

IAEE EXPO! EXPO! 2020 EDUCATION							
VIRTUAL SCHEDULE ALL TIMES NOTED ARE EST	Virtual Event Production <i>Brought to you by GES</i>	Safely Reopening Exhibitions and Events <i>Brought to you by New Orleans &amp; Company and the New Orleans Ernest N. Morial Convention Center</i>	Wellness and Personal Development <i>Brought to you by Maritz Global Events</i>	Young Professionals <i>Brought to you by GES</i>	Executive Experience <i>Brought to you by Synchronicities</i>	Show Floor Tech Theater <b>LIVESTREAM</b> <i>Brought to you by Visit Austin &amp; Austin Convention Center</i>	News & Views <i>Brought to you by Personify a2z Events</i>
<b>Monday, December 7</b>							
11:00 am - 12:00 pm	Summit Club Virtual Experience <i>Brought to you by New Orleans &amp; Company and the New Orleans Ernest N. Morial Convention Center)</i>						
1:00 pm - 3:00 pm	Chapter Leaders Forum <i>Brought to you by Fern</i>						
3:30 pm - 5:00 pm	Expo! Expo! All Newcomer Attendee Welcome Orientation (mandatory for 20 Under 35 and Hosted Buyers)						
<b>Tuesday, December 8</b>							
9:00 am - 10:15 am	Opening General Session & CEM Class of 2020 Presentation						
10:15 am - 10:30 am	BREAK						
11:00 am - 12:30 pm	IAEE Asia Forum						
10:30 am - 4:30 pm	Expo! Expo! MARKETPLACE AND EDUCATION						
10:30 am - 11:10 am	<b>How Does Your Virtual Event Measure Up to the Latest Industry Trends?</b> Nancy Drapeau, PRC and Matthew Donegan-Ryan	<b>Building Confidence Through Communications</b> Mindy Noonan	<b>Happiness is Your Sales Superpower</b> Tia Graham	<b>YP Leadership: Redefining Charisma for the 21st Century - Part 1</b> Sam Potolicchio, PhD	<b>Architecting the Future of Trade Shows - Future Scaping Project and the 7 Forces</b> Ian McGonnigal	10:45 am <b>Welcome</b> Jeff Moore	10:30 am - 11:00 am Industry Icon Interview
11:10 am - 11:40 am	BREAK						
11:40 am - 12:20 pm	<b>Designing Your Digital Strategy: How to Make a Plan That's Right for Your Organization</b> Maz Melegy	<b>Working With Your Service Contractors to Safely Reopen</b> Sheila LeMaster, CMP	<b>Mental Health &amp; Burnout: Strategies for Increasing Resilience</b> Megan Bearce, LMFT	<b>YP Leadership: Redefining Charisma for the 21st Century - Part 2</b> Sam Potolicchio, PhD	<b>Force 1 - How Independent and Association Organizers Propel and Adapt for Success in 2021</b> Vinnie Polito	<b>IAEE Tech Guide - 2020 Featured Tech Use Case Interview: Touchless Ticketing and Registration</b> Stewart Buchanan - EventsPass	12:00 pm - 12:30 pm Industry Icon Interview
12:20 pm - 12:40 pm	BREAK						
12:40 pm - 1:20 pm	<b>Selecting Your Virtual Event Partners</b> Dahlia ElGazzar, DES	<b>State of the Industry Update &amp; Future of Trade Shows: General Principles for Health &amp; Safety</b> Patty Olinger, JM, RBP, CFO, CBFRS	<b>Be the Change You Want to See: Unmasking and Managing Bias</b> Sherron Washington, M.A.	<b>Pitch Perfect: Getting Past The NO!</b> Elizabeth George and Katie Thompson	<b>Force 2 - Understanding Industry Trends That Disrupt, Augment or Amplify Our Craft</b> Jennifer Hoff, CEM	<b>IAEE Tech Guide - 2020 Featured Tech Use Case Interview: Swapcard Gives Exclusive Insight Into The Best Virtual Events of 2020</b> Matthew Donegan-Ryan - Swapcard	3:00 pm - 3:30 pm Industry Icon Interview
1:20 pm - 1:40 pm	BREAK						
1:40 pm - 2:20 pm	<b>Designing Accessible Virtual Shows</b> Christine Selinger and Keveleen Lara	<b>Onsite Realities: Designing a Safe and Efficient Registration Process</b> Ken Ferreira	<b>Supercharge Your Resume</b> Dawn Rasmussen, CMP	<b>BUZZ Session - For Young Professionals</b> Shannon Binger, CEM	<b>Force 3 - Agency and Exhibit House Catalysts</b> Ian McGonnigal	<b>2020 Featured Tech Use Case Interview: Creating a Digital Experience for Coverings Show</b> Juli Cummins - Personify A2Z	
