

### MONDAY, 6 December

#### IN PERSON EXPERIENCE

4:00 PM - 5:30 PM	<b>Chapter Leaders</b> Brought to You by Fern
5:30 PM - 6:30 PM	<b>Newcomers Meet &amp; Greet</b> <i>(for all attendees that are new members or first timers)</i> Brought to You by Map Your Show
5:30 PM - 6:30 PM	<b>CEMs and CEM Faculty Meet &amp; Greet</b> Brought to You by Vista Convention Services

### TUESDAY, 7 December

#### IN PERSON EXPERIENCE

7:30 AM - 8:45 AM	<b>Executive Breakfast (Specialty Session)</b> Brought to You by Synchronicities Leading from Anywhere: How to Build High Performing Teams with David Burkus
9:00 AM - 10:15 AM	<b>OPENING GENERAL SESSION &amp; 2021 CEM PRESENTATION</b>
10:30 AM - 4:30 PM	<b>SHOW FLOOR OPEN</b>

#### DIGITAL EXPERIENCE

#### OPENING GENERAL SESSION (Live Stream)

#### MAIN STAGE THEATRE

Brought to You by  
GES | Maritz Global Events | New Orleans Ernest N. Morial Convention Center |  
New Orleans & Company

##### 11:00 AM - 11:30 AM

Extending Content to Engage Communities Year-Round  
*Zane Clark, CAE, Justine McVaney, David Saef, CTSM Gold*

##### 12:00 PM - 12:30 PM

Exhibitions & Conferences Alliance: Our Industry's Advocacy Voice!  
*David Audrain, CEM, David DuBois, CMP, CAE, FASAE, CTA, Tommy Goodwin and Danica Tormohlen*

##### 1:00 PM - 1:30 PM

The Pandemic and the Exhibitions Industry, the Past, Present and Future  
*Tim McGuinness, Patty Olinger, JM, RBP, CFO, CBFRS and Rick Simon*

##### 2:00 PM - 2:30 PM

Empathy and Leadership: Key Aspects of Workplace Mental Health  
*Megan Bearce, LMFT*

##### 3:00 PM - 3:30 PM

Lessons on Selling in a Post COVID Time  
*Carrie Ferenac, Julie Smith, CEM, CTA and Janet Sperstad, CMP*

##### 4:00 PM - 4:30 PM

The Power in Personalization: Maximize the Human Voice in the Age of Automation  
*Carly Heideger and Chris Strong*

#### TECH THEATRE

Tech Pitch Competition

10:45 AM - 11:15 AM  
Captello

11:45 AM - 12:15 PM  
ExpoFP

12:45 PM - 1:15 PM  
HopSkip

1:45 PM - 2:15 PM  
RegGeek

2:45 PM - 3:15 PM  
TBD

3:45 PM - 4:15 PM  
Campfire Social Inc.

#### PERSONIFY NEWS & VIEWS THEATRE

11:30 AM - 12:00 PM  
Industry Leader and Icon  
Interview

12:30 PM - 1:00 PM  
Industry Leader and Icon  
Interview

2:00 PM - 2:30 PM  
Industry Leader and Icon  
Interview

3:00 PM - 3:30 PM  
Industry Leader and Icon  
Interview

#### MOBILE EXHIBITOR SESSIONS

Live from the Trade Show Floor

10:45 AM - 11:00 AM  
Insights & Updates with United Service Companies

11:05 AM - 11:20 AM  
A Business-Minded Model for Your Tradeshow with MCI USA

11:25 AM - 11:40 AM  
Return of Safe In-Person Meetings with Orange County  
Convention Center & Visit Orlando

11:45 AM - 11:55 AM  
Insights & Updates from Synchronicities

12:00 PM - 12:15 PM  
Small Market: Big Experience with Valley Forge Tourism &  
Convention Board

12:20 PM - 12:30 PM  
Insights & Updates from Discover Puerto Rico

12:35 PM - 12:50 PM  
Evolution of Virtual Events with Digitell Inc.

