

CE INFORMATION REQUEST FORM

Event Title: e4 2014
Meeting Dates: August 17 - 20, 2014
Organization Name: Experient and Maritz Travel
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	
			CMP-IS/ CMPHC Domain	Clock Hours
Monday, August 18, 2014				

Opening General Session: Stories Work	9:00 a.m. - 10:15 a.m.	<p>Science is now confirming what we already knew instinctively; that stories are much more effective than other forms of communication in terms of creating audience engagement and deep memories. In fact, stories are central to human existence – an essential part of our make-up ever since our distant ancestors figured out that mineral pigments could be applied to the sides of rocks and caves. Without stories, we have no past, no present, no future.</p> <p>StoryWorks isn't fluff. It's the brain science that demonstrates unequivocally that stories are much stickier – more memorable than facts, data, and information presented alone. As such, stories possess great “pass-along” value, used as emotional containers for the rational drivers of better business practices. Indeed, stories work!</p> <p>Jonathan Gottschall provides a brisk and engaging tour of scientific research showing that strong storytelling really is an unparalleled tool of business communication and persuasion. We'll also learn that stories are infectious. They infect us with big ideas, emotions, and values that we spread contagiously through our social networks.</p> <p>Ekaterina Walter then takes the stage to discuss the central role that stories play in contemporary marketing. She'll draw on her expertise in social media, marketing, and visual storytelling to share examples and concepts as sources of inspiration for creating compelling and memorable event marketing campaigns.</p>	Domain G: Meeting or Event Design	1.25 Clock Hours
Monday, August 18, 2014				
Campfire Stories	10:30 am - 11:25 am	What's your story? What do you think about what you just saw and heard, and how will you apply it in your organization? Gather around our modern campfires with a small group of peers from similar industries and/or backgrounds to discuss stories and their role in meetings and events, now and in the future.	Domain A: Strategic Planning	.75 Clock Hour

Streamline Your Day, Change Your Life: Productive Habits Using Cool Apps	11:30 am - 11:50 am	<p>Apps don't always mean fun and games. Productivity, time saving, organization and communication strategies are now the "Holy Grail" of modern life. There are many apps out there that could help transform your business, your personal life, and even your family schedule. This session will provide an overview of a few of these apps and how they can impact daily habits to save you some headaches and help you regain some structure and "me time."</p> <p>Presenter: Dahlia El Gazzar - The Meeting Pool</p>	Domain B: Project Management	.25 Clock Hour
Aligning Event Experiences	11:30 am - 11:50 am	<p>Expert designers understand the critical importance of driving consistent impressions across all touchpoints of any experience. Accordingly, MTC has developed the elegantly simple "8 Phases of Program Experience" to help align consistent, positive event experiences across all touchpoints. Greg Bogue and Cynthia Hornketh, Vice Presidents of Experience Design for MTC and Experient, take a few minutes to overview the 8 Phase approach, providing realworld examples of its successful implementation for clients. Presenters: Greg Bogue and Cynthia Hornketh</p>	Domain B: Project Management	.25 Clock Hour
Why-Fi?	11:30 am - 11:50 am	<p>We all know the story: there's almost never enough affordable, secure bandwidth to truly satisfy the digital appetites of increasingly connected guests. Milko Figueroa, Director of Sales for Wireless Solutions at SmartSource, discusses the ins and outs of establishing private and secure wireless networks that are customized to the needs of events</p>	Domain B: Project Management	.25 Clock Hour
Get Productive, Get Collaborating, Get Planning with Evernote	11:30 am - 11:50 am	<p>Evernote for event planning, really? Well you should definitely consider it! Evernote is one of the most useful note sharing and collaborative platforms out there that seriously works like an event professional's mind. Evernote can help you capture all your event details in one spot and be the ultimate team collaboration platform. Count on leaving this session empowered on how you can use Evernote for event brainstorming, site visits, document storage and much more. Please bring your own laptop, tablet, or mobile device to this session, pre-loaded with Evernote. No time to waste!</p> <p>Presenter: Dahlia El Gazzar - The Meeting Pool</p>	Domain B: Project Management	.25 Clock Hour

Gaining an EDGE	11:55 am - 12:15 pm	For years, show operators have been struggling with the inefficiencies of capturing usable information from multiple lists from multiple sources. And current marketing and management tools, such as AMS and CRM systems, are often cumbersome and ineffective. Join Kirstie Winn, Project Manager for Experient, to learn about EDGE and how it combines data from multiple sources into one easy-to-use web-based marketing tool, enabling applied intelligence that results in greater campaign response rates, attendee participation, exhibitor retention and bottom-line show revenue.	Domain I: Marketing	.25 Clock Hour
Capture Your Event Story: Graphic Recording Tools	11:55 am - 12:15 pm	Brain Rule #10 , according to Dr. John Medina, author of Brain Rules, states that vision trumps all other senses. Join Michelle Boos-Stone, President of Five Elements Consulting, to learn about how to capture your event visually and captivate your audience through a variety of tools. For instance, did you know a graphic recorder can capture your session on a tablet as well as the large 4' X 8' format? Have you heard about Sketch Noting? Have you seen or used Experience Walls? (Note: we have a few of them in The Hub this year, please do contribute!) Presenter: Michelle Boos-Stone - Five Elements Consulting	Domain B: Project Management	.25 Clock Hour
Harnessing the DNA of Great Stories	1:30 pm- 3:00pm AND repeated at 3:30 pm - 5:00 pm	Great stories throughout history share a common DNA. That is, we know the essential ingredients that make a story memorable. Learn the fundamental elements of great stories, and how they can apply to creating and telling organizational and business stories that people remember. Presenter: Johnathan Gottschall	Domain G: Meeting or Event Design	1.5 Clock Hours

Making Marketing Memorable	3:30 pm - 5:00 pm	<p>Attention is the new commodity. Visual Storytelling is the new currency. Did you know that the human brain processes visuals 60,000 times faster than text? Or that web posts with visuals drive up to 180% more engagement than those without? Or that viewers spend 100% more time on web pages with videos? People relate to and pay attention to visuals! In this session Ekaterina Walter demonstrates how to use visuals and social media to spark engagement while inspiring brand advocacy and word of mouth. Discover practical tips and thought-provoking examples from a variety of organizations and industries. The result: you'll be empowered to grow your attendance and strengthen your brand by leveraging photos, videos, infographics, presentations and more! Presenter: Ekaterina Walter</p>	Domain I: Marketing and Domain G: Meeting or Event Design	1.50 Clock Hours
Real-Time Marketing	1:30 pm - 3:00 pm	<p>Real-time marketing is about raising awareness, creating demand, and furthering a brand's mission by connecting with customers in a meaningful way—in the right place, at the right time, through relevant content. This session breaks out how to create purposeful, effective, and smart real-time marketing, no matter the size and scope of your business. Also included in the session is how to use all the data available to you in an effective way to help make agile decisions, and how to convert data into great stories for a variety of applications and audiences. Presenter: Ekaterina Walter</p>	Domain I: Marketing	1.50 Clock Hours

