



2012 PCMA CONVENING LEADERS

Your Program Guide

January 6-11, 2012

San Diego, CA

2012 CONVENING LEADERS

FRIDAY, JANUARY 6

Friday, January 6, 2012

8:00 am - 3:00 pm

CMP® Cram Course

Omni San Diego - Level Four, Grand Ballroom Salons AB

Brought to you by Nashville Convention & Visitors Bureau

Pre-registration and an additional fee are required.

Are you planning to take the CMP® Exam in San Diego on Saturday, January 7? If so, this is the prep course for you! The CMP® Cram Course offers an interactive, efficient and effective review that is designed to achieve results. Before Convening Leaders, PCMA will email you a Self-Assessment Inventory. Make sure to complete the inventory prior to January 3 as facilitators will use that assessment to customize a battery of questions based on the overall scores of course attendees. This session is not designed to teach you content, but rather to help you prepare psychologically and answer any burning questions.

Each participant should have purchased and read, in advance of the CMP® Cram Course, the CIC recommended books.

Registration and Breakfast will begin at 8:00 am. Instruction will begin at 9:00 am.

- Integrate test taking skills in the final preparation for the CMP Examination
- Identify the core skill in each question when selecting an answer
- Prepare yourself psychologically to sit for the CMP Examination

Barbara Dunlavey CMP, CAE, Executive Director, Society for Maintenance & Reliability Professionals

SATURDAY, JANUARY 7

Saturday, January 7, 2012

9:00 am - 1:00 pm

CMP® Examination

SDCC - Upper Level, Room 6CDEF

Pre-registration and an additional fee are required through the Convention Industry Council.

Candidates must check in by 8:30 a.m.

Saturday, January 7, 2012
9:00 am - 5:00 pm

Registration in the PCMA Official Hotels and San Diego Convention Center

Manchester Grand Hyatt San Diego, San Diego Marriott Marquis & Marina, Omni San Diego Hotel and Hilton San Diego Bayfront and SDCC Lobby D.

Saturday, January 7, 2012
12:00 pm - 5:00 pm

PCMA Board of Directors Luncheon and Meeting (by invitation)

Manchester Grand Hyatt – Luncheon – 40th Floor, Top of the Hyatt, Meeting - 32nd Floor, Bayview Terrace

Brought to you by VisitNorfolk

Saturday, January 7, 2012
1:30 pm - 6:30 pm

Chapter Leaders Training (by invitation)

Omni San Diego – Training - Level Four, Grand Ballroom Salons AB Mixer – Level Six, Palm Terrace

Brought to you by Cancun Convention & Visitors Bureau, VISIT FLORIDA® and Greater Fort Lauderdale Convention & Visitors Bureau

An interactive workshop for Chapter Leaders to engage in dialogue and exchange views on both the challenges you've faced and the success you've celebrated over the past year – from membership recruitment to education program topics and charity support. This session is an opportunity to share best practices and collaborate on new ideas that will bring more value and engagement to your chapter members.

Saturday, January 7, 2012
7:00 pm - 9:30 pm

Joint Board Dinner (by invitation)

The New Children's Museum - Offsite

Brought to you by Starwood Hotels and Resorts, PSAV® Presentation Services

SUNDAY, JANUARY 8

Sunday, January 8, 2012
7:00 am - 7:00 pm

Registration in the PCMA Official Hotels and San Diego Convention Center

Manchester Grand Hyatt San Diego, San Diego Marriott Marquis & Marina, Omni San Diego Hotel and Hilton San Diego Bayfront and SDCC Lobby D.

Sunday, January 8, 2012
7:30 am - 1:00 pm

Hospitality Helping Hands (Community Coaching Center)

San Diego Marriott Marquis & Marina - Lobby Level, San Diego Ballroom Foyer

Brought to you by Experient, Marriott Innovention Network, and Network for the Needy® Founding Partner, Global Experience Specialists (GES)

Pre-registration and an additional fee are required.

Give back to San Diego's Community Coaching Center on Sunday. Assist in painting and landscaping projects to beautify this afterschool center for autistic children. 100% of your \$75 USD registration fee will go directly to the charity.

Sunday, January 8, 2012
7:30 am - 1:00 pm

Hospitality Helping Hands (Family Health Centers of San Diego)

San Diego Marriott Marquis & Marina - Lobby Level, San Diego Ballroom Foyer (Registration), SDCC – Room 6A

Brought to you by Experient, Marriott Innovention Network, and Network for the Needy® Founding Partner, Global Experience Specialists (GES)

Pre-registration and an additional fee are required.

Rather be indoors? Put together hygiene kits for the homeless, baby baskets for Family Health Centers of San Diego, and packs for Armed Services YMCA as another way to participate in Hospitality Helping Hands. 100% of your \$75 USD registration fee will go directly to the charity.

Pre-registration and an additional fee are required.

Sunday, January 8, 2012
8:00 am - 11:30 am

PCMA Education Foundation Board of Trustees Breakfast and Meeting (by invitation)

Manchester Grand Hyatt – Breakfast – 32nd Floor, Bayview Terrace, Meeting – Fourth Level, Randle ABC

Sunday, January 8, 2012
8:00 am - 5:00 pm

CEM Learning Program: Event Marketing: Attendance, Exhibit and Sponsorship

Omni San Diego - Level Four, Gaslamp 1

Pre-registration and an additional fee are required.

The exhibition and event organizer faces the constant challenge of selecting the best methods and strategies to market events and to effectively convey the marketing message about an event to the target

market. The organizer's goal is to attract and bring together the buyers (attendees/visitors) and sellers (exhibitors) to an event providing value to both resulting in a successful event for all stakeholders and the hosting organization itself. Event marketing includes attendee promotion and exhibit, sponsorship and advertising sales and how various marketing approaches are integrated to create a successful event strategy that draws all audiences together.

Sunday, January 8, 2012

8:00 am - 5:00 pm

San Diego Tours (optional)

Behind the Scene Tour of Zoo – Attraction Tour Sponsor: San Diego Zoo; Tour Coordinator/Sponsor: Destination Concepts, Inc.

Coronado Walking Tour – Tour Coordinator/Sponsor: Kuoni Destination Management

Old Town Trolley Tour – Tour Coordinator/Sponsor: Destination Concepts, Inc

Sunday Brunch on the Bay – Event Coordinator/Sponsor: Kuoni Destination Management

Pre-registration and additional fee are required.

All tours depart from the San Diego Convention Center – outside Hall C entrance. Further information is provided in tour registration confirmation.

Sunday, January 8, 2012

8:30 am - 4:30 pm

Day of ESPA (Formerly ACOM)

The US Grant Hotel

Pre-registration and additional fee is required.

Join ESPA for a Day of Meeting Planner / CSM Interactive Educational Sessions at the ESPA Annual Conference on Sunday, January 8, prior to PCMA's opening.

As planners and CSMs know very well, Great Meetings Don't Just Happen! This is the theme of an ad campaign being spearheaded by ESPA, an association of CSMs from Hotels, Centers and CVBs.

It takes great teamwork between planners and CSMs to produce amazing events. And we have created some great interactive sessions to get planners and CSMs exchanging ideas and learning from one another. Each year ESPA partners with PCMA to allow its conference attendees to attend a day of ESPA programming at low, discounted rates. And while improving your knowledge of the meetings industry, you will also earn valuable credit toward your CMP (re)certification.

Sunday, January 8, 2012
11:30 am - 4:30 pm

Half Day of ESPA (Formerly ACOM)

The US Grant Hotel

Pre-registration and additional fee is required.

Join ESPA for a Half Day of Meeting Planner / CSM Interactive Educational Sessions at the ESPA Annual Conference on Sunday, January 8, prior to PCMA's opening.

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Sunday, January 8, 2012
12:00 pm - 1:15 pm

2012 PCMA HQ Volunteer Luncheon (by invitation)

Manchester Grand Hyatt - Ground Level/, Douglas Pavilion D

Brought to you by MeetDetroit

Sunday, January 8, 2012
12:00 pm - 2:15 pm

Faculty Workshop: More Noodles for the Alphabet Soup: MBECS & CMP IS - Part 1

Manchester Grand Hyatt - Second Level, Edward AB

Pre-registration is required.

Calling all academics: Make sure you've got the latest on the new meeting professional competency standards. Get an overview of the Meeting and Business Event Competency Standards (MBECS), developed by MPI and the Canadian Tourism Human Resource Council, as well as the updated CMP International Standards (CMP IS), developed by CIC to align with MBECS. Compare the two sets of guidelines and discuss their importance to academics.

- Summarize the new MBECS and changes to the former CMP blueprint
- Compare the two sets of standards
- Explain the relevance of the new standards to academic curriculum development

Amanda Cecil PhD CMP, Assistant Professor, Indiana University-Purdue University Indianapolis

Carol Krugman MEd, CMP, CMM, Director, Meeting & Business Event Management, Metropolitan State College of Denver

Sunday, January 8, 2012
1:30 pm - 2:45 pm

2012 PCMA HQ Committee Meetings (by invitation)

Manchester Grand Hyatt

Achievement Awards and Recognition Committee
Second Level - Edward C

Education Conference Program Committee
Third Level - Windsor C

Global Task Force
Second Level - Molly A

Membership Committee
Second Level - Molly B

Sunday, January 8, 2012
1:30 pm - 3:00 pm

2013 AMPC Orientation

SDCC - Upper Level, Room 30CDE

For the Members of the following volunteer groups:

Annual Meeting Program Committee
Exhibitions Task Force
Corporate Task Force
Corporate Social Responsibility Task Force
Global Task Force (session development group)
Independent Professionals Task Force
Medical Meetings Task Force
New Professionals Task Force

Sunday, January 8, 2012
1:30 pm - 3:00 pm

PCMA Planners Bus Tour of Downtown San Diego (optional)

SDCC

Pre-registration is required.

Tour departs from the San Diego Convention Center – outside Hall C entrance. Further information is provided in tour registration confirmation.

Sunday, January 8, 2012
1:00 pm - 3:00 pm

PCMA Student Union: Some Assembly Required: How to Make, Grow and Keep Business Relationships

Manchester Grand Hyatt - Ground Level, Douglas Pavilion C

Brought to you by PCMA Education Foundation

Building a network of business contacts is one of the most empowering things you can do to help jumpstart your career. Anyone can train themselves to build relationships, regardless of their comfort level in social interactions. In a world where products, services and people seem to be commodities, having the advantage of being respected, trusted and known, is now critical for professional success.

- Create a network of long-term and mutually beneficial relationships
- Remember names and other pertinent information on demand
- Position yourself as a “go-to-person” in your niche

Thom Singer, Speaker, Author, Consultant, Some Assembly Required: How to Make, Grow and Keep Your Business Relationships

Sunday, January 8, 2012
1:00 pm - 5:00 pm

CEO Summit (by invitation)

Omni San Diego –Lobby Level, Gallery 1

In collaboration with Destination Marketing Association International (DMAI)

Sunday, January 8, 2012
2:45 pm - 4:00 pm

Faculty Workshop More Noodles for the Alphabet Soup - Part 2

Manchester Grand Hyatt - Second Level, Edward AB

Pre-registration is required.

In Part II, focus on how to best prepare students for the working world by using the MBECS Curriculum Guide (due to be released in 2012) and the new CMP-IS. Discuss ways in which these industry standards can be used by academics.