12:55 PM - 1:05 PM  
Insights & Updates from 42 Chat

1:10 PM - 1:20 PM  
Insights & Updates from CORT Events

1:25 PM - 1:35 PM  
Insights & Updates from The Palm Beaches Florida

2:00 PM - 3:00 PM **CEIR Session (Specialty Session)**  
Brought to You by VisitDallas

4:30 PM - 6:00 PM **MATSO Cocktails & Content (Specialty Session)**  
Brought to You by Maritz Global Events

*Earn up to 11.5 CE credits with in-person and  
digital education sessions | Digital only earn  
up to 3.5 CE credits*

WEDNESDAY, 8 December				
IN-PERSON EXPERIENCE			DIGITAL EXPERIENCE	
9:00 AM - 10:15 AM	GENERAL SESSION			
10:30 AM - 3:30 PM	SHOW FLOOR OPEN			
	MAIN STAGE THEATRE Brought to You by GES   Maritz Global Events   New Orleans Ernest N. Morial Convention Center   New Orleans & Company	TECH THEATRE Presentations	PERSONIFY NEWS & VIEWS THEATRE	
			MOBILE EXHIBITOR SESSIONS Live from the Trade Show Floor	
	<p><b>11:00 AM - 11:30 AM</b> Hybrid Half-Hour: 20 Tips <i>Dana Freker-Doody and Danica Tormohlen</i></p> <p><b>12:00 PM - 12:30 PM</b> Treating Vendors as Partners Helps Your Event Grow <i>Michelle Edmonson, CEM</i></p> <p><b>1:00 PM - 1:30 PM</b> Transforming Sponsorships to Create and Monetize Engagement That Matters <i>David Saef, CTSM Gold</i></p> <p><b>2:00 PM - 2:30 PM</b> The Concierge Connection: Ensuring Exhibitor Value <i>Liz Klostermann, CEM</i></p> <p><b>3:00 PM - 3:30 PM</b> The Future of Work: Shift Happens <i>Meg Fasy</i></p>	<p><b>10:45 AM - 11:00 AM</b> Turn Insights into Attendance: Tips to Drive High Quality Registrations <i>Convention Data Services (CDS)</i></p> <p><b>11:15 AM - 11:30 AM</b> Live, Streaming or On-Demand: What's Important Now? <i>Mountain View Staging</i></p> <p><b>11:45 AM - 12:00 PM</b> Front End Attendee Experience <i>Map Your Show</i></p> <p><b>12:15 PM - 12:30 PM</b> Building Communities That Foster Thriving, Year-Round Engagement <i>Swapcard</i></p> <p><b>12:45 PM - 1:00 PM</b> Hosted Buyer Model for Virtual Events <i>Juno</i></p> <p><b>1:15 PM - 1:30 PM</b> The Changes in Floor Plans You Can't Afford to Miss <i>ExpoFP</i></p> <p><b>1:45 PM - 2:00 PM</b> Turning Badges into an Adwords Campaign <i>Color Label Solutions</i></p> <p><b>2:15 PM - 2:30 PM</b> Scalable Hybrid Events <i>AH-Association Headquarters</i></p> <p><b>2:45 PM - 3:00 PM</b> Secure Video Solutions for Virtual, Hybrid &amp; On-Demand Solutions <i>Cadmium</i></p> <p><b>3:15 PM - 3:30 PM</b> Tools, Tips and Trends Transforming Digital Brand Experiences <i>Freeman</i></p>	<p><b>11:30 AM - 12:00 PM</b> Industry Leader and Icon Interview</p> <p><b>12:30 PM - 1:00 PM</b> Industry Leader and Icon Interview</p> <p><b>2:00 PM - 2:30 PM</b> Industry Leader and Icon Interview</p> <p><b>3:00 PM - 3:30 PM</b> Industry Leader and Icon Interview</p>	<p><b>10:45 AM - 10:55 AM</b> Insights &amp; Updates from Resiada</p> <p><b>11:00 AM - 11:10 AM</b> Increase Engagement &amp; Event ROI with Universal Lead Capture &amp; Event Activations with Captello</p> <p><b>11:15 AM - 11:30 AM</b> Insights &amp; Updates from Philadelphia with Pennsylvania Convention Center &amp; Philadelphia CVB</p> <p><b>11:35 AM - 11:50 AM</b> Building Communities &amp; Business with IAEE's MarketHub with IAEE &amp; Swapcard</p> <p><b>11:55 AM - 12:10 PM</b> Insights &amp; Updates from GES</p> <p><b>12:15 PM - 12:30 PM</b> Insights &amp; Updates with Maritz Global Events</p> <p><b>12:35 PM - 12:45 PM</b> Insights &amp; Updates with Louisville Tourism</p> <p><b>12:50 PM - 1:05 PM</b> Insights &amp; Updates with FERN</p> <p><b>1:10 PM - 1:20 PM</b> Insights &amp; Updates with New Orleans</p> <p><b>1:25 PM - 1:35 PM</b> Insights &amp; Updates with Grit Productions</p>

