top line sales and growth.	I. Marketing	1 hr.
Marketing & Sales Express Café: Fabricating Attendance Presenter: Darel Cook, Promotional Products Association International	1:15pm - 2:15pm	Many organizations, especially those representing industries with limited growth and/or heavy consolidation, must find creative ways to boost flagging attendance. Join Darel Cook, the Director of Expositions and Meetings for Promotional Products Association International, for this conversation about attendance boosting strategies, including discovering peripheral markets, adding events, and co-locating with other organizations.	I. Marketing	1 hr.
Marketing & Sales Express Café: Pumping Lifeblood Presenter: Harby Tran, Experient	2:30pm - 3:30pm	The number and quality of attendees we attract and retain is quite often the difference between a healthy event and one that needs help. Harby Tran, Marketing Director for Experient, leads this conversation about marketing strategies that drive the attendance that helps ensure overall event health.	I. Marketing	1 hr.
Marketing & Sales Express Café: Shoestring Content Marketing Presenter: Jenn Ellek, National Confectioners Association	1:15pm - 2:15pm	For non-profits with marketing budgets insufficient to effectively achieve all of their goals, creative resourcing is king and more associations are experimenting with the power of inexpensive content-based marketing to better engage their core audiences. Jenn Ellek, the Director of Marketing & Communications for the National Confectioners Association, will introduce a content marketing effort that engages their attendees year-round and invites participants to share their triumphs and tribulations in this new field as well.	I. Marketing	1 hr.
Marketing & Sales Express Café: Soap Box Derby Presenter: Jim Ruzala, Maritz Travel	2:30pm - 3:30pm	What are the most effective communication methods and channels to drive awareness and interest while putting up barriers to attrition and cancellations? Join Jim Ruzala, Senior Director of Marketing for Maritz Travel, to discuss best and next practices for driving participation in any type of event.	I. Marketing	1 hr.

Marketing & Sales Express Café: Sponsorship Success Presenter: Tonya Almond, American Academy of Pediatric Dentistry	1:15pm - 2:15pm	In an industry where robust sponsorship models are critical to a successful business plan, creative solutions that provide the ROI corporations need without diluting the integrity of the event are paramount. Join Tonya Almond, Senior Director of Meeting Services at the American Academy of Pediatric Dentistry, to discuss successful sponsorship solutions.	I. Marketing	1 hr.
Measurement & Data Express Café: Database Dilemmas Presenter: James Kelley, Experient	1:15pm - 2:15pm	Many organizations are overrun with a proliferation of single-purpose databases that aren't unified, don't "talk" to each other, and nonetheless have huge potential to generate significant business value if and when they are well integrated. James Kelley, Experient's Director of Strategic Accounts, leads a conversation to discuss the challenges and victories of coping with the integration of these data for the betterment of their organizations.	A. Strategic Planning	1 hr.
Measurement and Data Express Cafe: Measuring Success Presenter: Deborah Minor and Robert Puckett with American Academy of Religion and Jennifer George-Lion, Experient	2:30pm - 3:30pm	Moving into a brave new world of measuring meeting effectiveness against organizational objectives, event pros are pursuing new, more effective methods for gauging event ROI and stakeholder satisfaction. Join Deborah Minor and Robert Puckett, PhD, Director of Business and Finance and Director of Meetings for the American Academy of Religion, as well as Jennifer George-Lion, Director of Project Management for Experient to discuss contemporary methods of establishing objectives and measuring success.	A. Strategic Planning	1 hr.
Measurement and Data Express Cafe: Measuring the Value of Influencers and Recommenders Presenter: Randy Bauler, American Association of Critical-Care Nurses	2:30pm - 3:30pm	Many of us have heard exhibitors state loud and clear that they need to see and talk to the purchasing decision makers at our exhibitions. Join Randy Bauler, the Corporate Relations & Exhibits Director for the American Association of Critical-Care Nurses, to discuss how to measure and communicate the purchasing power of attendees who influence and recommend purchasing decisions at their organizations.	D. Financial Planning	1 hr.
Measurement and Data Express Cafe: Show Me the Money! Presenter: Mike Godsey, Expreient	1:15pm - 2:15pm	Rapid technology advancements in lead data collection and analytics systems are now enabling real-time access to tradeshow revenue and ROI. Join Mike Godsey, Experient's Senior Vice President of Market Development, to discuss conducting meaningful performance discussions with exhibitors while at the event, driving up re-book percentages and satisfaction in the moment.	D. Financial Planning	1 hr.