Higher Purpose Stories	1:30 pm-3:00pm AND repeated at 3:30 pm - 5:00 pm	Research tells us that people grow into levels of their “bestself” potential only when they feel they are part of a community that represents something bigger than themselves. Employees, customers, vendors and partners alike all connect emotionally with organizations that have a higher purpose that clearly defines the greater good they are uniquely called to create. Many high-performing organizations – and we believe events – possess a deep sense of purpose that drives and motivates everything, from daily tasks to break-through innovations. During this session, we’ll apply discoveries from the human sciences to develop higher-purpose stories that catalyze individual action and collective collaboration. Presenter: Mary Beth McEuen - The Maritz Institute	Domain G: Meeting or Event Design	1.5 Clock Hours
Events as Stories	1:30 pm-3:00pm AND repeated at 3:30 pm - 5:00 pm	How can events best tell the stories that are most meaningful to building our brands and serving our audiences? This session explores events as vibrant storytelling machines through application of comprehensive experience design tools. Learn how to align the cues of your events around an organizing principle that tells your brand story while engaging your guests. Presenters: Greg Bogue, Maritz and Cynthia Hornketh, Experient	Domain G: Meeting or Event Design	1.5 Clock Hours
Going Glocal	1:30 pm-3:00pm	Successful international event organizers often inform their global strategy by developing cultural expertise (act) locally within each of their target markets – becoming “GLocal” as a result. This session explores global and regional industry trends and resources, helping participants develop an effective international strategy and tactics that strike the right balance of local, regional, and global. Presenters: David Peckinpaugh - Maritz - moderator, Ping He, Ben Goedegebuure and Eduardo Chaillo - Glocal General Managers with Maritz	Domain A: Strategic Planning	1.5 Clock Hours

The Stories Data Tell Workshop	1:30 pm-5:00pm	<p>What are your data telling you about the decisions you need to make that will positively affect attendee satisfaction and drive business results? With a myriad of available data sources, event organizers must utilize those that will best suit their needs at any given time and for any given purpose. While it's not rocket science, it also isn't easy. During this indepth three-hour workshop, participants will learn about the many sources of data and how to harness them in designing a "big data" solution that tells a true story while best meeting their comprehensive event-based needs.</p> <p>Presenters: Tracie Gildehaus, Maritz Holdings Evolve24 and Yazir Phelps , evolve24</p>	Domain A: Strategic planning	3 Clock Hours
Storytellers' Workshop	1:30 pm-5:00pm	<p>Led by the hot, non-profit "The Moth," this three-hour workshop is designed for a limited number of guests (10-30 pax) who want to hone their storytelling skills through personal narrative. In-depth and personalized coaching profoundly boosts participant storytelling confidence and skills. (Note: This workshop will last 3 hours/full afternoon)</p> <p>Presented By: 'The Moth' Stephen Ruddy & Kate Tellers</p>	Domain G: Meeting or Event Design/ Domain A: Strategic Planning	3.0 Clock hours
Tuesday, August 19, 2014				
Event Project Management Platforms	1:00 pm-1:20 pm	<p>If you can produce an event, you can manage a project – we know that. But just like the rest of life, "there's an app for that" to make it easier. Are you collaborating, communicating, to-do listing and file sharing with internal and external teams? Do you have a solid, repeatable, scalable workflow that will help lead a team to success with every event? Luckily, there is an abundance of easy-to-use project management software out there that can help. In this session, get an overview of a few of these platforms that can help you transform the way you plan your next event.</p> <p>Presenter: Dahlia El Gazzar - The Meeting pool</p>	Domain B: Project Management	.25 Clock Hour

Trust Me!	1:00 pm-1:20 pm	Building trust and engagement with key audiences has changed forever. Coke and Pepsi have locked horns for decades to gain mind and market share, but the fundamentals have shifted and social media is a pivotal part of the equation. Yazir Phelps, Director of Client Services for evolve24, leads you through a fascinating case study that teaches how to leverage social media to build trust and engagement with your target audiences.	Domain I: Marketing	.25 Clock hour
Breaking Great	1:00 pm-1:20 pm	The International Society for Technology in Education has enjoyed for years a well-deserved reputation as one of the most progressive and successful association conferences on the planet. So, naturally, the organization set out to transform the experience through a deep exploration of its strategic underpinnings, leverage-able strengths, and opportunities for improvement. Learn about the results as well as the ups and downs of the process from Jennifer Ragan-Fore, Senior Director of Conference Services for ISTE, and Dan Sundt, Chief eXperience Officer at CXO Marketing.	Domain A: Strategic Planning	.25 Clock Hour
Technology Powered by Minority Report	1:30 pm-1:50 pm	Technology is transforming every corner of our events, including cool 'Minority Report' tools that can be used to better engage audiences, connect people, and enhance learning and content delivery. Join Dahlia El Gazzar, CEO and Founder of The Meeting Pool, to learn before, during and post event best practices, get the scoop on new tech players, and see examples of case studies with teams that are leveraging combined solutions that take events to the next level of engagement and excellence.	Domain G: Meeting or Event Design	.25 Clock Hour