2:20 pm - 2:40 pm	BREAK						
2:40 pm - 3:20 pm	<b>Effective Ways to Maximize a Shrinking Marketing Budget for Virtual Event Success</b> Julie Parsons and Anthony Forte	<b>Safety as a Primal Instinct: Bringing Back a Sense of Security to Attendees and the Exhibitions and Events Industry</b> Rick Simon	<b>Tools of the Trade For Running Remote Teams</b> Joe Colangelo	<b>Effective Digital Networking for Young Professionals</b> Sherron Washington, M.A.	<b>Force 4 - Political / Regulatory / Economic – Macro Trends Impacting the Industry Not Influenced by Advocacy</b>	<b>2020 Featured Tech Use Case Interview: Rapid Response AI Chatbot on COVID-19</b> Chuck Elias - 42Chat	
3:20 pm - 3:40 pm	BREAK						
3:40 pm - 4:20 pm	<b>Lessons Learned from the Trenches of Producing Virtual Events</b> Kirk Saboda	<b>Exhibition and Event Operations: Food Service and Safely Reopening</b> Frank Abbinanti, C.E.C.	<b>Joy Spreaders: Why Your Organization Desperately Needs Them</b> Neil Ihde	<b>Elevating Your "B" Players to "A" Players</b> Doug Lotierzo	<b>Force 5 - Disasters: What Executives Need to Know About Legal Issues on the Path Forward</b> Barbara Dunn	<b>2020 Featured Tech Use Case Interview: From Onsite to Online - Virtual Poster Gallery</b> Michelle Wyatt - CadmiumCD	
4:30 pm - 5:30 pm	<b>MATSO Cocktails &amp; Content - Brought to you by Maritz Global Events</b>						
5:30 pm - 7:30 pm	<b>Chapter BINGO &amp; Networking Night</b>						

Wednesday, December 9								
9:00 am - 10:15 am		Day 2 General Session - Keynote Speaker: Risha Grant						
10:15 am - 10:30 am		BREAK						
10:30 am - 4:30 pm		Expo! Expo! MARKETPLACE AND EDUCATION						
10:30 am - 11:10 am	<b>Looking Ahead: Strategies for Transitioning Events from Virtual to Hybrid</b> Jeff Youngs	<b>Exhibition and Event Operations: Transportation and Safely Reopening</b> Jeff Ducate and Bill Hinds	<b>Hiding in Plain Sight: Navigating a Career While Struggling with Mental Health</b> Kate Fisher	<b>Be Your Own Superhero</b> Dawn Rassmussen, CMP	<b>Force 6 - Brand/Exhibitor - The Primary Drivers of the Industry: What Business Needs Should Be Considered in a Time of Need</b> Randy Acker, CEM	11:00 am - 11:20 am <b>IAEE Tech Guide - 2020 Featured Tech Use Case Interview: Digital Pocket Passport with RFID Entry and Gamification</b> Nick Beard - Boomset  11:40 am - 12:00 pm <b>IAEE Tech Guide - 2020 Featured Tech Use Case Interview: Virtual Matchmaking Platform Creates Meaningful Connections</b> Mia Masson - Swapcard  12:20 pm - 12:40 pm <b>IAEE Tech Guide - 2020 Featured Tech Use Case Interview: Dramatic Impact with Built-in Affordability</b> John Cuthbertson - SmartSource  1:00 pm - 1:20 pm <b>IAEE Tech Guide 2020 Featured Tech Use Case Interview: Moving From Live Events to Weekly Webinar Series</b> Lori Schwartz - StoryTech	10:30 am - 11:00 am Industry Icon Interview	
11:10 am - 11:40 am	BREAK						12:00 pm - 12:30 pm Industry Icon Interview	
11:40 am - 12:20 pm	<b>Top 7 Ways to Building A Kick-Ass Virtual Event Team</b> Dahlia ElGazzar, DES	<b>Exhibition and Event Operations: Meeting Design and Safely Reopening</b> David Solsbery and Lisa Miller	<b>Move Them to Action: Influence and Persuasion Strategies for Sales Pros</b> Shakira Brown	<b>BUZZ Session – For Young Professionals: Lessons Learned from IAEE’s 2020 Legend of the Industry</b> Susan Schwartz, CEM	<b>Force 7 - FutureScaping: The Evolution of Attendees</b> Kimberly Hardcastle-Geddes, CEM		1:30 pm - 2:00 pm Industry Icon Interview	