- Benchmark existing course offerings to insure relevance and consistency with professional requirements of entry level employees
- Develop new course offerings depending on the size and needs of you institution/department/program
- Advance the development of a standard end point assessment for students that will be recognized by both the academic community and future employers

Amanda Cecil PhD CMP, Assistant Professor, Indiana University-Purdue University Indianapolis
Page | 8

Sunday, January 8, 2012
3:00 pm - 3:30 pm

PCMA Benefits Overview: What Can PCMA Do For You?

Manchester Grand Hyatt - Ground Level, Douglas Pavilion AB

Sunday, January 8, 2012
3:30 pm - 4:30 pm

Convening Leaders Orientation: Speed Networking

Manchester Grand Hyatt - Ground Level, Douglas Pavilion AB

Brought to you by PSAV® Presentation Services

Pre-registration is required.

Discover how to get the most from your PCMA experience while getting to know fellow attendees.

Sunday, January 8, 2012
4:00 pm - 5:00 pm

2012 AMPC Pre-Con meeting

Manchester Grand Hyatt - Third Level, Madeleine CD

Includes AMPC and associated 2011 Task Force members.

Sunday, January 8, 2012
4:00 pm - 5:00 pm

Faculty Task Force Meeting

Manchester Grand Hyatt - Second Level, Edward AB

Sunday, January 8, 2012
5:00 pm - 6:30 pm

Chapter Receptions

Various Locations

Meet with your Peeps! Be sure to attend your local Chapter Reception to maximize your networking time, catch up with chapter colleagues and hoist a few. These receptions are always fun and loud and the best way to jumpstart your Convening Leaders experience.

Canada East and Canada West Chapters

San Diego Marriott Marquis & Marina – Rancho Santa Fe Room (Lobby Level)

Capital and Chesapeake Chapters

Omni San Diego Hotel - Grand Ballroom (Level 4)

Greater Midwest Chapter
Club 207 at Hard Rock Hotel

Greater Philadelphia and New York Area Chapters
Hilton San Diego Bayfront - Aqua 306 Room

Gulf States Chapter
Omni San Diego Hotel - Palm Terrace (Level 6)

Heartland Chapter
San Diego Marriott Marquis & Marina - Presidio Room (Lobby Level)

Mexico Chapter
San Diego Marriott Marquis & Marina - Atlanta & Chicago Rooms (Lobby Level)

New England Chapter
Manchester Grand Hyatt - Molly AB (Second Level)

Northern California and Pacific Northwest Chapters
Hotel Solamar

POWER Chapter
Manchester Grand Hyatt - Madeleine AB (Third Level)

Rocky Mountain Chapter
Manchester Grand Hyatt - Del Mar AB (Third Level)

Southeast Chapter
Manchester Grand Hyatt - Windsor BC (Third Level)

Southwest & Pacific Chapter
Manchester Grand Hyatt - Edward CD (Second Level)

Sunday, January 8, 2012
5:00 pm - 6:30 pm

Corporate Planner Reception (by invitation)
Manchester Grand Hyatt - 40th Floor, Top of the Hyatt

Brought to you by Greater Houston Convention and Visitors Bureau

Sunday, January 8, 2012

5:00 pm - 6:30 pm

Independent Planner Reception (by Invitation)

Manchester Grand Hyatt - Ground Level/Marina Boardwalk, Gallery Room

Brought to you by New Orleans Convention & Visitors Bureau and Ernest N. Morial Convention Center

Sunday, January 8, 2012

6:30 pm - 8:30 pm

Welcome Reception at Manchester Grand Hyatt: Convergence of the Senses

Manchester Grand Hyatt - Second Level, Manchester and Elizabeth Ballrooms

Title Sponsor: San Diego Tourism Marketing District

Reception Sponsor: Manchester Grand Hyatt

Event Producer Sponsor: Pacific Event Productions

Event Sponsor: PSAV® Presentation Services

Event Coordinator Sponsor: AlliedPRA Destination Management

Event Sponsors: FormDecor, Kool Party Rentals, Mass Ensemble, and Karl Strauss Brewing Company

Get sociable. Reconnect with your PCMA BFF's or find new ones - as San Diego opens its arms and welcomes you to Convening Leaders. You'll experience the Manchester Grand in grand sensory style. From the sumptuous cuisine to the sights and sounds of the innovative Mass Ensemble's exotic blend of art, sculpture and music your senses will emerge energized for the days ahead.

Sunday, January 8, 2012

8:30 pm - 10:00 pm

meetingsocial: new professionals meetup

FLUXX Nightclub

Take networking to the next level. Mix and mingle with other new professionals as you check out one of America's Hottest New Nightclubs, FLUXX. Enjoy a private area where you can meet new friends and connect with senior industry professionals.

Sunday, January 8, 2012

8:30 pm - 1:00 am

PCMA After Party

FLUXX Nightclub

Venue Sponsor: Fluxx

Event Coordinator/Sponsor: ACCESS Destination Services®

Event Sponsor: The Heroes

This hotspot will be open exclusively for PCMA guests. You won't want to miss catching up with your PCMA friends at the ultimate PCMA gathering place. FLUXX is the next generation in nightlife venues in downtown San Diego. Located in the Gaslamp District within easy walking distance of PCMA events and

hotels, FLUXX offers a lineup of unparalleled DJs and tantalizing cocktails - voted the nation's best "New Nightclub of the Year."

Transportation will be provided to official PCMA hotels.

MONDAY, JANUARY 9

Monday, January 9, 2012

6:00 am - 7:00 am

Rise and Shine Fitness

Brought to you by Visit Baltimore

Event Producer Sponsor: The Event Team

Classes on Monday:

Zumba will be held at the Manchester Grand Hyatt, Level 3, Mohsen AB.

Pilates will be held at the Omni San Diego, Level 4, Grand Ballroom.

Monday, January 9, 2012

6:45 am - 8:00 am

CMP® Breakfast

Manchester Grand Hyatt - Ground Level, Douglas Pavilion A & Foyer West

Brought to you by Nashville Convention & Visitors Bureau

Monday, January 9, 2012

7:00 am - 5:00 pm

Registration at the San Diego Convention Center

SDCC - Ground Level, Hall D Lobby

Monday, January 9, 2012

7:30 am - 8:30 am

Networking Breakfast

SDCC - Ground Level, Hall F

Monday, January 9, 2012

7:30 am - 8:15 am

Discover What Works in Virtual and Hybrid Events

Learning Lounge - DIGITAL U, Discovery Theater

Choose from a variety of 15- and 30-minute presentations about what works in virtual and hybrid events. Topics include engagement techniques, speaker training, copyright issues, , learning, , measurement and more. Several virtual/hybrid events will also be “deconstructed.”

Monday, January 9, 2012

7:30 am - 8:15 am

Education Lessons from Learning Leaders

Learning Lounge - THINK, Really Live Chat

Discussions of 21st Century education trends and how they can be implemented in meetings and conferences. Join these informal facilitated conversations with insights from five professional thought leader educators and authors.

Monday, January 9, 2012

7:30 am - 8:15 am

Get Your Marketing APPEal For a Better ROI

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

“Build it and they will come” is a thing of the past. It’s not about technology, it’s about what you want to achieve with it. Learn first-hand how to integrate your event app in your meeting or organization marketing strategy. Leave this session with practical and easy to implement marketing solutions.

Rachel Stephan, President, Les Sens Creatifs

Monday, January 9, 2012

7:30 am - 8:15 am

Interviews and Insights from PCMA's Hybrid Event

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

This engaging talk show is designed to take down the wall between the virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on Convening Leaders.

Amanda Marijanovic, VP Strategic & Creative Development, Source Line Inc.

Monday, January 9, 2012
7:30 am - 8:15 am

Interviews and Insights on Virtual and Hybrid Events

Learning Lounge - DIGITAL U, VES Live Streaming Studio

This engaging talk show is designed to take down the wall between virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on virtual and hybrid events. .

Monday, January 9, 2012
7:30 am - 8:15 am

Make the Most of Your Conference Experience

Learning Lounge - SOCIETY, Common Ground

Kick off the conference with tips on how to take full advantage of what Convening Leaders has to offer!

Thom Singer, Speaker, Author, Consultant, Some Assembly Required: How to Make, Grow and Keep Your Business Relationships

Monday, January 9, 2012
7:30 am - 8:15 am

The Latest in Digital Events, Meetings, and Other Solutions

Learning Lounge - DIGITAL U, Digital DEMOS

Roll up your sleeves and play with our Digital Demos. Topics include how to upload content, moderate an online chat, build a virtual booth and more.

Monday, January 9, 2012
8:30 am - 9:45 am

***Opening General Session* Rules for Epic Wins that Fascinate**

SDCC - Ground Level, Halls G/H

*Brought to you by Hawai'i Convention Center
Sally Hosghead arranged by PCMA Communication Partner, Speak Inc.*

What do naps, games, and nine-second spans have to do with meetings? Plenty! Get your creative juices flowing and join top thinkers in outside fields for unique insights into how to design meetings that are more engaging, foster better recall, and generate more action.

Brain Rules for Meetings

What if conventions had nap rooms, multitasking was frowned upon, and meetings were held during walks? Dr. John Medina, author of the long-running *New York Times* bestseller *Brain Rules*, will take an intriguing look into how we think and learn....and how we can help people get the most out of our meetings.

Making Your Meeting an Epic Win

In the best-designed games, our engagement is perfectly optimized...we have endless opportunities to challenge ourselves, we're surrounded by potential collaborators, and we feel an insatiable curiosity about the world around us. World-renowned game designer and author of *Reality is Broken: Why Games Make Us Better and How They Can Change the World*, Jane McGonigal will translate decades of gaming insights to the meetings arena. Learn the art of an "epic win" and how to bring it to your next meeting.

The First Nine Seconds

In today's world of seconds-only attention spans, you might only get nine seconds to start a conversation or sell your idea. How can you craft messages that instantly captivate your audience? Sally Hogshead, author of *Fascinate*, will reveal the answers using her groundbreaking research study. Learn how to get others to instantly fall in love with your ideas with her system, "The 7 Triggers of Fascination."

John Medina, M.D., Author, Brain Rules

Jane McGonigal, Author, Reality is Broken: Why Games Make Us Better and How They Can Change the World

Sally Hogshead, Author, FASCINATE: Your 7 Triggers of Persuasion and Captivation

Monday, January 9, 2012

9:45 am - 10:30 am

Networking Refreshment Break

SDCC - Ground Level, Hall F and Upper Level, Session Room Foyers

Monday, January 9, 2012

10:30 am - 10:45 am

Session Instructional Design That Leads to Learning

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Jeff Cobb, Owner, Tagoras

Monday, January 9, 2012

10:30 am - 10:45 am

Using Ignite, Pecha Kucha or TED Effectively For Learning

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Donna Kastner, Managing Director, Enlighten 123, Inc.

Monday, January 9, 2012

10:30 am - 10:55 am

DIY Video for Conferences

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Carrie Ferenac, President, Convention News Television

Monday, January 9, 2012

10:30 am - 10:55 am

Zite: Curating Content For Learning And Sharing

Learning Lounge - APP4That, How To Tablet Lab

Gina Schreck, President, Synapse 3Di

Monday, January 9, 2012

10:30 am - 11:00 am

Discover What Works in Virtual and Hybrid Events

Learning Lounge - DIGITAL U, Discovery Theater

Choose from a variety of 15- and 30-minute presentations about what works in virtual and hybrid events. Topics include engagement techniques, speaker training, copyright issues, learning, measurement and more. Several virtual/hybrid events will also be “deconstructed.”