Engage Me!	1:30 pm- 1:50 pm	Seeking a full-featured mobile app that enhances your guest experience from pre through post and helps save you time and money in the process? Welcome to Engage™, the full event experience in a mobile platform that transcends all others in terms of features, benefits, and ease of use. Learn about what makes Engage™ different and how you can get it for free, from Dawn Scoville, Project Manager at Experient.	Domain B: Project Management	.25 Clock hour
High Touch, High Tech	1:30 pm- 1:50 pm	Looking for new ways to engage your audience and create high touch experiences? Want to not only tell a story, but let your attendees choose how it ends? Touch screen monitors are now larger and more accessible than ever, providing event organizers the opportunity to go high touch and high tech affordably. Brian Holm, National Sales Manager for Freeman, showcases different content options and strategies that have worked with several events to help demonstrate what touchscreen technology can add to your next conference.	Domain G: Meeting or Event Design	.25 Clock Hour
C:Suite Meeting	2:00 pm- 3:50 pm	Chiefs at associations and tradeshow are facing an everincreasing 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.	Domain A: Strategic Planning	1.75 clock hours
Benchmarksmanship	2:00pm - 2:50pm	If increased performance is the benchmarking bulls-eye, what are the primary metrics that would drive the greatest impacts for your organizations and events? Join Andy Smith, Senior Vice President for the Experient Sales Network, for this discussion about how to design meaningful benchmarking initiatives that consistently hit the mark.	Domain A: Strategic Planning	.75 Clock Hour

Filling the House	2:00pm - 2:50pm and 4:00 pm - 4:50 pm	Increasing attendance with the right audiences at events makes the financial model work for organizations as well as their exhibitors and sponsors, while also generating greater word of mouth marketing. Join Tom Kaufman, Senior Director of Marketing for MTC, to discuss attendance building strategies and tactics designed to fill the house for every show.	Domain I: Marketing	.75 Clock Hour
Maximizing the Floorplan	2:00pm - 2:50pm	With only so much space to satisfy copious needs, tradeshow organizers often compromise and scrimp, falling short of exhibitor requirements and organizational revenue objectives as a result. Join Mark Bogdansky, Vice President of Exhibit Operations for the National Retail Federation, to brainstorm creative strategies for maximizing the floor plan and boosting incremental revenue.	Domain G: Meeting or Event Design	.75 Clock hour
Pennies from Heaven	2:00pm - 2:50pm and 4:00 pm - 4:50 pm	As per person budgets wane and experience expectations continue to escalate, event pros are often forced to make difficult and unpopular decisions to reach budget goals. Jeff Sacks and Dee Blakeney, Vice President for Strategic Account Management and Vice President of Event Planning at Experient, lead an exploration of strategies and tactics for delivering what matters most when budgets are tight.	Domain A: Strategic Planning and Domain B: Project Management	.75 Clock Hour
SMM: One Size Does NOT Fit All	2:00pm - 2:50pm and 3:00 pm - 3:50 pm	Many companies looking to implement an SMM program are, or have been, intimidated by the seemingly overly complex nature that comes across as “much more than we need.” Join Stuart Bowling and Cathy DosSantos, Vice President of SMM Operations and Senior Director of Account Management at Maritz Travel, to discuss how organizations can build an SMM practice that best meets organizational needs, and how meeting professionals can stay ahead of the SMM curve.	Domain A: Strategic Planning	.75 Clock Hour

Social Marketing	2:00pm - 2:50pm and 3:00 pm - 3:50 pm	Reaching people where they are today, especially with younger audiences, means including a healthy dose of social media in the marketing mix. Tom Kaufman, Senior Director of Marketing for MTC, leads this discussion about the most effective social media strategies and tactics for marketing organizations and their events.	Domain I: Marketing	.75 Clock Hour
The Participant Story	2:00pm - 2:50pm	Surveys can be one of the most strategic and important documents organizers can design to help elicit the rich feedback of our most important stakeholders, yet many wait until the end of the event planning cycle to develop them. Join Jennifer George Lion, Director of Project Management for Experient, to explore how surveys can be designed in advance (beginning with the end in mind) to help simultaneously drive organizational and guest objectives during the event design process.	Domain B: Project Management and Domain F: Stakeholder Management	.75 Clock Hour
Time Machine	2:00pm - 2:50pm and 3:00 pm - 3:50 pm	Quantum physics be damned, we're traveling to 2015 (and perhaps beyond) to explore the industry trends that will define the most progressive meetings and events on the planet. Gary Schirmacher, Senior Vice President for Sales and Marketing-Event Management at Experient, captains this voyage to discover the future of events.	Domain G: Meeting or Event Design	.75 Clock /hour
Content is King	2:00pm - 2:50pm	Successfully engaging desired audiences through technology involves developing a targeted approach that delivers the right content at the right time. Join Tracie Gildehaus, Senior Director of Innovation and Growth for Maritz, for this discussion about developing and implementing content strategies that consistently engage targeted audiences.	Domain I: Marketing	.75 clock Hour
Data Aggregation	2:00pm - 2:50pm	"Big Data" can provide the information and insight required to design better events while creating greater ROI. Brian Scott, Chief Information Officer for Experient, leads this discussion about how to aggregate, collect and analyze data to help make better decisions that will improve business intelligence and provide greater ROI at events.	Domain A: Strategic Planning and Domain B: Project Management	.75 Clock hour

Mobile Apps RFP	2:00pm - 2:50pm	Determining needs and goals, and crafting a good RFP are key to landing on a mobile app solution that's best for your organization and events. Dahlia El Gazzar, CEO of The Meeting Pool, leads this discussion about how to ask the right questions to get the right tools when it comes to finding a mobile app solution that best fits your needs.	Domain B: Project Management	.75 Clock hour
Packaging Post Online Event Content	2:00pm - 2:50pm	One of the greatest values of online events is the ability to curate and post the content for participants, and sometimes non-participants, to access post-event. Victoria Fanning, Director of Online Conferences and Events for EDUCAUSE, leads a discussion about how online content is being packaged for post-event consumption.	Domain I: Marketing	.75 Clock Hour
Terms of Engagement	2:00pm - 2:50pm	Contracting partners for events on an ad hoc basis can be one of the most time consuming tasks encountered by meeting organizers. Join Therese Jardine, Senior Procurement Manager of VenueSource at Microsoft, and Jeanette Alvarez, Director of Global Account Operations at Experient, to discuss the dynamics of establishing five-year "master agreements" with key partners to help accelerate contracting timelines and minimize administrative time and costs.	Domain A: Strategic Planning and Domain B: Project Management	.75 clock hour
Whose Grass is Greener?	2:00pm - 2:50pm	Show organizers and their suppliers often come to the table with different goals and objectives, creating interesting dynamics during pre-event and onsite activities. Hosted by Jennifer Christensen the Senior Manager for Registrant Services at the Radiological Society of North America, this conversation explores improving the client/vendor relationship before, during, and after the show.	Domain F: Stakeholder Management	.75 Clock Hours
Best Principles	2:00pm - 2:50pm	For event designers, "best practices" can be a trap for retreading tactics that may or may not work well for their application. Join Cynthia Hornketh, Vice President of Experience Design for Experient, for this discussion around the notion of adopting best principles – the "why" behind the best practices – as a more effective driver of meaningful event design	Domain G: Meeting or Event Design	.75 Clock Hour