Measurement and Data Express Cafe: Showing Your Privates! Presenter: Mike Godsey, Experient	2:30pm - 3:30pm	In a world where attendee privacy and commerce seem to be at odds, what are show organizers doing to create balance? Mike Godsey, Experient's Senior Vice President of Market Development, leads a conversation around strategies that enable commerce while limiting how much attendee data exhibitors can access and through what means.	A. Strategic Planning	1 hr.
Networking Express Café: Personal Branding through Social Media Presenter: JoAnn Bedrosian Ryan	2:30pm - 3:30pm	No matter our role, we all have personal brands to maintain and social media can go far in fostering and sustaining those brands. Join JoAnn Bedrosian Ryan, Director of Talent for the ESN, for this cafe to discuss how and when different social media can be used to build our personal networks and image.	J. Professionalism	1 hr.
Networking Express Cafe: Power Networking Presenter: Kimberly Dorony, Sage	2:30pm - 3:30pm	With an increased demand from many attendees for more and better networking opportunities, event organizers are more focused on better connecting participants in meaningful ways. Kimberly Dorony, Events Manager at Sage, leads a discussion about how to transform event elements to better facilitate quality networking.	J. Professionalism	1 hr.
Networking Express Cafe: Trade Show Community Building Presenter: Karin Fendrich, National Trade Productions	1:15pm - 2:15pm	A pure trade show often doesn't provide the community building opportunities present at events with multiple elements. Join Karin Fendrich, the Chief Operating Officer of National Trade Productions, to explore how communities can effectively be built in to trade show environments.	J. Professionalism	1 hr.
Registration & Housing Express Cafe: Getting Heads in Beds Presenter: Heidi Voorhees, Experient	1:15pm - 2:15pm AND 2:30pm - 3:30pm	Event attendees have more choices than ever to stray from the room blocks we work so hard to negotiate and need to fill to ensure our organizations' financial success. Join Heidi Voorhees, SVP of Housing at Experient, to discuss the strategies and tactics we can use to get heads into the right beds at our events.	H. Site Management	2 hrs.
Registration & Housing Express Cafe: Sellers Beware Presenter: Pam Nutting, Experient	1:15pm - 2:15pm AND 2:30pm - 3:30pm	There's no doubt we're currently in a seller's market when it comes to booking hotel rooms for our citywide events, making it difficult to land the deals we need to offer affordable housing to attendees. Pam Nutting, Director of Contract Management for Experient, leads this discussion about how to negotiate the best hotel contracts for citywide events.	H. Site Management	2 hrs.
Tech Talks	Varied	Industry experts deliver technology-based educational presentations, providing tips and suggestions we can use in our everyday worlds.		

30 Apps in 30 Minutes Presenter: Jim Spellos with MeetingU	3:45pm - 4:15pm	Whether you're using an iPad, Android or Windows 8 device; without knowing the best productivity apps available, you're not using your time most efficiently. This fast-paced session will review and showcase 30 of the most useful apps for the meeting professional.	A. Strategic Planning	1 hr.
Show and Tell Theaters	Varied	Just like back in elementary school for some of us...these will be brief presentations of recent technological solutions used by peers at their conferences, along with demos by technology partners.		
Encouraging e-Adoption Presenter: Brian Strickland, Experient	3:35pm - 3:55pm	Some audiences have a fear of the unknown when it comes to using new technology, hindering their ability to stay abreast and enjoy the experience. Brian Strickland, Strategic Account Manager for Experient, discusses an AARP program where tablet rentals were included in the registration cost, and classes were offered to help ease the learning curve.	A. Strategic Planning	1 hr.
General Session				
Closing General Session: Staying Cool Presenters: David Peckinpaugh and Steve O'Malley with Maritz, Michael Guerriero and Shawn Pierce with Experient	4:30pm - 5:30pm	The future of meetings and events hinges on several key issues that challenge event professionals to understand the landscape, make reasoned shifts in their strategies and tactics, and advocate for the value of face-to-face, virtual, and hybrid meetings. During this high-charged session industry leaders go head-to-head in a contest to best articulate challenges and solutions the audience can use to better their organizations and their profession. A meaningful, emotional close reminds us that staying cool means staying relevant to our key audiences.	A. Strategic Planning	1 hr.