Monday, January 9, 2012

10:30 am - 11:00 am

The Latest in Digital Events, Meetings, and Other Solutions

Learning Lounge - DIGITAL U, Digital DEMOS

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Learning Lounge - DIGITAL U, VES Live Streaming Studio

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Monday, January 9, 2012

10:30 am - 11:10 am

Exhibit and Trade Shows Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

D. Bradley Kent Sr., Vice President, Industry Relations, Freeman

Monday, January 9, 2012

10:30 am - 11:30 am

Engaging Stakeholders for Sustainable Event Success

SDCC - Upper Level, Room 30AB

Like the idea of sustainability but feel challenged by organizing a sustainable event? Reduce planning time and expand your effectiveness by engaging your event stakeholders. Review the practical steps and common sense approaches to activate event suppliers to deliver solutions and support for improved sustainable event results. Join planners, suppliers and destinations in an exploration of best practices, ready resources and examples of successful outcomes.

- Understand how emerging industry standards for sustainable events work together to help reduce risk
- Apply practical tactics for using sustainability to save time and increase ROI
- List three methods for activating suppliers and destinations to deliver greater sustainability outcomes

Steen Jakobsen, Convention Director, Wonderful Copenhagen

Michael Luehrs, Sustainability Services Manager, MCI-Group

Monday, January 9, 2012

10:30 am - 11:30 am

Generations Apart: Uncensored and Anonymous

SDCC - Upper Level, Room 23

What happens when you ask young professionals and senior professionals for frank and honest perceptions and opinions of life in the workplace? What are the differences? The similarities? This session utilizes video actors to bring our uncensored crowd sourced responses to life. Explore through a facilitated dialogue how generations can work together to achieve organizational and events goals, keep the industry fresh and forward thinking.

- Identify key workplace motivators for both young and senior professionals and understand how they compare and contrast
- Understand how embracing differing approaches brings smart, new ideas that can move organizations forward
- Relate two things you've learned about generations other than your own and how you'll apply them to improve your workplace

Richard B. Green CASE®, VP, Association Sales and Industry Relations, Marriott International

George Kong, Independent Planner, georgekong.com

Monday, January 9, 2012
10:30 am - 11:30 am

Global Games Can Lead the Way for Meetings

SDCC - Upper Level, Room 30CDE

Global events, such as the Olympics, bring enhanced infrastructure and services to destinations...elements that endure long after the Games themselves and offer significant benefit to international meetings. But there may be some pitfalls to avoid as well. Learn how to navigate the landscape in emerging destinations and be more strategic in international site selections. Real-life examples with a global view will be shared.

- Identify destination attributes required for hosting both meetings and global Games
- Anticipate pros and cons in destinations that will host or have hosted global Games
- Be more strategic with international site selections

Lisa Delpy Neirotti PhD, Associate Professor of Tourism and Sport Management, George Washington University, Tourism and Hospitality Management

Monday, January 9, 2012
10:30 am - 11:30 am

Meetology®: The Science Behind Effective Meetings

SDCC - Upper Level, Room 33AB

Know why you should consider holding a meeting lying down? Attend this fun and interactive session to find out! Gain an understanding of the science of everything from color to activities to food and how it affects behavior, mood, creativity and interaction. Best of all, discover all kinds of practical ways to create events that are scientifically proven to maximize attendees' involvement.

- Apply scientific findings to support your meeting's desired outcomes
- Boost your attendees' performance with tactics involving activities and food
- Improve attendees' creativity and memory through color selections onsite

Jonathan Bradshaw, Founder, Meetings Mindset®

Monday, January 9, 2012
10:30 am - 11:30 am

The Challenge of Digital Integration

SDCC – Upper Level, Room 32

Discover how engagement marketing – the creation of a persistent and mutually beneficial relationship between a brand and its target audience through face-2-face and digital interaction - can enhance the ROI of your meetings. Learn the latest digital principals, tools and techniques of event management technology to develop a higher level of engagement. A real life case study features the successful deployment of engagement marketing strategies and tactics you can use for your own meetings.

- Create an integrated communications program to enhance live meetings
- Become fluent on features of emerging digital technologies
- Deployment of current resources to initially launch your engagement marketing initiative

Simon Hughes, Director of Live Events, Central Office of Information
Anthony Miller, Strategic Director, Active Network Events

Monday, January 9, 2012
10:30 am - 11:45 am

A New Day for Medical Associations

SDCC - Upper Level, Ballroom 20D

Changing government policies, government financial issues, and global business changes have escorted in a new era for medical associations. How has the new landscape affected their partnerships with members and sponsors, and impacted medical meetings as a whole? A panel of CEOs will share their associations' strategies for rising to the challenges facing global medical meetings today, some of which may surprise you!

- Identify worldwide changes affecting medical associations and their meetings
- Cite strategies for proactive partnerships between medical associations and their members
- Apply lessons learned from CEOs who are facing similar challenges

MODERATOR:

James H. Youngblood, Chief Executive Officer, Heart Rhythm Society

PANEL:

Anne Bishop, Chief Executive, British Association of Urological Surgeons

Karen L. Hackett CAE, Chief Executive Officer, American Academy of Orthopedic Surgeons

David W. Parke M.D., Executive Vice President and CEO, American Academy of Ophthalmology

Monday, January 9, 2012

10:30 am - 11:45 am

Becoming a Strategic Partner within Your Organization - Part 1

SDCC - Upper Level, Room 29

With increased expectations from senior leadership, the need for ROI metrics, and the continued adaptation of technology, the meeting professional must shift from being a logistical partner to a strategic partner. Especially beneficial for those in corporate environments, you won't want to miss this high-level panel discussion. Two senior-level executives will discuss their experiences with having meeting planners as strategic partners.

- Appreciate the value to senior leadership of being a strategic partner
- Cite the skills, attitudes and behaviors inherent to being a strategic partner
- Identify the important strategic alignment necessary to meet your organization's long-term goals

MODERATOR:

Mary Boone, President, Boone Associates

PANEL:

Susan Lichtenstein, Director of Finance, Cisco Systems, Inc.

Jeff Singasaas, General Manager, Events and Studios, Microsoft Corporation

Monday, January 9, 2012

10:30 am - 11:45 am

Designing Conferences for Education and Experience

Learning Lounge - THINK, Really Live Chat

Designing conferences for education and designing attendee experiences require more than just logistics and schedules. Attention must be given to the instructional design, the physical environment and the learner's needs. Discuss four prominent thought leaders' perspectives on designing for education and experience.

Monday, January 9, 2012

10:30 am - 11:45 am

Develop Your Authenticity and Charisma

SDCC - Upper Level, Room 24

How you're perceived by others is critical, not just in high-stakes presentations but how you show up to work every day. Whether one-on-one or in front of a packed meeting room, learn how to connect with people around you, share your passions, and listen/respond appropriately. Develop your own authenticity and charisma in order to communicate and lead effectively.

- Describe how to develop persuasive content for one-on-one or group settings
- Explain how body language affects the messages you send
- Describe ways to build trust with a group

Nick Morgan, President, Public Words Inc.

Monday, January 9, 2012

10:30 am - 11:45 am

Forecasting Exhibition and Event Outcomes

SDCC - Upper Level, Room 31AB

Have you ever been asked to deliver an exhibition or event budget that was unrealistic in unfavorable economic conditions? Are you searching for a simple framework to guide you through a rational planning discussion? Enhance your framework for exhibition and event planning by using knowledge of business cycles to more accurately predict revenue and other outcomes. Leave with a toolkit with key macro elements and leading indicators.

- Describe basic cycle planning concepts
- Follow the five steps in exhibition cycle planning
- Be able to predict your market size and growth

F. Hal Vandiver, President, F. Hal Vandiver and Associates, Inc.

Monday, January 9, 2012

10:30 am - 11:45 am

From the Classroom to the Real World

SDCC - Upper Level, Room 33C

How can we best prepare students for the realities of the meetings industry? Hear survey results on what meeting professionals really want from college graduates and how some planners "give back" to the classroom. Join the conversation on how educators and meeting professionals can work together to make the education process effective and rewarding for all.

- Identify best practices for how educators and meeting professionals can jointly support meetings education
- Summarize survey results on what meetings professionals expect from recent graduates
- Identify opportunities to contribute your real world planning expertise to the advancement of meetings education

Carl Winston, Director, School of Hospitality and Tourism Management SDSU, San Diego State University

Monday, January 9, 2012

10:30 am - 11:45 am

Masters Series International Business and Culture: Making Sense through Mythology

SDCC - Upper Level, Ballroom 20A

Brought to you by IMEX America

As our world gets smaller, achieving success in meetings and business internationally takes on greater urgency. Join Devdutt Pattanaik, Chief Belief Officer of the Future Group, as he presents his eye-opening observations on how myth informs culture and how understanding the nuances can help you be successful in global business. Pattanaik utilizes humor and insight to explain how the failure to understand culture in worldwide business accounts for the major source of misunderstandings, deals gone bad, projects delayed and cancelled.

- Understand how mythology informs and influences culture
- Recognize how culture impacts international business and relationships
- Cite how to avoid misunderstandings by being open to cultural nuances

Devdutt Pattanaik, Chief Belief Officer, The Future Group

Monday, January 9, 2012
10:30 am - 11:45 am

Social Listening for Meetings

SDCC - Upper Level, Ballroom 20BC

Your event attendees are more engaged with social media today than they've ever been. They are using these tools to share their experiences and how they feel -- your event may be part of this conversation. If you're not listening, you are missing opportunities to innovate, solve problems, identify evangelists and prospects and reduce costs. In this hands on session, learn how knowing what your audience is saying is integral to building a powerful event.

- Connect how social listening can have a major impact on your event's top and bottom lines
- Discover free tools that facilitate listening
- Recognize 'listening patterns' and use insights to drive strategic actions for your event

Erica S St. Angel, VP Marketing, Sonic Foundry

Monday, January 9, 2012
10:30 am - 11:45 am

Take Your Small Business to the Next Level

SDCC - Upper Level, Room 31C

Are you an established independent meeting planner considering an expansion or new venture? Maybe you're in start-up mode but with big plans for the future? Either way, this session will offer strategy and tactics to take your business to the next level. You'll have the chance to submit individual business challenges pre-session and to share contact information in order to stay in touch with participants afterward.

- Evaluate your mission statement, unique selling proposition and brand identity, and understand why they should be revisited periodically
- Describe funding options available to small business owners in today's economy
- Cite the pros and cons of business expansion, and identify options for outsourcing, taking on partners, and hiring staff

Bonnie E. Walsh CMP, CMM, Chief Strategist, Bonnie Walsh Associates, LLC

Monday, January 9, 2012

10:30 am - 11:45 am

The Down "Load" on Mobile Apps

Learning Lounge - APP4That, Expert Exchange Lounge

Drop by and ask the experts everything you have always wanted to know about Mobile Apps and what are they used for. Topics include the different types and functionality available, what you should know about developing an app for your meeting or organization.

Monday, January 9, 2012

10:30 am - 11:45 am

VES The Digital Future of Physical Events

SDCC - Upper Level, Room 28DE

Discover how online technologies such as streaming, telepresence, location-aware devices, augmented-reality, RFID, QR codes and more are being used to engineer vivid physical event experiences – creating more interactive, agile events with new services, navigation and models for sponsorship.