Ignite!	2:00pm - 2:50pm	How can event pros break out of the “same old, same old” to create greater levels of excitement and energy at their events? Jennifer Hoff, COO of VP International, leads this discussion addressing how to create more exhilarating experiences and elements within meetings and events.	Domain G: Meeting or Event Design	.75 Clock Hour
No, REALLY Sustainable	2:00pm - 2:50pm	The events industry has come a long way with regard to creating greener meetings, but how can we tap our collective creativity to produce events that are truly sustainable (including how to pay for them)? Frank Netherwood, the Manager of Sales, Events & Sponsorship for the International Association of Business Communicators, leads this lively brainstorming session to generate sustainable event ideas we can all use to help secure the future of our industry and our planet.	Domain A: Strategic Planning	.75 Clock Hour
Tastemakers	2:00pm - 2:50pm and 4:00 pm - 4:50 pm	As the palates of event guests continue to get more discerning, and choices abound with regard to the content, origin, health, and “friendliness” of choices, organizers must now pay attention to F&B as a key event design element. Courtney Davis, Director of Events and Membership for the National Confectioners Association, and Halle Weinberg, Director of Event Management for Experient, lead this discussion about the latest trends and tips for food and beverage at events.	Domain G: Meeting or Event Design	.75 Clock Hour
The Main Characters	2:00pm - 2:50pm	Who are the characters in your event story and how can their values, needs, and desires be captured to create personas that represent distinct segments of attendees? Join Greg Bogue, Vice President of Experience Design for MTC, for this café discussion about developing and using personas for attendee-centered event design.	Domain G: Meeting or Event Design	.75 Clock Hour

WOW Me!	2:00pm - 2:50pm	Especially for incentive meetings, the “wow factor” must remain high every year, requiring fresh thinking and ideas that create the memories and foster the stories that drive continued performance. Join Dana Weaver, Senior Manager of Marketing Services for GROWMARK, to discuss how to generate great ideas while avoiding the duds.	Domain G: Meeting or Event Design	.75 Clock Hour
Mi Casa es Su Casa	2:00pm - 2:50pm	With more events moving to Latin America, many destinations are coming on strong as legitimate players for organizers seeking something unique for their guests. Eduardo Chaillo, Global General Manager of Latin America for MTC, hosts this café discussing the pros and cons of a variety of emerging Latin American destinations.	Domain A: Strategic Planning	.75 Clock Hour
Speaking Their Language	2:00pm - 2:50pm	One of the major hurdles to be crossed when entering a new international market is using local terminology, which often involves breaking decades-long habits in order to foster a better working relationship. Join Brian Strickland, Director of Strategic Accounts for Experient, and Ben Goedegebuure, Global General Manager for EMEA at MTC, to discuss how to learn the language of host countries when staging an overseas event.	Domain A: Strategic Planning and Domain F: Stakeholder Management	.75 Clock Hour
Progressive by Design	2:00pm - 2:50pm	Most meeting pros can point to several new, exciting event design concepts they’ve developed and presented to executives, committees, and boards – only to have those ideas shot down due to organizational conservatism and sacred cows. Join Amy Ahart, the Senior Director of Annual Conference for the National Association of Independent Schools, to help define the characteristics of a progressive organization and how great ideas can be better promoted and sold-in to those that are more conservative.	Domain F: Stakeholder Management	.75 clock Hour

Remaining Relevant	2:00pm - 2:50pm	How can associations best state and deliver the value propositions that resonate with members and prospects, shoring up membership rolls across generations and demographic segments in the process? Join, Marty Roblatt, President and CEO of Association Resources, for this conversation about membership trends and how to meet the needs of various constituencies.	Domain A: Strategic Planning	.75 Clock Hour
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Outmaneuvering Pirates	2:00pm - 2:50pm and 3:00 pm - 3:50 pm	Captain Jack Sparrow has nothing on modern day room pirates who use every trick in the book to pilfer our treasures by luring away unsuspecting passengers. Join Joyce DePass, Director of Meetings for the American Society of Landscape Architects, and Heidi Voorhees, Senior Vice President of Housing for Experient, to discuss innovative techniques for combatting the villains who are increasingly determined to steal our booty.	Domain G: Meeting or Event Design	0.75
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Reinventing Onsite Registration	2:00pm - 2:50pm and 3:00 pm - 3:50 pm	As one of our best opportunities to make a great first impression with event guests, onsite registration experiences are often a mash-up of carnival ride queues, fast food service, and efficiency rivaled only by the DMV. Join James Kelley, Director of Onsite Services for Experient, to discuss how the onsite registration experience can be transformed into a great first impression that makes guests feel welcomed, informed, and well-served.	Domain D: Financial Management, Skill 7	.75 Clock Hours
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Thriving in a Sellers' Market	2:00pm - 2:50pm	As space tightens and hotels rein in both the concessions they'll give and the risks they'll take, organizers' must adapt and get more creative with sourcing and contracting. Join Felicia Brent, VP Sourcing, Karla Aufranc, Manager, Strategic Sourcing Services and Pam Nutting, Vice President of Strategic Sourcing and Director of Contract Management for Experient, to discuss how to survive and thrive in a sellers' market.	Domain B: Project Management	.75 Clock Hour
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Driving App Downloads	3:00pm - 3:50pm	Investing in a full-featured event app doesn't pay off when participants aren't aware of its existence or fail to download it. Harby Tran, Director of Marketing for Experient, leads this discussion about how to market your event app to maximize downloads and participation.	Domain I: Marketing	.75 Clock Hour
Fanning the Flame	3:00pm - 3:50pm	Face it: sometimes this business can beat the spark and creativity right out of you, especially for those of us who are more "experienced" in the industry. Join Shannon Watson, Director of Meetings & Education for the Solar Energy Industries Association, for this brainstorming session about how to escape daily ruts and create fun and innovative ideas that drive our events and our organizations forward. (Event professionals with at least 10 years of experience only, please.)	Domain G: Meeting or Event Design	.75 Clock hour
Improving your RFP Process	3:00 pm - 3:50 pm	When RFPs go unanswered or come back incomplete, organizers can lose opportunities for potentially better solutions and costs while venues and other local entities can miss out on profitable revenue: everybody loses. Join Jeanette Alvarez and Nathan Tollett, Director of Global Account Operations at Experient and Director of Sales for the Greater Houston Convention and Visitors Bureau, to discuss the advantages of engaging CVB partners, and other resources before the RFP is written to maximize the likelihood of quality responses.	Domain B: Project Management	.75 Clock Hour
Sponsorships Reborn	3:00 pm - 3:50 pm	How can event organizers rewrite their sponsorship story by customizing brand-aligned experiences that thrill attendees and deliver against critical sponsor business objectives? Join Courtney Davis, Director of Events and Membership for the National Confectioners Association, to discuss novel approaches to the customization of sponsorship experiences where everybody wins.	Domain B: Project Management	.75 Clock Hour