Earn up to 11.5 CE credits with in-person and digital education sessions  
Digital only earn up to 3.5 CE credits

### THURSDAY, 9 December

9:00 AM - 3:30 PM

#### EDUCATIONAL PROGRAMMING

Pre-Recorded Sessions with Live Q&A

**9:00 AM - 9:30 AM**

COVID Case Study: How Rogers India Shifted Their Business Model and Thoughts on the Future  
*Sudhir Dhavan, CEM*

**10:00 AM - 10:30 AM**

The Successful Mentoring Mindset: Where People, Passion & Performance Intersect  
*Debbie Peterson*

**11:00 AM - 11:30 AM**

How to Maintain a Culture of Innovation with a Distributed Workforce  
*Sarah Manning*

**12:00 PM - 12:30 PM P**

Marketing Under the Influence ...of Research, Data and Analytics  
*Ken Holsinger and Erin Lee*

**1:00 PM - 1:30 PM**

Using ROI Methodology to Show Your Event is Worth Every Penny  
*Gretchen Thielen, CEM, CMP*

**2:00 PM - 2:30 PM**

Sales and Marketing Alignment: Getting on the Same Page  
*Ellen Kaminski*

**3:00 PM - 3:30 PM**

How to Create Engagement in the Virtual World  
*Roger Haskett, M.A.*

#### EDUCATIONAL PROGRAMMING

Pre-Recorded Sessions with Live Q&A

**9:00 AM - 9:30 AM**

Understanding Your Audiences: Effective Market Research for Post-Pandemic Events  
*Rich Vallaster, DES, CEM*

**10:00 AM - 10:30 AM**

Capitalize on the Vibrant Chinese Exhibition Market  
*Michael Kruppe and Stephanie Selesnick, CEM*

**11:00 AM - 11:30 AM**

Creating and Selling Virtual Sponsorships  
*Jennifer Kerhin, MBA, CEM, CMP*

**12:00 PM - 12:30 PM**

How Does an Apple + Orange = Fruit Salad? Talking Data Analytics and Strategy  
*Erika Welling, CEM, DES and Matt Harris*

**1:00 PM - 1:30 PM**

How to Be a Happy Connected Leader  
*Tia Graham and Ginger Johnson*

**2:00 PM - 2:30 PM**

Strategy, Creative and Messaging: Setting Your Attendee Acquisition Foundation  
*Elizabeth Ellen, Rachel Gellman and Julie Parsons*

**3:00 PM - 3:30 PM**

A SWOT Analysis for Consumer Show Technology  
*Carolyn Alt, Stewart Buchanan, and Joscelyn Nittler*

#### TECH THEATRE

Presentations & Tech Pitch Competition On-Demand Recordings

#### Tech Pitch Competition Recordings from 7 Dec

Campfire Social Inc.  
Captello  
ExpoFP  
HopSkip  
RegGeek

#### Tech Theatre Presentations Recordings from 8 Dec

Turn Insights into Attendance: Tips to Drive High Quality Registrations  
*Convention Data Services (CDS)*

Live, Streaming or On-Demand: What's Important Now?  
*Mountain View Staging*

Front End Attendee Experience  
*Map Your Show*

Building Communities That Foster Thriving, Year-Round Engagement  
*Swapcard*

Hosted Buyer Model for Virtual Events  
*Juno*

The Changes in Floor Plans You Can't Afford to Miss  
*ExpoFP*

Turning Badges into an Adwords Campaign  
*Color Label Solutions*

Scalable Hybrid Events  
*AH-Association Headquarters*

Secure Video Solutions for Virtual, Hybrid & On-Demand Solutions  
*Cadmium*

Tools, Tips and Trends Transforming Digital Brand Experiences  
*Freeman*

12:30 - 3:30 PM

MarketHub Dedicated Exhibitor Appointment Times

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