- Gain a better understanding of the digital technologies affecting physical events
- Determine how you can best use and monetize these technologies
- Formulate your own plan for how these technologies can be embedded into your next event

*John Jainschigg, CEO, World2Worlds, Inc.
Eric Olson, General Manager, Active Events*

Monday, January 9, 2012

10:30 am - 11:45 am

VES Twenty-First Century Learning in Virtual Environments

SDCC - Upper Level, Room 28C

Examine the changing landscape of learning in the 21st century and how traditional models of education are giving way to more engaging learn-anywhere models. You'll gain a deeper understanding of how to "drill deep" with virtual event participants; how to increase their engagement; and how to help them retain more information and have more meaningful learning experiences.

- Increase your learners' retention of presented information

- Help attendees take home something “meaningful” from each of your events
- Develop strategies to increase participant engagement in the learning process

Emma King, VP of Event & Learning Strategy, INXPO
David Wilkins, VP Taleo Research, Taleo

Monday, January 9, 2012
10:30 am - 11:45 am

VES101 Choosing Your Digital Engagement Tool

SDCC - Upper Level, Room 28A

From Webcasts to virtual trade shows and interactive environments, there are a host of digital tools to drive engagement. But which is right for you? Learn to analyze and apply the ones that best fit you and your attendees.

- Prepare a plan for driving two-way interaction with attendees against specific business goals
- Align business objectives with the right digital engagement tools
- Build programs that harness the power of integrated media, multimedia solutions and emerging technologies

Kristin Beaulieu, SVP Sales & Development, East, UBM Studios
Kathleen Connolly, VP, UBM Studios

Monday, January 9, 2012
10:30 am - 11:45 am

VES101 Designing Online Events for Compelling Attendee Experiences

SDCC - Upper Level, Room 28B

It's time to do away with conventional wisdom in favor of tactics that are truly engaging. It's time to give your digital events a unique personality. Come learn to rethink your online events from an attendee's point of view.

- Rethink online events from the customer/attendee point-of-view
- Create engagement tactics for your events that are truly engaging
- Develop a “personality” around your events

Kathryn Barrett, Webcast & Online Event Producer, O'Reilly Media, Inc.

Monday, January 9, 2012
10:50 am - 11:05 am

Creating Effective Networking Experiences

Page | 24

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Thom Singer, Speaker, Author, Consultant, Some Assembly Required: How to Make, Grow and Keep Your Business Relationships

Monday, January 9, 2012
10:50 am - 11:05 am

Treating Speakers Like Rock Stars

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

David Serino, Strategist/Educator, Think! Social Media

Monday, January 9, 2012
10:55 am - 11:20 am

Twitter 101

Learning Lounge - APP4That, How To Tablet Lab

Jessica Leigh Levin MBA, CMP, CEO, Seven Degrees Communications

Monday, January 9, 2012
10:55 am - 11:20 am

Text to Screen for Conferences

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Midori E. Connolly, CEO, Pulse Staging and Events, Inc.

Monday, January 9, 2012
11:10 am - 11:25 am

Why Twitter Increases Audience Engagement & How to Leverage It

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Neen James, President, Neen James Communications LLC

Monday, January 9, 2012
11:10 am - 11:25 am

Designing For Participant Engagement

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Liz Strauss, CEO/Founder, Inside-Out Thinking & SOBCon

Monday, January 9, 2012
11:15 am - 11:35 am

Continue the Conversation: Fascination: Your Shortcut to Persuasion

Learning Lounge - SOCIETY, Common Ground

Want to talk about what you heard from Sally Hogshead earlier today? Share your thoughts, questions, and other ideas with your peers in this small group discussion.

Monday, January 9, 2012

11:20 am - 11:45 am

Leveraging the iPad for Site Selection

Learning Lounge - APP4That, How To Tablet Lab

Corbin W. Ball CMP CSP CSP, CMP, President, Corbin Ball Associates

Monday, January 9, 2012

11:20 am - 11:45 am

Using QR Codes & Google Docs for Your Event

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

David Serino, Strategist/Educator, Think! Social Media

Monday, January 9, 2012

11:30 am - 11:45 am

Designing Large General Sessions

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Glenn Thayer, The Voice of Meetings & Events, Thayer Productions

Monday, January 9, 2012

11:30 am - 11:45 am

Promoters, Neutrals, and Detractors: How to Use The Net Promoter Score To Turbocharge Your Event

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Terry Starbucker, Managing Partner/Founder, Inside-Out Thinking & SOBCon

Monday, January 9, 2012
12:00 pm - 1:15 pm

Celebrate PCMA Luncheon

SDCC - Ground Level, Halls D/E

Brought to you by Tourism Montréal, Palais des congrès de Montréal

Celebrate You!

Join us for lunch as we celebrate colleagues and peers who strive to make a difference in the meetings industry and PCMA. Network with your friends and celebrate the people that make this organization great: you!

Monday, January 9, 2012
12:00 pm - 1:00 pm

VES Networking Lunch

SDCC - Upper Level, Room 28 Foyer

Monday, January 9, 2012
1:15 pm - 2:15 pm

VES General Session: The Great 2012 Digital Debate

SDCC - Upper Level, Room 28CDE

As we enter 2012 with years of experience in virtual events and meetings for education, collaboration and marketing, what have we learned and what does it mean for the future? This leadership panel will explore both sides of the big issues: What is working today and what isn't? What is the business model that's needed to make virtual extensions work for associations? Is self-service working -- is it making it easier to launch events, or is it making it easier to launch poor experiences? What will the integrated event of the future look like? How are virtual exhibits working and for whom? What else is working for monetizing virtual programs? Will it be 2D, 3D or simple streaming in the future – does it matter? What's the ROI on virtual engagements and how do we measure it? What talent is needed in-house versus outsourced? These and many more issues will be hotly debated from the stage and the floor. You don't want to miss this! <p>Please add "Virtual Edge Summit" to your registration in order to receive a special badge that will give you access to this session. There is no additional fee, but pre-registration is required.

- Decide if virtual exhibits will be a part of your strategy going forward
- Determine the best measurement of ROI for your virtual engagements
- Prepare for the future of virtual events and environments

Larry Cook, Sr. Manager, Events and Digital Metrics, IBM

Tony Lorenz CMM, Founder, bXb Online

David Rich, Senior VP, Strategy & Planning, Worldwide, George P. Johnson Company

Tony Uphoff, CEO, UBM TechWeb

Kathy Visser-May, US Marketing Channels and Analytics Director, Microsoft Corporation

John Graham CAE, President and CEO, ASAE: The Center for Association Leadership

John Jainschigg, CEO, World2Worlds, Inc.

Monday, January 9, 2012

1:30 pm - 1:45 pm

Mining Competitive Shows for Exhibit Acquisition

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Kenji Haroutunian, Vice President, Nielsen Expositions Outdoor Group, Nielsen Expositions

Monday, January 9, 2012

1:30 pm - 1:45 pm

Would You Like Virtual Fries with That 10' x 10'?

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Michelle Bruno, President, Bruno Group Signature Events

Monday, January 9, 2012

1:30 pm - 2:00 pm

Social Media for Your DMO

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

David Serino, Strategist/Educator, Think! Social Media

Monday, January 9, 2012

1:30 pm - 2:00 pm

Using the iPad To Display Presentations

Learning Lounge - APP4That, How To Tablet Lab

Midori E. Connolly, CEO, Pulse Staging and Events, Inc.

Monday, January 9, 2012

1:30 pm - 2:30 pm

Faculty Exchange for Teaching Excellence - Part 1

SDCC - Upper Level, Room 33C

As educators, you're always seeking the latest trends, solutions and innovations to prepare your students for their professional careers and reduce their learning curve. Join these short presentations of classroom best practices for event, meeting, convention, and exhibition planning instruction. Topics to be discussed are "Advances in 21st Century Technological Pedagogy for Meetings Students" and "Using the iPad as a New Way of Learning"

*Amanda Cecil PhD CMP, Assistant Professor, Indiana University-Purdue University Indianapolis
Joe Jeff Goldblatt FRSA, Ed.D, Professor and Executive Director, Queen Margaret University*

Monday, January 9, 2012

1:30 pm - 2:30 pm

Adapting to Budget Constraints

SDCC - Upper Level, Ballroom 20D

The budgetary challenges faced by many in the meetings industry may be here to stay. Don't just sit back and hope things will get back to "normal" soon. Discover how planners, destinations and CSMs can work together to adapt and create a "new normal" for your organization and your meetings....a proactive plan that meets organizational and event objectives.

In collaboration with ESPA (formerly ACOM)

- Articulate budgetary challenges currently faced by both planners and CSMs
- Identify strategies to adapt to these challenges without sacrificing quality
- Describe how stronger relationships between planners and CSMs can assist

MODERATOR:

Joan L. Eisenstadt, Chief Strategist, Eisenstadt Associates, LLC

PANEL:

Martin D. Balogh, Director Of Meetings & Travel, American Bar Association

Eric Blanc CMP, Director of Sales & Marketing, Tampa Convention Center

David A. Dvorak CMP, Vice President of Catering and Convention Services, Starwood Hotels & Resorts Worldwide

Dawn D. Rockas CMP, National Sales Director, San Diego Convention & Visitors Bureau

Monday, January 9, 2012

1:30 pm - 2:30 pm

Masters Series More Brain Rules for Meetings

SDCC - Upper Level, Ballroom 20A

Brought to you by Visit Baltimore

Following John Medina's presentation earlier this morning, delve deeper into how we think and learn. Dr. Medina will take your questions from the General Session and then continue the exploration of how important brain science is to meetings. Uncover more Brain Rules, including how vision trumps all other senses. Learn how you can produce better results at meetings, work, and home.

- Explain the importance of preparing speakers to provide meaning, not just data
- Uncover a simple change that increases attendee recall from 10% to 65%
- Recognize new ways to create "brain-friendly" presentations

John Medina, M.D., Author, Brain Rules

Monday, January 9, 2012

1:30 pm - 2:30 pm

The Best of the Exhibition and Convention Executives Forum (ECEF)

SDCC - Upper Level, Room 23

Here's your chance to get a glimpse inside the invitation-only Exhibition and Convention Executives Forum (ECEF). Hear highlights from recent summits, where some of the best minds in the exhibition business (both association and independent executives) share strategies for increasing revenues and improving the value of exhibitions. Best practices from CEA/CES, NRA, ASAE, and AARP will be included.

- Identify promising growth opportunities for your exhibitions
- Understand the challenges and opportunities of implementing hybrid events
- Develop strategies for keeping your exhibitions fresh and relevant

Sam Lippman, President, Integrated Show Management & Marketing

Monday, January 9, 2012

1:30 pm - 2:45 pm

More Than Green: Sustainable Meeting Marketing

SDCC - Upper Level, Room 31AB

Dive into an area of sustainability that few in the meetings industry are addressing yet - the marketing of meetings and marketing materials at meetings. Put yourself on the cutting-edge with sustainable marketing strategies that will help make your organization and your meetings socially responsible. Discover concrete ways to immediately impact an aspect of your meeting that you as a planner directly control.

- Define sustainable marketing
- Describe how traditional marketing tactics may conflict with social responsibility
- Apply green marketing to your meetings or business

Sapna Mangal, Associate Professor, Kendall College

Susan Tinnish PhD, Assistant Professor, Kendall College

Monday, January 9, 2012

1:30 pm - 2:45 pm

SMMP Beyond Theory: Foundational Elements of Policy and Partnerships

SDCC - Upper Level, Room 31C

Developing an SMMP is not a one-person show. It requires strong and structured partnerships with both internal organizations and external suppliers. An enforceable policy supported by internal and external partners is foundational to any SMM Program. Corporate meeting/event leaders embarking on an SMM program will gain insights into one company's step-by-step

approach to building their policy and partner relationships. Work in groups to build key policy elements for your own organization.