Understanding the Operational Nuances of Your Tradeshow	3:00 pm - 3:50 pm	Operating a tradeshow, domestically or in a foreign country, can be both challenging and exciting, often with millions of dollars riding on the event. Mark Mulligan, Senior Organizing Director of IMEX America and Frankfurt, and Brian Strickland, Director of Strategic Accounts for Experient, lead a discussion on understanding the landscape of the host country and venue in order to make the choices that help ensure success.	Domain A: Strategic Planning	.75 Clock Hour
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You are Here	3:00 pm - 3:50 pm	Traditional exhibit floor plans often force guests to walk miles to see three different vendors with similar offerings, assuming they're actually able to figure out where booth 1326G is located. Join Cheryl Trinidad, Vice President of Conference Services for LPL Financial, for this discussion of "neighborhoods" and other guest-friendly tradeshow designs	Domain G: Meeting or Event Design	.75 Clock Hour
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Bandwidth Brouhaha	3:00 pm - 3:50 pm and 4:00 pm - 4:50 pm	The never-ending challenge to provide affordable Wi-Fi that satiates the escalating digital appetites of our event guests is – well – never-ending. Join Tanya Lowery, Manager of Meeting Services for the American Academy of Family Physicians, and Paul O'Connel, the Director of Technology Services for the New Orleans Ernest N. Morial Convention Center, for this lively discussion about short-term tactics and long-term strategies for solving our Wi-Fi woes.	Domain B: Project Management	.75 Clock Hour
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Carpe Datum	3:00 pm - 3:50 pm	Seize the data and the leads – and pass them along to your exhibitors' in ways that increase their ROI and help to justify their involvement with your events. Join Tara Thomas, Chief Marketing Officer of The Meeting Pool, to discuss methods for providing the resources of greatest value to your exhibitors and sponsors	Domain I: Marketing	.75 Clock Hour
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Get in the Game	3:00 pm - 3:50 pm	Gamification is an increasingly popular method to increase attendee engagement, learning, and fun at events, but many event pros aren't sure how to implement a successful gaming strategy. Join Dahlia El Gazzar, CEO of The Meeting Pool, to learn about how others have implemented gamification at events and how you can get started immediately	Domain G: Meeting or Event Design	.75 Clock Hour
Indoor Location Services: The Next Big Thing?	3:00 pm - 3:50 pm	Leveraging attendee mobile devices, indoor location services are capable of providing ultra-advanced capabilities such as real time exhibit floor heat mapping, flawless attendee and session tracking, and virtual reality "windows" to exhibitor offerings. Jeff Fugate, Senior Vice President of Sales and Marketing for Experient, leads this discussion about the many potential applications for indoor location services and when we can expect to see them at our events.	Domain B: Project Management and Domain G: Meeting or Event Design	.75 Clock Hour

Tech-Connections	3:00 pm - 3:50 pm	Using technology to better connect with attendees can help cement important relationships while building loyalty and fostering advocacy. Kristan Cilente Skendall, the Associate Director of the Gemstone Program for the Honors College at the University of Maryland and ACPA-College Student Educators International Convention Chair, discusses positive results from technology-based elements added to the American College Personnel Association's Annual Convention	Domain G: Meeting or Event Design	.75 Clock Hour
On the Same Page	3:00 pm - 3:50 pm	Communicating well with facilities and hotels can save time, money, and frustration for all involved parties, freeing up resources for more productive endeavors. Lynn Richmond, Housing Coordinator for the Southern Baptist Convention, leads this café about how to design "facility friendly" documents and communications that keep everybody on the same page.	Domain B: Project Management	.75 clock Hour
And the Winner is....	3:00 pm - 3:50 pm	Recognition and awards events are among the most difficult to keep different and fresh while appropriately recognizing leaders and high-performers. Tonya Almond, Vice President of Meetings and Continuing Education for the American Academy of Pediatric Dentistry, leads a discussion of ideas for transforming the traditional approach to awards ceremonies.	Domain G: Meeting or Event Design	.75 clock Hour
Attendee Mooooovement	3:00 pm - 3:50 pm	How can we apply principles of experience design to better address moving crowds at larger events, where attendees often feel like cows in a herd? Cynthia Hornketh, Vice President of Experience Design for Experient, leads this call to action to stop herding attendees!	Domain G: Meeting or Event Design	.75 Clock Hour
Bridging the Gap	3:00 pm - 3:50 pm	Event designers attempting to create experiences that satisfy several generations simultaneously must often balance progressive practices with familiarity. Join Deborah Minor, the Director of Business and Finance for the American Academy of Religion, to discuss the compromises, opportunities, and pitfalls of designing events for multiple generations.	Domain G: Meeting or Event Design	.75 clock Hour

Engaging Emotion	3:00 pm - 3:50 pm	While some in the business world shun emotion, event designers understand the critical role it plays in transforming audiences in a positive way. Greg Bogue, Vice President of Experience Design for MTC, leads this discussion about how we can engage and possibly measure emotional response throughout events.	Domain G: Meeting or Event Design	.75 Clock Hour
Theme Bulder	3:00 pm - 3:50 pm	Are meeting themes useful experience design tools or just meaningless taglines we put on websites, brochures, and cocktail napkins? Join Dan Sundt, Chief eXperience Officer at CXO Marketing, to explore a strategically grounded approach to building themes that define event experiences in more meaningful ways - with or without a tagline.	Domain A: Strategic Planning	.75 Clock Hour
Cultured to Perfection	3:00 pm - 3:50 pm	Latin America presents unique challenges to event professionals not accustomed to cultural differences and their potential impact on experience design and event operations. Join Eduardo Chaillo, Global General Manager of Latin America for MTC, to discuss the major cultural differences event organizers need to understand when designing events in Latin America.	Domain G: Meeting or Event Design	.75 Clock Hour
The Whole Truth	3:00 pm - 3:50 pm	Seemingly attractive and exotic destinations for global events are sometimes fraught with risks that aren't necessarily apparent at first blush, requiring a careful assessment of a variety of factors. Ben Goedegebuure, Global General Manager of EMEA for MTC, leads this café focused on conducting thorough risk assessments and developing mitigation strategies in advance of selecting final	Domain C: Risk Management	.75 Clock Hour
Can't Live With 'Em	3:00 pm - 3:50 pm	destinations And we certainly can't live without the millennials who represent the future of the industry and bring needed energy to our teams, but don't always contribute much before moving on to their next opportunity. Join Susan Lennon, Deputy Executive Director of the Society for Research in Child Development, for this discussion about	Domain E: Human Resources	.75 Clock Hours