12:20 pm - 12:40 pm	BREAK						3:00 pm - 3:30 pm Industry Icon Interview	
12:40 pm - 1:20 pm	<b>Use of Video for Digital Events</b> Brought to you by CNTV	<b>Legal Considerations for Trade Show Organizers</b> Barbara Dunn	<b>You Don’t Have to Do It All: The Quest for Work-Life Balance</b> Megan Bearce, LMFT	<b>First Impressions</b> Kate Patay, CPCE	<b>Communication Practices for Challenging Times</b> Wendy Gibson			
1:20 pm - 1:40 pm	BREAK							
1:40 pm - 2:20 pm	<b>Change Management: How to Audible Successfully in Unprecedented Times</b> Shawn Pierce and James Kelley	<b>GBAC Star and GBAC Certified Technician Update</b> Patty Olinger, JM, RBP, CFO, CBFRS and Dr. Gavin McGregor-Skinner, BVSc, MSc, MPH, MRCVS	<b>Focus on Empathic Perspective-Taking: Understanding Digital Event Personas</b> Yurii Land, CMP	<b>6 Steps to Create a Virtual Prospectus</b> Jennifer Kerhin, MBA, CEM	<b>Executives Wired for Wonder: Brain Science Behind the Transformative Power of Awe to Optimize Resilience</b> Dee O’Neill, MS, LPC, BSN			
2:20 pm - 2:40 pm	BREAK							
2:40 pm - 3:20 pm	<b>Engagement Strategies for Hybrid, Virtual and Live Events</b> Dana Freker Doody and Thom Singer, CSP	<b>BUZZ Session - For Consumer Events Professionals</b> Michelle Metter and Bob Morgan	<b>Building a Strong Exhibitor Relationship: How to Get More Virtual Exhibitors</b> Jefferson Davis	<b>Managing Direct Reports as a Young Professional</b> Bill McGlade, CEM	<b>Powerful Ways Executives Can Address and Take Action on DE&amp;I (Diversity, Equity and Inclusion)</b> Cleo Battle, CTA James Letchworth, CEM Manolita Moore, MBA Necoya Tyson, CEM-AP, CGMP, CCEP			
3:20 pm - 3:40 pm	BREAK							
3:40 pm - 4:20 pm	<b>150 Effective Sponsorship Ideas for Events of All Sizes, Including Virtual</b> Rich Vallaster, CEM, DES	<b>Advocacy Update</b> Robyn Davis, Roger Rickard, David DuBois, CMP, CAE, FASAE, CTA, and Mark Bogdansky, CEM	<b>BUZZ Session - For Women Professionals</b> Julie Cerza, CEM and Ann Olson, CEM	<b>Momentum Communications: Boosting Your Confidence to Have Difficult Conversations</b> Kim Becking	<b>Psychology of Influence During Challenging Times</b> Neil Ihde			
4:20 pm - 5:30 pm	BREAK							
4:45 pm - 5:15 pm	IAEE International Awards Watch Party LIVESTREAM							

Thursday, December 10						
9:00 am - 9:40 am	<b>Working with Exhibitors in a Virtual World</b> Robyn Davis, CPTD	<b>Working With Partners to Support One Another in Safely Reopening Exhibitions &amp; Events</b> Julie Smith, CEM, CTA Rick Simon Angi Van Berg, CEM, CTA Elaine Williams, CEM, CMP	<b>BUZZ Session - For MATSO Community Professionals</b> Justine McVaney	<b>Expo Financials 101 for Young Professionals</b> Jennifer Kerhin, MBA, CEM	<b>Navigating Your Career in Uncharted Waters</b> Dawn Penfold	
9:40 am - 10:10 am	<b>BREAK</b>					
10:10 am - 10:50 am	<b>BUZZ Session - Open Forum on Going Virtual</b> Brian Scott	<b>Trade Show Insurance In Today's World</b> Jack Buttine	<b>Goal Setting: Building Personal and Professional Vision for 2021</b> Doug Lotierzo	<b>Developing Your Personal Brand: A Journey to Expand Your Circle of Influence</b> Robert Chain	<b>WHO GETS IT! - How to: Find, Motivate, and Retain TOP TALENT</b> Dan Hoffend Eric Hoffend, CEM	
10:50 am - 11:10 pm	<b>BREAK</b>					
11:10 am - 11:50 am	<b>Working with Speakers in a Virtual World</b> Michelle Wyatt	<b>The Future of Trade Shows</b> Patty Olinger, JM, RBP, CFO, CBFRS	<b>Wired for Wonder: Brain Science Behind the Transformative Power of Awe to Optimize Resilience</b> Dee O'Neill, MS, LPC, BSN	<b>BUZZ Session - IAEE YP Benefits</b> Moriah Hathaway, CEM	<b>Challenge the Supplier</b> Vinnie Polito	