- Describe the roles of internal and external partnerships in SMMP success
- Create defensible key elements for your SMMP policy
- Communicate the value of policy and partnerships with business relevance

Carolyn Pund CMP, CMM, Senior Global Strategic Meetings Manager, Cisco Systems, Inc.

Monday, January 9, 2012

1:30 pm - 2:45 pm

Social Media for Your International Meeting

SDCC - Upper Level, Room 24

Strengthen your organization's global connections with a strategic social media plan, targeted for different regions of the world. Explore real-life examples of how international social media plans can be designed, implemented and evaluated. Understand the challenges with implementing a broad plan across the globe. A LinkedIn group with fellow participants will be formed to extend the learning.

- Summarize basic elements of a social media plan
- Identify strategies most fitting for your organization's meetings
- Modify your plan based on meeting type, size and location

Stewart L Mader, Director, Social and Online Tools, CFA Institute

Monday, January 9, 2012

1:30 pm - 3:45 pm

Becoming a Strategic Partner within Your Organization - Part 2

SDCC - Upper Level, Room 29

In Part II, move onto how to implement your new strategic vision. Within small groups of your peers, discuss opportunities and challenges to creating a strategic meeting planning department.

- Evaluate the capabilities of your department to reveal any gaps to be filled
- Develop approaches for engaging the right external talent
- Develop approaches for engaging the right external talent

Mary Boone, President, Boone Associates

Monday, January 9, 2012

1:30 pm - 3:45 pm

Discover What Works in Virtual and Hybrid Events

Learning Lounge - DIGITAL U, Discovery Theater

Choose from a variety of 15- and 30 minute presentations about what works in virtual and hybrid events. Topics include engagement techniques, speaker training, copyright issues, learning, measurement and more. Several virtual/hybrid events will also be “deconstructed.

Monday, January 9, 2012

1:30 pm - 3:45 pm

Increasing Exhibits and Sponsorships

Learning Lounge - THINK, Really Live Chat

Are you leveraging everything you can about your sponsorship and exhibitor opportunities? Do you see your sponsors and exhibitors as partners or just transactional relationships? Discuss three thought leaders' perspectives on increasing exhibits and sponsorships.

Monday, January 9, 2012

1:30 pm - 3:45 pm

Interviews and Insights on Virtual and Hybrid Events

Learning Lounge - DIGITAL U, VES Live Streaming Studio

This engaging talk show is designed to take down the wall between virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on virtual and hybrid events. .

Monday, January 9, 2012

1:30 pm - 3:45 pm

ReThink Pharma Funding: Imagine CME Events without Industry Funding (by invitation)

SDCC - Upper Level, Room 30CDE

In collaboration with ReThink Forum and powered by PSAV Presentation Services

What if your outside marketing funding completely disappeared? This group will challenge conventional thinking and through a proprietary creative process discover and prioritize the true value drivers for pharma events. In an intense process of 2 hours and 15 minutes the group will develop new ideas, void of unconscious bias outcomes, and ultimately build value and establish new norms for future pharma events.

- Explore new ideas and ways to deliver profitable CME
- Rethink the role sponsorship dollars play in your CME Events
- Influence the future of how the medical meetings experience is delivered

Flemming H. Fog, CEO, Wizerize Inc.

Greg Van Dyke, Senior Vice President, Global Sales and Marketing, PSAV Presentation Services

Monday, January 9, 2012

1:30 pm - 3:45 pm

The Down "Load" on Mobile Apps

Learning Lounge - APP4That, Expert Exchange Lounge

Drop by and ask the experts everything you have always wanted to know about Mobile Apps and what are they used for. Topics include the different types and functionality available, what you should know about developing an app for your meeting or organization.

Monday, January 9, 2012

1:30 pm - 3:45 pm

The Latest in Digital Events, Meetings, and Other Solutions

Learning Lounge - DIGITAL U, Digital DEMOS

Roll up your sleeves and play with our Digital Demos. Topics include how to upload content, moderate an online chat, build a virtual booth and more.

Monday, January 9, 2012

1:45 pm - 2:30 pm

Independent Professionals Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

Monday, January 9, 2012

1:50 pm - 2:05 pm

Creating an NFL Draft Experience with On-site Booth Sales

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Thomas C. Corcoran, President, Corcoran Expositions, Inc.

Monday, January 9, 2012

1:50 pm - 2:05 pm

Embedding Sponsors in Your Conference

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Liz Strauss, CEO/Founder, Inside-Out Thinking & SOBCon

Monday, January 9, 2012

2:05 pm - 2:35 pm

Social Tools for Conferences

Learning Lounge - APP4That, How To Tablet Lab

Gina Schreck, President, Synapse 3Di

Monday, January 9, 2012

2:05 pm - 2:35 pm

Using Podcasts for Content Distribution

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Mike McAllen, MeetingPodcast, Grass Shack Road

Monday, January 9, 2012

2:10 pm - 2:25 pm

Sponsorship Pricing: Advanced Practices from a Large Show Organizer

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Howard Gelb, Director, Exhibits & Sponsorships, Advanstar - Licensing International Expo

Monday, January 9, 2012

2:10 pm - 2:25 pm

Leveraging Venue and Destination for Sponsorship Opportunity

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Phil Wargowsky CEM, National Sales Manager, Global Experience Specialists (GES)

Monday, January 9, 2012

2:30 pm - 4:00 pm

Refreshment Break

SDCC - Ground Level, Hall F and Upper Level, Session Room Foyers

Monday, January 9, 2012

2:30 pm - 2:45 pm

Shifting Ad Revenue from Print to Digital

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Sharyn Collinson, Managing Director, Fixation Marketing

Monday, January 9, 2012

2:30 pm - 2:45 pm

Strategies for Attracting International Exhibitors

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Stephanie S Selesnick CEM, President, International Trade Information, Inc.

Monday, January 9, 2012

2:40 pm - 3:10 pm

The Paperless Conference Binder: iPads for Event Logistics

Learning Lounge - APP4That, How To Tablet Lab

Corbin W. Ball CMP CSP CSP, CMP, President, Corbin Ball Associates

Monday, January 9, 2012

2:40 pm - 3:10 pm

Using Technology to Reach Your Prospects

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Kelly McDonald, President, McDonald Marketing

Monday, January 9, 2012

2:45 pm - 3:45 pm

Attracting and Retaining Your Ideal Clients

SDCC - Upper Level, Ballroom 20BC

Are you finding it difficult to stand out, get noticed or keep your customers? You're not alone. We now live in a time where anyone with any budget can have a voice -- which means more noise and more competition. Add to this, today's discerning consumer is migrating from the traditional purchasing funnel. If you haven't changed the way you market yourself, you must. This session will arm you with tools you need to attract and retain your ideal customers.

- Identify and attract the customers that inspire your best work
- Understand the new customer decision journey and its impact on how you market your company
- Discover ways to turn customers into a voluntary sales force for your business

Carol Verret, President, Carol Verret Consulting and Training

Monday, January 9, 2012

2:45 pm - 3:45 pm

Elevate your Career with the CMP® Program

SDCC - Upper Level, Room 32

Now's a great time to earn the badge of excellence in the convention and meetings industry - CMP® certification. Learn about exciting changes to the program that will impact examinations beginning in February 2012. Topics will include the new CMP®: International Standards, the application process, and the transition from paper/pencil-based testing to a computer exam.

- Cite changes to the CMP® program that will take effect in February 2012
- Be prepared to study for the exam using the new CMP® International Standards
- Transition easily from the paper/pencil-based test to a computer-based exam

Christina Marie Buck CMP, CMP Program Director, Convention Industry Council

Monday, January 9, 2012

2:45 pm - 3:45 pm

Faculty Exchange for Teaching Excellence- Part 2

SDCC - Upper Level, Room 33C

As educators, you're always seeking the latest trends, solutions and innovations to prepare your students for their professional careers and reduce their learning curve. Join these short presentations of classroom best practices for event, meeting, convention, and exhibition planning instruction. Topics to be discussed are "Working with Industry professionals while Enhancing Students Skills via Hands-on/Service Learning" and "A Practical Way of Improving Student Ability to Function as a Team"

Mark S. Poulos PhD, Professor, St. Edward's University

Angel Tazzer PhD, Professor, St. Edward's University

Godwin-Charles Ogbeide, Assistant Professor, University of Arkansas

Monday, January 9, 2012

2:45 pm - 3:45 pm

Masters Series Fascination: Your Shortcut to Persuasion

SDCC - Upper Level, Ballroom 20A

*Brought to you by New Orleans Convention & Visitors Bureau and Ernest N. Morial Convention Center
Speaker arranged by PCMA Communication Partner, Speak Inc.*

Fascination is an intense emotional focus. When you fascinate your audience, you can command attention, shape opinions, and get the results you want. Following up on her presentation this morning, Sally Hogshead will take you on a high-velocity journey through advertising, pop culture and neurology to provide practical tips for immediately persuading your audiences.

- List Sally's collection of brand new ideas- created just for PCMA attendees- for producing for fascinating events
- Explain why our brains are irresistibly drawn to certain people and experiences
- Identify your natural strengths of persuasion and how to improve them

Sally Hogshead, Author, FASCINATE: Your 7 Triggers of Persuasion and Captivation

Monday, January 9, 2012

2:45 pm - 3:45 pm

The Great Debate: Room Blocks - Still Relevant or Obsolete?

SDCC - Upper Level, Room 23

In many destinations, convention center pricing is tied to room blocks - which can be a tough proposition for groups whose attendees are scouring the internet for their own hotel deals. Is it time to consider a different model? Join in on the debate to break old thought patterns, consider new perspectives and ultimately encourage the industry to discover a model that will level the playing field.

MODERATOR:

John Folks, President, Minding Your Business, Inc.

DEBATERS:

David S. Radcliffe, President, Radcliffe Company

Gregg H. Talley FASAE, CAE, President and CEO, Talley Management Group, Inc.

Jean Marc Demers, Deputy Executive Director, Canadian Institute of Mining, Metallurgy and Petroleum

Greg D. Ortale, President/CEO, Greater Houston Convention and Visitors Bureau

Monday, January 9, 2012

2:45 pm - 3:45 pm

VES 365 Engagement: Making the Leap from Event to Environment

SDCC - Upper Level, Room 28A

The transition from virtual event to ongoing engagement exposes the gap between event organizers and marketers – a gap that requires filling for ongoing virtual engagements to be successful. Learn how Cramer helped two companies bridge that gap, allowing them to maximize their client interactions and more quickly reach their goals.

- Identify the metrics to help determine if you're ready to make the leap from events to a 365-virtual engagement
- Define the additional content, resources, engagement strategies, marketing plans and community building tactics you'll need to ramp up
- Create a budget for a 365 environment so you can set goals and benchmarks

Stacey Clement, Marketing Director, PTC

Steve Gogolak, Director of Media and Webcasting, Cramer

Monday, January 9, 2012

2:45 pm - 3:45 pm

VES Centralizing a Virtual Meeting Program

SDCC - Upper Level, Room 28B

In 2002, PricewaterhouseCoopers created a dedicated function within its Meeting & Event Services group to centralize the management of virtual meetings. What started as one full-time virtual meeting manager with 50 events, is now a team of six, planning 1,000 events each year. Come hear why PwC believes centralization of the virtual meeting function is critical to enterprise-wide success.