		how to recruit, train, and retain 20-somethings who will add value for many years.		
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Executing Goals Within the Whirlwind	3:00 pm - 3:50 pm	Accomplishing goals that are important to organizational effectiveness often takes a back seat to minding our “urgent” tasks, halting progress on critical fronts while frustrating leaders and team members. Ana Rodriguez, Director of Training for Source America, discusses their adoption of FranklinCovey’s Four Disciplines of Execution to better focus on their key priority of increasing annual conference and course attendance.	Domain A: Strategic Planning	.75 Clock Hour
Blocking and Tackling	3:00 pm - 3:50 pm	The basics of marketing housing blocks can help drive participation, but often organizers need to learn and utilize new approaches that reach participants with the right messages at the right times to maximize capacity. Heidi Voorhees, SVP of Housing at Experient, leads this discussion regarding the basic and advanced marketing strategies and tactics that can help fill the block.	Domain G: Meeting or Event Design	.75 Clock Hour
Blastoff!	4:00 pm - 4:50 pm	Launch events can be highly successful when done well, providing value to several stakeholder groups simultaneously. Join Jennifer Hoff, COO of VP International, to discuss the opportunities and challenges of staging successful launch events that create excitement, provide useful information, and help bridge the gap between buyers and sellers	Domain G: Meeting or Event Design	.75 Clock Hour
CHEMA Café	4:00 pm - 4:50 pm	The world of higher education is being rewritten under several pressures, including soaring costs, increased government regulations, and a greater financial reliance on international students, among other factors. Tom Michalisko, Director of Strategic Account Management for Experient, hosts this discussion relative to these changes, risk management and revenue enhancements for higher education association events; staying viable and relevant. (CHEMA members only please.)	Domain A: Strategic Planning	.75 clock Hour

CHEMA Café	4:00 pm - 4:50 pm	The world of higher education is being rewritten under several pressures, including soaring costs, increased government regulations, and a greater financial reliance on international students, among other factors. Tom Michalisko, Director of Strategic Account Management for Experient, hosts this discussion relative to these changes, risk management and revenue enhancements for higher education association events; staying viable and relevant. (CHEMA members only please.)	This is a duplicate of the session above	
Gold Digging	4:00 pm - 4:50 pm	Increasing attendance and growing sponsorship revenue are often intrinsically linked, causing most event organizers to work on both issues simultaneously – sometimes with disappointing results. Join Paul Gillis and Chrissie Cinquegrano, the CRO and Director of Operations for Rising Media, to discuss what every prospect desires from events and how to increase sponsorship sales while attendance is down.	Domain B: Project Management	.75 Clock Hour
Of Brand and Value	4:00 pm - 4:50 pm	Contemplating the transformation of a recognized brand presents a litany of complex issues, considerations, risks, and pitfalls that require careful deliberation and management to help make the launch highly successful. Join Stephen Earnest, Director of Meetings for the Association for Talent Development (formerly the American Society for Training and Development), for this conversation about the dynamics of managing a successful brand transformation that creates value for all stakeholders.	Domain A: Strategic Planning and Domain I: Marketing	.75 Clock Hour

ROI: Measuring Business Objectives	4:00 pm - 4:50 pm	Most event organizers measure ROI only at the stakeholder satisfaction level, with very little attention being paid to the quantitative business objectives of the organization and its guests. Jennifer George Lion, Director of Project Management for Experient, leads this discussion about how to measure meeting effectiveness on a level that will satisfy even the most persnickety of CFOs, while also driving more meaningful event design.	Domain G: Meeting or Event Design	.75 Clock Hour
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Two Makes a Crowd:	4:00 pm - 4:50 pm	Co-location of events presents participating organizations with several potential advantages, especially financial, as well as several potential pitfalls. Sean Lenahan, Assistant Vice President of Convention Operations for the National Association of Home Builders, leads a conversation about the opportunities and challenges of co-locating events with other organizations.	Domain B: Project Management and Domain G: Meeting or Event Design	.75 Clock Hour
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Evolving Your LinkedIn Profile	4:00 pm - 4:50 pm	As your career and professional goals evolve, so too should your LinkedIn profile to best showcase your skills and talents while setting you apart from the crowd. Join Tara Thomas, Chief Marketing Officer of The Meeting Pool, to discuss how to intelligently manage LinkedIn profiles at every stage of your career.	Domain I: Marketing	.75 Clock hour
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Networking for the Non-Social Attendee	4:00 pm - 4:50 pm	Networking is a major part of every event, but many attendees don't have the skills or desire to make the most of their opportunities to connect with others during events. Tess Vismale, Tech & Social Media Coach for The Meeting Pool, leads this interactive session to help organizers enact creative methods to use technology and apps to better engage a wider group of attendees, even at the senior level!	Domain I: Marketing	.75 Clock Hours
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The Right Stuff	4:00 pm - 4:50 pm	A flood of technology solutions designed to improve our attendees' experience (and make our lives easier) can often drown us in choices that serve to confuse and confound rather than simplify and enable. How do you decipher and select the right ones for your shows? Join Mark Bogdansky, Vice President of Exhibit Operations for the National Retail Foundation, to discuss a technology selection and implementation process they have utilized to ensure they acquire and maintain the right technologies for their events.	Domain B: Project Management	.75 Clock Hour
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Virtually There	4:00 pm - 4:50 pm	Increasing numbers of meeting and event professionals are now responsible for staging online and hybrid events to better satisfy the needs of prospects and attendees who can't or don't want to make the F2F events. Join Victoria Fanning, Director of Online Conferences and Events for EDUCAUSE, to discuss the basics of staging successful online and hybrid events to help jump-start the process at your organization.	Domain G: Meeting or Event Design	.75 Clock Hour
Don't Go To Sleep Angry	4:00 pm - 4:50 pm	Not surprisingly, many of the same rules used to maintain good relations at home can also apply to maintaining great relationships with your travel and other business partners. Dana Weaver, Senior Manager of Marketing Services for GROWMARK, leads this café about how to foster an open and productive relationship with your most important partners	Domain F: Stakeholder Management	.75 Clock Hour
Partnership Prototypes	4:00 pm - 4:50 pm	Traditional RFP-driven event relationships definitely serve their purpose, but are quickly being displaced by those that are more strategically focused. Join Eduardo Chaillo, Global General Manager of Latin America for MTC, for this discussion about 360 degree partnerships that truly serve all parties well	Domain A: Strategic Planning	.75 Clock Hour