- Determine if centralizing your various virtual event programs is right for your organization
- Define your staffing requirements for such centralization
- Develop a plan for gaining internal support for virtual events

Alison Burns, Manager, Virtual Meetings, PricewaterhouseCoopers

Terry Schmidt, Sr. Manager, Virtual Meetings, PricewaterhouseCoopers

Monday, January 9, 2012

2:45 pm - 3:45 pm

VES The Integrated Event: In Person, Online and Mobile

SDCC - Upper Level, Room 28DE

In just a short time we've seen a shift from isolated systems of registration, virtual, community, learning and membership all working together but in their own silo, to the need for fully integrated solutions that span the gamut of computer, tablet and smart phone. This session will help you understand the current state of technology integration, where it's going and how you need to prepare.

- Identify the siloed systems within your organization that are in need of an integrated solution
- Determine how the future of these integrations will affect your events
- Prepare a technology plan that puts you ahead of the curve

Tara Thomas, Vice President, Global Marketing, Certain Software

Annie Yuzzi, Director of Partner Enablement and Events, , VMWare

Monday, January 9, 2012

2:45 pm - 3:45 pm

VES101 Creating Memorable Online Events

SDCC - Upper Level, Room 28C

Jonathan Finkelstein, producer of the world's longest running virtual conferences, explores unique online group and social networking activities that take participant engagement to the next level. Finkelstein will showcase real-world examples from virtual conferences conducted by the Smithsonian, the American Association of Museums, the New York City Department of Education and the American Library Association.

- Identify the types of experiences most memorable to online audiences and craft your own plan for including them in your events
- Use proven techniques and strategies to increase the interaction of event participants
- Teach your subject matter experts to facilitate and encourage virtual discussions

Jonathan Finkelstein, Founder & Executive Producer, LearningTimes

Monday, January 9, 2012

2:50 pm - 3:05 pm

Determining the right "FIT" for Your Exhibitors and Attendees

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Skip Cox, Chief Executive Officer and President, Exhibit Surveys, Inc.

Monday, January 9, 2012

2:50 pm - 3:05 pm

Loyalty 3.0 - Converting New Exhibitors to Regulars

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Carol Roth, Partner, Intercap Merchant Partners, LLC

Monday, January 9, 2012

3:00 pm - 3:30 pm

Stealing Genius

SDCC - Upper Level, Ballroom 20D

Oscar Wilde said, "Talent borrows, genius steals." Steve Jobs was known to be shameless about stealing great ideas. Are you intentional about stealing genius? Great ideas are all around us. They're in our industry and outside our industry. They're at your competitor's events. You see them in stores and on billboards. How can you identify success in the marketplace and replicate the idea so it works for you? The idea is not to duplicate but adapt, to make it your own and make it unique for you, your organization and your audience. Join in on this fun and irreverent session that will help you to identify and steal genius to create your own successes!

- Develop your eyes, ears and mindset to spot great ideas
- Consider unique traits of your competitors and allied organizations to find strengths you can leverage
- Recognize how to translate ideas you like into concepts that give you a competitive advantage

Michael Barratt CMP, Senior Vice President, Meetings & Events, Automotive Aftermarket Industry Association

C. Arlene Davis CMP, Senior Director of Tradeshows, Automotive Aftermarket Industry Association

Monday, January 9, 2012

3:00 pm - 3:45 pm

Behind the Scenes Tour of the PCMA/VES Hybrid Meetings

Learning Lounge - DIGITAL U, Discovery Theater

Get up close and personal with the Convening Leaders & Virtual Edge Summit hybrid meetings! This limited capacity tour led by virtual meetings experts from the Virtual Edge Institute will take you to locations around the SDCC and let you experience firsthand the equipment, personnel and logistics involved in producing a hybrid meeting. Key team members will discuss the strategy, approach and execution for the hybrid events.

- List the personnel/roles required onsite to run a hybrid meeting
- Diagram a room set with camera equipment for a hybrid simulcast
- Identify the key differences between producing face-to-face and hybrid meetings – and three ideas for bridging the gap.

Monday, January 9, 2012

3:05 pm - 3:45 pm

Global Professionals Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

Jody K. Egel CMP, CAE, Meetings Manager, Million Dollar Round Table

Monday, January 9, 2012

3:10 pm - 3:25 pm

Developing Custom Sponsorship Packages

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Dan Kowitz, Executive Vice President, IEG Consulting Group, IEG, Inc.

Monday, January 9, 2012

3:10 pm - 3:25 pm

Enhance Exhibitors Experience: Give Them Data Needed to Improve

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Dave Fellers CAE, Association Consultant, Dave Fellers Consulting

Monday, January 9, 2012

3:15 pm - 3:45 pm

Travel Apps For Productivity

Learning Lounge - APP4That, How To Tablet Lab

Trevor Roald, Manager, Product Experience, QuickMobile Inc.

Monday, January 9, 2012

3:15 pm - 3:45 pm

Social CRM for Business

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Monday, January 9, 2012

3:30 pm - 3:45 pm

Maximizing Floor Space and Revenue for Healthcare Conventions

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Gregg H. Talley FASAE, CAE, President and CEO, Talley Management Group, Inc.

Monday, January 9, 2012

3:30 pm - 3:45 pm

The Mad Men Guide to Helping Your Sponsors with Thought Leadership

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Mark Fidelman, General Manager, Americas, Harman.ie

Monday, January 9, 2012

4:00 pm - 5:00 pm

General Session The Social Animal: The Role of our Unconscious Mind in How We Meet and Succeed

SDCC - Ground Level, Hall G/H

Brought to you by Tourism Toronto and Metro Toronto Convention Centre®

Where does most of the brain's work get done and most of our important life decisions get made? Join David Brooks in a fascinating new look at the role of our unconscious minds. One of the most prolific writers and thinkers of our time, Brooks will explore unconscious modes of communication and social, emotional and unconscious traits necessary to succeed. Find out why meeting face-to-face is a quintessentially human endeavor that will always be with us.

Bonus: Brooks will also conduct a short review of the current U.S. political landscape and prognosticate on the 2012 presidential election.

- Explore the unconscious mind and how emotions, intuition and personality affect decision-making
- Describe social, emotional and unconscious traits critical to success

- Explain why face-to-face meetings are superior in allowing us to connect and communicate

David Brooks, New York Times Commentator and Author, The Social Animal: The Hidden Sources of Love, Character, and Achievement

Monday, January 9, 2012

4:00 pm - 5:00 pm

VES Analyzing the Results of your Virtual or Hybrid Event

SDCC - Upper Level, Room 28A

This session will help you understand what metrics and data are available on most digital event platforms and how to understand what they tell you about your audience, content, attendee actions and interactions. Then we'll go to the next level and discuss how to use industry standard measurement techniques to augment the data supplied by your platform – and why.

- Analyze the data usually available from most virtual platform providers
- Interpret what this data tells you about the success or limitations of your event
- Determine what event industry data you may still need that's not provided by the platform

Skip Cox, Chief Executive Officer and President, Exhibit Surveys, Inc.

Dannette Veale, Digital Engagements and Technology Strategy, Cisco Systems, Inc.

Monday, January 9, 2012

4:00 pm - 5:00 pm

VES Engaging the Empowered Customer or Member

SDCC - Upper Level, Room 28B

This thought-provoking session will help you create a vision for integrating digital events into the customer/member journey and build lifetime loyalty. We'll include the full spectrum of digital events – from Webcasts and simulcasts to high-production events – as we learn to engage customers and develop community through traditional, digital, social and mobile marketing.

- Create a journey for customers/members through multiple digital events that meet a variety of needs
- Incorporate digital, social and mobile technologies into your traditional customer/member engagement strategies
- Use community to empower customers and members, and build lifetime loyalty to your organization or brand

Scott Lum, Digital Marketing Manager, Events, Microsoft Corporation

Monday, January 9, 2012

4:00 pm - 5:00 pm

VES Social Media Strategies to Drive your Virtual Event

SDCC - Upper Level, Room 28C

A social media marketing plan is more than Twitter and Facebook. It's a comprehensive strategy to acquire attendees and raise event awareness and engagement before, during and after your event using a deep understanding of your audience, keywords, timing, content and metrics. Come learn to write your own killer plan.

- Identify elements of a comprehensive social media marketing plan that you might have previously overlooked
- Select the content that can be used to drive attendees to action, and identify the keywords that will elevate the SEO
- Employ metrics that will measure your efforts so as to focus future messages

Mike Brown, Founder, The Brainzooming Group

Monday, January 9, 2012

4:00 pm - 5:00 pm

VES101 Capturing, Repurposing and Monetizing your Event Content

SDCC - Upper Level, Room 28DE

Planners share their successes with capturing, packaging, promoting and monetizing their physical event content. We'll cover the costs, the revenue potential, the technology and the possible facility issues. You'll be producing your first virtual event in just 60 minutes!

- Identify the content your organization has that lends itself to capture and repurposing
- Prepare a marketing and promotion plan to continue reusing your captured content for months
- Outline a budget and revenue model for your organization to monetize its content

Lance Simon, Vice President of Client Services, iCohere, Inc.

Monday, January 9, 2012

5:30 pm - 6:30 pm

Chairmen's Reception (by invitation)

Omni San Diego - Level Four, Grand Ballroom and Foyer

Brought to you by Global Experience Specialists (GES)

Reception Sponsor: Omni San Diego Hotel

Tuesday, January 10, 2012
6:30 am - 7:30 am

Rise and Shine Fitness

Brought to you by Visit Baltimore

Event Producer Sponsor: The Event Team

Classes on Tuesday:

Pilates will be held at the Manchester Grand Hyatt, Level 3, Mohsen AB.

Zumba will be held at the Omni San Diego, Level 4, Grand Ballroom.

Tuesday, January 10, 2012
7:00 am - 5:00 pm

Registration at the San Diego Convention Center

SDCC - Ground Level, Hall D Lobby

Tuesday, January 10, 2012
8:00 am - 9:00 am

Networking Breakfast

SDCC - Ground Level, Hall F

Tuesday, January 10, 2012
8:00 am - 8:45 am

Education Lessons from Learning Leaders

Learning Lounge - THINK, Really Live Chat

Discussions of 21st Century education trends and how they can be implemented in meetings and conferences. Join these informal facilitated conversations with insights from five professional thought leader educators and authors.

Tuesday, January 10, 2012
8:00 am - 8:45 am

Interviews and Insights from PCMA's Hybrid Event

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

This engaging talk show is designed to take down the wall between the virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on Convening Leaders.

Amanda Marijanovic, VP Strategic & Creative Development, Source Line Inc.

Tuesday, January 10, 2012
8:00 am - 11:45 am

Discover What Works in Virtual and Hybrid Events

Learning Lounge - DIGITAL U, Discovery Theater

Choose from a variety of 15- and 30 minute presentations about what works in virtual and hybrid events. Topics include engagement techniques, speaker training, copyright issues, learning, measurement and more. Several virtual/hybrid events will also be “deconstructed.”

Tuesday, January 10, 2012
8:00 am - 11:45 am

Interviews and Insights on Virtual and Hybrid Events

Learning Lounge - DIGITAL U, VES Live Streaming Studio

This engaging talk show is designed to take down the wall between virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on virtual and hybrid events.

Tuesday, January 10, 2012
8:00 am - 11:45 am

The Latest in Digital Events, Meetings, and Other Solutions

Learning Lounge - DIGITAL U, Digital DEMOS

Roll up your sleeves and play with our Digital Demos. Topics include how to upload content, moderate an online chat, build a virtual booth and more.

Tuesday, January 10, 2012
8:05 am - 8:50 am

Get Your Marketing APPEal for a Better ROI

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

“Build it and they will come” is a thing of the past. It’s not about technology, it’s about what you want to achieve with it. Learn first-hand how to integrate your event app in your meeting or organization marketing strategy. Leave this session with practical and easy to implement marketing solutions.

Rachel Stephan, President, Les Sens Creatifs

Tuesday, January 10, 2012
8:15 am - 9:00 am

Faculty Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

B. J. Reed CMP, Professor, University of Wisconsin, Platteville

Tuesday, January 10, 2012
9:00 am - 9:15 am

Designing For Remote and Face To Face Audiences

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Glenn Thayer, The Voice of Meetings & Events, Thayer Productions

Tuesday, January 10, 2012

9:00 am - 9:30 am

Zite: Curating Content for Learning And Sharing

Learning Lounge - APP4That, How To Tablet Lab

Gina Schreck, President, Synapse 3Di

Tuesday, January 10, 2012

9:00 am - 9:30 am

Hands On Gadgets & Technology For Conferences

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Jessica Leigh Levin MBA, CMP, CEO, Seven Degrees Communications

Tuesday, January 10, 2012

9:00 am - 9:15 am

Twinking Lectures to Enhance Learning

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Jen Cobb, Account Executive, INXPO

Tuesday, January 10, 2012

9:00 am - 10:15 am

Designing a Sustainability Policy

SDCC - Upper Level, Room 33C

Brought to you by Fairmont Hotels and Resorts

You've probably taken some steps to green your meetings, but do you have a sustainability policy required by the new APEX/ASTM standards? Learn the value of having a policy, how to develop one, how to access it to take your sustainability practices to the next level. Work with an industry expert and your peers to develop a sample policy you can take home and adapt for your organization.

Powered by GMIC

- Write sustainability policies for your meetings
- Learn how to integrate the meeting policy based on meeting objectives.
- Use the policy to communicate performance expectations.

Amy Spatrisano CMP, Principal, MeetGreen

Tuesday, January 10, 2012
9:00 am - 10:30 am

Digital Event Marketing 201: Not Just Email and Social Media

SDCC - Upper Level, Room 24

Here's your chance to learn how savvy event marketers maximize the potential of digital marketing. Explore the diversity of digital marketing strategies, how to assess the digital appetite of your audiences, and how to allocate resources for digital efforts. Walk away with the expertise to cost-effectively integrate appropriate digital strategies into your overall event marketing plan.

- Identify digital marketing strategies to support event objectives
- Assess and prioritize digital strategies to include in your overall marketing mix
- Design an action plan for cost-effectively integrating appropriate digital strategies into your marketing program

Leigh George PhD, Sr Digital Marketing Strategist, R2integrated

Neal Schaffer, Senior Vice President, Social Media Strategy, Social 5150

Debra Zabloudil CAE, FACHE, President & CEO, The Learning Studio, Inc.

Tuesday, January 10, 2012
9:00 am - 10:00 am

Do You Know What Your Convention is Worth?

SDCC - Upper Level, Ballroom 20D

Traditionally, convention and visitors bureaus and hotels value your convention by your historical data for both large and small meetings. With the increase in attendees booking their own accommodations "around the block", meeting planners are challenged in justifying their convention's value and negotiation leverage. New studies and technologies are making it easier than ever to define the impact of your meetings. Learn more about DMAI's Event Impact Calculator and empowerMINT.com and how DMOs, hotels, and planners can work together to promote the value of meetings. Participants will gain a deeper understanding of impact calculations and brainstorm ways to use the data for the benefit of your organization and the meetings industry overall.

- Learn how to access your convention's post event report through empowerMINT.com
- Understand how many hotel rooms your convention really uses
- Speak knowledgeably about your convention's economic impact

MODERATOR:

Christine Shimasaki CDME, CMP, Managing Director of empowerMINT.com & event impact calculator, Destination Marketing Association International

PANEL:

Eric T. Janecke, Area Director of Sales & Marketing, Hilton Sales Complex - New Orleans

Nikki Moon, Vice President, Convention Sales, New Orleans Metropolitan Convention and Visitors Bureau

Mark D. Tunney CMP, Managing Director, Convention Sales, Chicago Convention & Tourism Bureau

Tuesday, January 10, 2012
9:00 am - 10:00 am

Masters Series What Is Your Everest?

SDCC - Upper Level, Ballroom 20A

*Brought to you by Ottawa Tourism and Ottawa Convention Centre
Speaker arranged by PCMA Communication Partner, Keppler Speakers*

Today's meeting professional faces daily challenges when planning an event experience and proving its ROI to stakeholders. Discover how to think differently about how you go about your business. Jamie Clarke, an extreme adventurer who has summited Mount Everest twice, will energize you to revisit your goals, face your fears, and learn from your failures, to conquer your toughest challenges.

- Examine your goals from a fresh perspective
- Learn how you and your organization can effectively face challenges and manage change
- Develop a strategy focused on clear priorities and a specific action plan

Jamie Clarke, Extreme Adventurer, Motivational Speaker

Tuesday, January 10, 2012
9:00 am - 10:15 am

Small Budget, Big Impact

SDCC - Upper Level, Ballroom 20BC

Sure it's easy to build a glamorous general session set, take your attendees on a culinary expedition, or distribute iPads instead of program books....when you have the funds. But innovation doesn't have to be time- and money-consuming. In this interactive session, learn and share new ideas for how to stretch a modest budget and update your meeting with minimal financial impact.

- Examine your meetings and identify areas for improvement
- Discover how to rework existing meeting elements inexpensively
- Identify ways to implement new meeting trends cost-effectively

*Kristin Brammell CMP, Meeting Manager, Association Headquarters, Inc.
Shannon C. Fagan CMP, Senior Meeting/Exhibit Manager, Association Headquarters, Inc.
Kristin E. Howard CMP, Meeting Manager, Association Headquarters, Inc.*

Tuesday, January 10, 2012

9:00 am - 10:00 am

Stronger Relationships and Better Results, Honestly!

SDCC - Upper Level, Room 23

Let's face it: Straight, no-nonsense communication is more rare these days than common. Yet corporate cultures that value honesty tend to be the ones that excel. Discover how to build a team culture that encourages creativity through candid discussions, frank expression of ideas, and healthy debate. Learn the Six Laws of Absolute Honesty and how to apply them to your working relationships today.

- Identify how honesty can lead to stronger working relationships and better results
- Apply principles of honesty to your team culture
- Establish a new standard of communication that encourages alternative ideas

Larry Johnson, Co-Owner, Johnson Training Group

Tuesday, January 10, 2012

9:00 am - 10:00 am

VES Deploying Virtual Event Self-Service Across Your Organization

SDCC - Upper Level, Room 28A

Many of the virtual platform vendors now offer a true self-service option for deploying virtual events and digital engagements. But how do you best manage these options across the entire organization to ensure quality and success? This panel will focus on best practices for managing engagements across multiple business units and differing use cases.

- Discover how self-service virtual platform options are aiding organizations deploying multiple events for a variety of uses
- Create a plan for managing the self-service options across the organization
- Build consensus and buy-in for self-service from within your organization

Larry Cook, Sr. Manager, Events and Digital Metrics, IBM

Phil Tierney, Enterprise Architect, Intel

Ron Allen, Marketing Solution Manager for Virtual Events, Microsoft Corp.

Tuesday, January 10, 2012

9:00 am - 10:00 am

VES How Social Communities Contribute to Learning

SDCC - Upper Level, Room 28B

This session focuses on how a community contributes to the learning of its members – especially with Web 2.0 technologies. What are the keys to building a successful community – and, more importantly, how do you sustain it? Why should organizations cultivate communities and how can they encourage and promote ongoing collaboration among members?

- Identify how a community contributes to the overall learning of its members.
- Create a plan for building your own informal learning community.
- Develop techniques to encourage and promote ongoing collaboration within the community.

Khalid Raza, Community Manager, IBM

Tuesday, January 10, 2012

9:00 am - 10:00 am

VES Virtual's Next Stage – Going Beyond Events

SDCC - Upper Level, Room 28C

While the last few years have been about virtual conferences, many predict the next few will see a broadening of the use of virtual into partner/member briefing centers, 365 “evergreen” environments, product roll-outs, virtual road shows, career & recruitment events, editorial updates and tablet directories with interactive content. Come hear what UBM Studios – producers of more than 250 virtual environments and events in 2011 – anticipates as virtual's next stage.

- Identify new uses of virtual technologies within the larger scale of your organization
- Create a portfolio of virtual environments and products, and identify monetization strategies
- Build a strategy now for staffing, marketing and producing these new products

Michael Kushner, VP, Digital Media Strategy, UBM Studios

Tuesday, January 10, 2012

9:00 am - 10:00 am

VES101 What Virtual Success Looks Like: HIMSS

SDCC - Upper Level, Room 28DE

See for yourself how the Healthcare Information and Management Systems Society is able to generate revenue through its virtual conference and expo. Get the details you need to create your own successful virtual show.

- Identify your organizational goals and missions that could be served with a virtual conference
- Determine the staffing and resource allocations necessary for a successful virtual event
- Write your own successful hybrid event marketing plan

Michele Brouse, Manager of Distance Education, HIMSS

Tuesday, January 10, 2012
9:00 am - 10:00 am

What Marketers Really Want from Conferences and Trade Shows

SDCC - Upper Level, Room 29

Ever wish you were a fly on the wall in the office of a potential exhibitor or sponsor? Here's the next best thing. Join leading marketing professionals for a panel discussion about how companies set annual marketing priorities, what they expect to receive from your event, and how they measure success. Leave with the know-how to make your event a top priority in your targets' marketing mix.

- Discover how marketing professionals determine which trade shows are "can't miss" opportunities
- Identify ways to help exhibitors maximize their ROI
- Position your events to retain long-time partners and attract new ones

MODERATOR:

Robert W. Priest-Heck, Executive Vice President, Freeman

PANEL:

Nancy Neipp, Senior Director, Global Corporate Events, Cisco

Jeff Singsaas, General Manager, Events and Studios, Microsoft Corporation

Tuesday, January 10, 2012
9:00 am - 11:45 am

Designing Conferences for Education And Experience

Learning Lounge - THINK, Really Live Chat

Designing conferences for education and designing attendee experiences require more than just logistics and schedules. Attention must be given to the instructional design, the physical environment and the learner's needs. Discuss four prominent thought leaders' perspectives on designing for education and experience.

Tuesday, January 10, 2012
9:00 am - 11:45 am

ReThink The Role of 3rd Party Planners: Imagine New Ways to Provide Value

SDCC - Upper Level, Room 30CDE

In collaboration with Rethink Forum and powered by PSAV Presentation Services

How can planners successfully redefine their role under massively changing market conditions? This group will challenge conventional thinking and through a proprietary creative process discover and prioritize the value drivers for buyers, and the key offerings looking forward. In an intense process the group will develop new ideas, void of unconscious bias outcomes, and ultimately establish new norms for the future role of 3rd party planners. This group exercise dynamic provides great opportunities for independent and third party meeting professionals to better partner with their clients to drive goal alignment and create/maintain a mutually beneficial long term relationship.