Event Revolution: Stories and Lessons	4:00 pm - 4:50 pm	Many event organizers choose to evolve their conference experience over time, but designing in revolutionary fashion comes with a different set of risks, rewards, and lessons learned. Join Kimberly Dorony, Events Manager for Sage Software, to hear about their recently overhauled Sage Summit and discuss the lessons learned (good or bad).	Domain B: Project Management	.75 Clock Hour
OrienTED to Succeed	4:00 pm - 4:50 pm	Implementing TED-like talks at conferences is a very popular strategy for engaging audiences more deeply, but it isn't as easy as just telling someone to edit their slides and deliver the same content in 17 minutes. Kevin Kruger, President of NASPA - Student Affairs Administrators in Higher Education, leads this discussion about how to implement TED-like talks that do a better job of imparting ideas worth spreading.	Domain G: Meeting or Event Design	.75 clock Hour
Push Me Pull You	4:00 pm - 4:50 pm	With many attendees unable to live without their printed event guides, paperless meetings are still a pipe dream for countless event organizers who must now prepare both the guides and full-featured electronic solutions instead. Join Susan Lennon, Deputy Executive Director of the Society for Research in Child Development, for this conversation about how and when to introduce paperless meeting solutions to cross-generational audiences.	Domain B: Project Management	.75 Clock Hour
Where's Waldo?	4:00 pm - 4:50 pm	Personalization is one of the surest routes to creating memorable experiences at events, but sheer numbers at large conferences make customization efforts quite challenging, at the very least. James Riela, Senior Vice President of Conference Services for LPL Financial, leads a discussion about how to drive personalization within a large conference framework	Domain G: Meeting or Event Design	.75 Clock Hour

Glocalization	4:00 pm - 4:50 pm	Staging events globally requires a deft combination of managing complex logistics and – perhaps more importantly – respecting cultural norms that can differ greatly, even among markets that may seem very similar. Join Ping He, Global General Manager of APAC for MTC, to discuss the concept and practice of Glocal: operating very efficiently while staying connected locally in global markets.	Domain A: Strategic Planning	.75 Clock Hour
Homework Counts Double	4:00 pm - 4:50 pm	When planning an overseas event, thoroughly researching the potential locales, venues, and logistical support mechanisms is critical to ensuring success with minimal surprises. Join Ben Goedegebuure, Global General Manager of EMEA for MTC, to discuss the information that must be learned and the assumptions that must be left aside when planning overseas events.	Domain A: Strategic Planning	.75 Clock Hour
Millennials Leading Boomers	4:00 pm - 4:50 pm	Millennials are coming of age and many are now leading the Boomers and Gen Xers that once hired them, creating fresh, and sometimes challenging, workplace dynamics for both bosses and employees. Join Scott Kerr, Director of Meeting Management & Event Strategy Case Management Society of America, to discuss these new dynamics and how all populations are working through them.	Domain E: Human Resources	.75 Clock Hour
Succeeding with Succession	4:00 pm - 4:50 pm	They say everybody can be replaced, but many organizations struggle with developing succession plans that ensure key leaders are replaced with the best talent at the right time, and with the resources required to maximize the likelihood of a successful transition. Allison Kelley, the Executive Director of Romance Writers of America, leads this conversation about how to create and execute succession plans that work.	Domain E: Human Resources and Domain A: Strategic Planning	.75 Clock Hour

Youth Movement	4:00 pm - 4:50 pm	Gaining traction with younger generations that represent the future of organizations and events is seemingly the Holy Grail for associations in terms of experience design and marketing strategy. Angela Cring, the Executive Director of the Louisiana Gulf Coast Exposition, shares her story and invites others to chime in during this café focused on strategies and techniques designed to lure the next generation of members and attendees.	Domain A: Strategic Planning	.75 Clock Hour
Attrition Propositions	4:00 pm - 4:50 pm	With the hotel community taking a firmer stance on attrition and organizers focused on limiting their liability (or eliminating it entirely), negotiating fair contracts that promise suitable capacity with limited downside is becoming more of a challenge. Join Heidi Voorhees, Senior Vice President of Housing for Experient, for this lively discussion about how to land on housing contracts that are suitable to	Domain B: Project Management	.75 Clock Hour
Friend or Foe?	4:00 pm - 4:50 pm	all parties Airbnb has quickly established itself as a formidable booker of room nights internationally, boasting over 15 million guests since its inception five years ago and over one million visitors to its website monthly. Join Jeff Sacks, Vice President for Strategic Account Management at Experient, to discuss the potential implications, good or bad, of Airbnb to the meetings and events industry.	Domain A: Strategic Planning	.75 Clock Hour
Registration Ideation	4:00 pm - 4:50 pm	What are the latest technologies and trends that will drive industry next practices for registering event attendees and how can we best harness them today? Sharon Free, Vicki Stein and Mary Monaco, all Senior Managers of Strategic Events for Shell Oil Company, lead this brainstorming session about registration technologies and customizing the right solution based on organizational needs.	Domain B: Project Management	.75 Clock Hour

Sourcing as Experience Design	4:00 pm - 4:50 pm	Finding the right space is no longer just about rates and ratings, but can often include finding the experiential elements that align to the event brand while appealing to multi-generational audiences who demand more. Join Jennifer Walsh, Manager of Strategic Sourcing for Experient, to explore how experience design and consultative sourcing work hand-in-glove to find the right venues for any given event.	Domain A: Strategic Planning	.75 Clock Hour
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Wednesday, August 20, 2014

Get Productive, Get Collaborating, Get Planning with Evernote	8:20 am - 8:40 am	Evernote for event planning, really? Well you should definitely consider it! Evernote is one of the most useful note sharing and collaborative platforms out there that seriously works like an event professional's mind. Evernote can help you capture all your event details in one spot and be the ultimate team collaboration platform. Count on leaving this session empowered on how you can use Evernote for event brainstorming, site visits, document storage and much more. Please bring your own laptop, tablet, or mobile device to this session, pre-loaded with Evernote. No time to waste! Presented by: The Meeting Pool	Domain B: Project Management	.25 Clock Hour
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Aligning Event Experiences	8:50 am - 9:10 am	Expert designers understand the critical importance of driving consistent impressions across all touchpoints of any experience. Accordingly, MTC has developed the elegantly simple "8 Phases of Program Experience" to help align consistent, positive event experiences across all touchpoints. Greg Bogue and Cynthia Hornketh, Vice Presidents of Experience Design for MTC and Experient, take a few minutes to overview the 8 Phase approach, providing realworld examples of its successful implementation for clients.	Domain B: Project Management	.25 clock Hour
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Technology Powered by Minority Report	8:50 am - 9:10 am	Technology is transforming every corner of our events, including cool 'Minority Report' tools that can be used to better engage audiences, connect people, and enhance learning and content delivery. Join Dahlia El Gazzar, CEO and Founder of The Meeting Pool, to learn before, during and post event best practices, get the scoop on new tech players, and see examples of case studies with teams that are leveraging combined solutions that take events to the next level of engagement and excellence.	Domain G: Meeting or Event Design	.25 Clock Hour
Visualizing Data in Real Time	8:50 am - 9:10 am	The ability to analyze show data in real-time provides event organizers the ability to make strategic decisions in far less time than post-event data analysis solutions. Add the capability to visualize the data into bold, easy-to-understand pictures and the power of the solution is multiplied exponentially. Chris Jensen, Director of Strategic Accounts for Experient, presents Decision Point 2™, the data analysis tool that provides real-time visualization of registration, housing, sessions, and unified data, using a bevy of advanced features for viewing and comparisons.	Domain B: Project Management	.25 Clock hour
The Dos & Don'ts of Social Media Posts	8:50 am - 9:10 am	What are the social media posts that drive engagement and results, and what are the "must use" social networks for meetings and events? Dahlia El Gazzar, CEO of The Meeting Pool, presents this interactive session where you will get a comprehensive overview of known strategies as well as the Dos and Don'ts of social media posts for Facebook and Instagram. BYOD, as this session will put you to the test, encouraging you to post as you learn.	Domain I: Marketing	.25 Clock Hour

Shortcut to Content: Social Dashboards and Curation Tools	9:20 am - 9:40 am	Are you trying to figure out how to manage your Facebook, Twitter, and LinkedIn without spending hours on each site and hours searching for content? This session is designed to introduce you to social media dashboard options and content curation tools that will allow you to manage all of your social networks from one place and find engaging content to supplement your marketing strategy. Presented by: The Meeting Pool	Domain I: Marketing	.25 Clock Hour
Better Busines, Better Lives	9:20 am - 9:40 am	Research on societal values shifts demonstrate people want more from their business relationships, including meaning, connection, and authenticity. More than ever before, people are choosing to invest themselves – both emotionally and economically – in businesses that treat them like human beings, not just a means to a profit-end. The Maritz Institute was founded in 2009 to help Maritz clients navigate the seismic changes in the business environment by understanding these and other important discoveries coming from the human sciences. Mary Beth McEuen, Vice President and Executive Director of The Maritz Institute, explains the fundamental, science-based principles that are helping Maritz clients benefit from better connecting with the whole person to create Better Business, Better Lives, without compromise.	Domain F: Stakeholder Management	.25 Clock Hour
Online Engagement	9:20 am - 9:40 am	With abundant distractions creating plenty of opportunities for multi-tasking during online events, deep participant engagement can be challenging. Victoria Fanning, Director of Online Conferences and Events for EDUCAUSE, shares some tactics used to help drive deeper levels of engagement, including a roaming “robot”, and will invite audience members to share their stories and ask questions.	Domain G: Meeting or Event Design	.25 Clock Hour

Top 10 Apps-on-the-Go: Keep on Top of Things Even when you're OOO [Out-of-office]	9:20 am - 9:40 am	How many days are you out of the office and yet you have still need to function as if you're still there? Here's a session that will unveil the top 10 apps that will come in handy when you are on the road. From apps that help with productivity to travel, these will make you sigh with relief. Presented by: The Meeting Pool	Domain B: Project Management	.25 Clock Hour
Reinventing Lead Retrieval	9:50 am - 10:10 am	Lead retrieval is no longer about the devices we use, but how, and how quickly, we can use the data we're collecting to help drive business analyses and results. Siobhan Connellan, Director of Exhibitor Services Operations for Experient, shows how ExSIGHT™ real-time lead retrieval and analysis is transforming the modern tradeshow by providing immediate feedback regarding exhibitor/attendee interactions, notes, and activity on and off the show floor. Learn about this device agnostic solution that drives real time data visualization and decisions right on the show floor.	Domain I: Marketing	.25 Clock Hour
The Future of Wearable Technology	9:50 am - 10:10 am	As Google Glass and other "wearable" technology solutions gain traction, users are finding practical applications in a number of industries, including events. During this session, Drew Squeglia with Starwood discusses the limitless potential of wearable technology to enrich event management and hotel operations, including a customer platform with Google Glass. Learn how features like built in microphones with voice recognition, cameras for recording, and visual overlay capabilities will affect our industry through this emerging hands-free technology.	Domain G: Meeting or Event Design	.25 Clock Hour

Closing General Session: The Heroe	10:30 am - 11:30 am	<p>At the end of e4, our heroes return home transformed, revitalized, and equipped with the power to bestow boons on those they touch. Learn from Kate Tellers with The Moth about the process involved in developing your own story based on The Storytellers Workshop and learn from one of e4's own guests who participated in the workshop as they tell their story. During this special closing session we'll also be rejoined by Robert Fogarty, the award winning photographer and founder of Dear World, a portrait project uniting people through pictures. He'll share the portraits taken Sunday night and the stories behind them, making you smile, cry, and laugh out loud. Your journey nears completion, but we know it's not really...The end.</p>	Domain G: Meeting or Event Design	1.0 clock Hour
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