- Explore new ideas and ways to deliver value
- Rethink the role and partnership models for independent and third party planners
- Influence the future of Independent Planners role in the meetings industry

Mary Boone, President, Boone Associates

Flemming H. Fog, CEO, Wizerize Inc.

Laurie Knapp, VP-Global Sales, PSAV Presentation Services

Tuesday, January 10, 2012
9:00 am - 11:45 am

Risk Management in Uncertain Times

SDCC - Upper Level, Room 32

Pandemics. Natural disasters. Economic uncertainty. The last few years have taught us that risk is inherent with any meeting, but the key to survival is understanding potential risks and planning in advance for how to mitigate them. Topics such as security, legal issues, and reputation management will be covered to help you improve your crisis planning.

- Explain how managing/mitigating risk is a key to business success
- Describe ways to mitigate risk through contract negotiations
- Identify how your onsite crisis management plan can help better manage risk

Naomi R. Angel Esq., Attorney at Law, Howe & Hutton, Ltd.

Tuesday, January 10, 2012
9:00 am - 11:45 am

The Down "Load" on Mobile Apps

Learning Lounge - APP4That, Expert Exchange Lounge

Drop by and ask the experts everything you have always wanted to know about Mobile Apps and what are they used for. Topics include the different types and functionality available, what you should know about developing an app for your meeting or organization.

Tuesday, January 10, 2012

9:10 am - 10:15 am

New Professionals Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

Neil Schriever, Meetings & Hospitality Industry Executive

Tuesday, January 10, 2012

9:20 am - 9:35 am

Using Ignite, Pecha Kucha Or TED Effectively For Learning

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Donna Kastner, Managing Director, Enlighten 123, Inc.

Tuesday, January 10, 2012

9:20 am - 9:35 am

Why Twitter Increases Audience Engagement & How To Leverage It

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Neen James, President, Neen James Communications LLC

Tuesday, January 10, 2012

9:30 am - 11:30 am

Alignment: The Critical Link Between Strategy and Operations

SDCC - Upper Level, Room 31C

Ever find it hard to maintain a strategic mindset while juggling all kinds of logistics-based tasks? You're not alone. It turns out alignment between strategy and operations is one of the most elusive components of many business organizations. Find out what you as a leader can do to make this alignment happen. This systematic approach will pay great dividends to your employees, members, and stakeholders. This session is designed for senior executives able to garner resources and impact large and small scale change significant enough to impact both strategy and operations.

- Identify the infrastructure needed to align strategy and operations
- Create a culture of congruence between strategic intent and operational reality
- Link performance measurement to strategic goals

Joanne L Smikle, Principal Consultant, Smikle Training Services

Tuesday, January 10, 2012
9:35 am - 10:05 am

The Paperless Conference Binder: iPads for Event Logistics

Learning Lounge - APP4That, How To Tablet Lab

Corbin W. Ball CMP CSP CSP, CMP, President, Corbin Ball Associates

Tuesday, January 10, 2012
9:35 am - 10:05 am

Using Google's Keyword Tool for Building Optimized Content

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Neen James, President, Neen James Communications LLC

Tuesday, January 10, 2012
9:40 am - 9:55 am

Treating Speakers Like Rock Stars

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

David Serino, Strategist/Educator, Think! Social Media

Tuesday, January 10, 2012
9:40 am - 9:55 am

Why Seating Matters

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Tuesday, January 10, 2012
10:00 am - 11:30 am

Refreshment Break

SDCC - Ground Level, Hall F and Upper Level, Session Room Foyers

Tuesday, January 10, 2012
10:00 am - 10:15 am

Promoters, Neutrals, and Detractors: How to Use The Net Promoter Score To Turbocharge Your Event

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Terry Starbucker, Managing Partner/Founder, Inside-Out Thinking & SOBCon

Tuesday, January 10, 2012
10:00 am - 10:15 am

Creating Effective Networking Experiences

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Thom Singer, Speaker, Author, Consultant, Some Assembly Required: How to Make, Grow and Keep Your Business Relationships

Tuesday, January 10, 2012
10:10 am - 10:40 am

Live Blogging From The Event With LiveScribe

Learning Lounge - APP4That, How To Tablet Lab

Stephanie Selsnick, President, International Trade Information, Inc.

Tuesday, January 10, 2012
10:10 am - 10:40 am

DIY Video for Conferences

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Carrie Ferenac, President, Convention News Television

Tuesday, January 10, 2012
10:15 am - 11:15 am

VES 3D-Immersive Technology: Is it Right for Your Audience?

SDCC - Upper Level, Room 28A

3D immersive technology is becoming easier for event producers and attendees alike. Champions of the technology claim greater engagement and longer attendance hours are logged in 3D environments. So is it a viable alternative for your audience and when does 3D become the front- runner in virtual engagement?

- Discover the evolutions in 3D immersive technology that may make this engagement option more feasible for your event
- What types of audiences respond best to 3D environments?
- Find monetization options to make 3D affordable

David Gardner, CEO, VenueGen

John Jainschigg, CEO, World2Worlds, Inc.

Jim Parker, President, Digitell, Inc.

Tuesday, January 10, 2012
10:15 am - 11:15 am

VES Experimental Digital Event Formats

SDCC - Upper Level, Room 28C

Walk through the new digital formats, methods and technologies our speakers are experimenting with to engage attendees and add timely content to their virtual and hybrid conferences. We'll cover unconferences, unpanels, integrating multiple face-to-face locations virtually, Facebook streams and much more.

- Plan new ways to engage attendees
- Choose the format that's right for your events.
- Create interactive activities that fully actualize Web 2.0 rather than adapt traditional conference models to the online world

Dave Nielsen, Founder, CloudCamp

Tuesday, January 10, 2012
10:15 am - 11:15 am

VES Meeting Business Objectives with Digital Events

SDCC - Upper Level, Room 28DE

Four killer case studies! Join this stellar panel of successful corporate event organizers for a discussion of how virtual events and environments are meeting a variety of objectives. From global roundtable discussions designed to generate leads, and a commodity-based sales event, to a new employee orientation program and a virtual training program, this session is chock full of great ideas and best practices!

- Identify the type of virtual engagement that best meets your various business objectives
- Implement best practices at your virtual events for: lead-gen, training; orientation; customer engagement and sales
- Create stimulating environments that motivate, engage and support users by formal, informal and social means

Caroline Avey, Director, Innovative Learning Solutions & Learning Strategist, ACS (Xerox)
Neda Mobasser, Online Customer Engagement Project Manager, Dell

Tuesday, January 10, 2012
10:15 am - 11:15 am

VES101 How to Prepare Your Speakers to Engage Hybrid Audiences

SDCC - Upper Level, Room 28B

Presenting to a blended audience -- in person and virtual – is the hardest task a presenter faces: two audiences, having two experiences with two very different ways to engage them. Join us for a practical session on how to help your presenters bridge the experiential gap.

- Identify the critical experiential differences between your physical and virtual audiences – and prepare a plan to bridge the gap
- Write your rules for making the virtual audience feel connected and heard
- Manage the Q&A, interactivity and Twitter stream of your virtual events

Emilie Barta, Hybrid Event Consultant / Virtual Emcee

Aaron Cole, Director of Business Management, Clear Skies Virtual Event Producers

Tuesday, January 10, 2012
10:20 am - 10:35 am

Social Learning Before, During and After the Conference

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Emma King, VP of Event & Learning Strategy, INXPO

Tuesday, January 10, 2012
10:20 am - 10:35 am

What Can You Do To Help Your Presenters Quit Putting People To Sleep

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Gina Schreck, President, Synapse 3Di

Tuesday, January 10, 2012
10:30 am - 11:30 am

Transform Your Trade Show with Exhibitor Programs and Partnerships

SDCC - Upper Level, Ballroom 20D

Exhibitors want more. Attendees want more. Here's the good news: You can give them both what they want and need by creating exhibitor programs and sponsorships that add value for everyone involved. Learn helpful questions to ask yourself as you explore what programs or products will help transform your exhibitors into partners. Multiple examples and case studies will be presented.

- Describe current trends in exhibits and trade show sponsorships
- Explore techniques for transforming exhibitors into partners
- Create offerings that meet exhibitors' objectives and add value to your events

Jennifer Hoff CEM, Executive Director, National Trade Productions, Inc.

Tom Ingram, Executive Director, Diving Equipment Marketing Association

Tuesday, January 10, 2012
10:30 am - 11:30 am

Advocating the Value of the Meetings Industry

- Upper Level, Room 23

How do we adapt to survive and thrive? How do we shrink the influence that elected officials, media and other stakeholders have played within our industry? Using the latest research from the comprehensive Convention Industry Council (CIC) economic significance study for the U.S. meetings industry, explore the economic business case for face-to-face gatherings through meetings. You will leave with the tools needed to communicate with a strong, united voice advocating the value of your profession.

- Cite the seven actions of Highly Effective Advocates
- Use data from the CIC's Economic Significance Study to support the business case for meetings
- Depart with a plan to advocate for your job, your company and your industry

Karen Kotowski CMP, CAE, Chief Executive Officer, Convention Industry Council
Roger P. Rickard, Partner, Chief Advocate, Revent, LLC

Tuesday, January 10, 2012
10:30 am - 11:00 am

Continue the Conversation: What Is Your Everest?

Learning Lounge - SOCIETY, Common Ground

Want to talk about what you heard from Jamie Clarke earlier today? Share your thoughts, questions, and other ideas with your peers in this small group discussion.

Tuesday, January 10, 2012
10:30 am - 11:15 am

We Won't Judge You: Your Employer Or Clients Might! Business Ethics Today®

SDCC - Upper Level, Room 30AB

There's that iPad™ you won ... and bragged about on Facebook, or perhaps a dinner hosted by vendors, or a fudged expense report. Do you know the limits of what you can accept and if a vendor partner, what your clients can individually accept including points or gifts or meals? If there's a perception of influence, will you be perceived as violating the CMP Ethics Statement or an industry association's code of conduct

- Define and determine questions about ethical "gray" areas frequently encountered
- Evaluate industry practices that give rise to ethics discussions
- Develop questions to ask for the creation of ethical practice guidelines

Joan L. Eisenstadt, Chief Strategist, Eisenstadt Associates, LLC

Tuesday, January 10, 2012
10:40 am - 10:55 am

Creating Conference Planned Serendipidity

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Wendy Holliday, Vice President of Marketing and Membership Service, National Association of College Stores

Tuesday, January 10, 2012
10:40 am - 10:55 am

Designing For Participant Engagement

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Liz Strauss, CEO/Founder, Inside-Out Thinking & SOBCon

Tuesday, January 10, 2012
10:45 am - 11:45 am

It Can Be Easy Being Green and Budget Conscious

SDCC - Upper Level, Room 29

It's time to stop letting budget concerns stand in the way of greening your meetings. Through case studies and idea exchanges, explore how to be environmentally-friendly without increasing your budget. Find out which meeting elements can actually save you money by being green. For those areas that may cost more to green, learn how to offset those increases by sponsorship dollars or other savings.

- Distinguish which meeting elements can be greened at lower costs and which may increase expenses
- Create a sponsorship plan to support your green meetings program
- Distinguish between green products and services that legitimately promote sustainability and those which do not (aka "greenwashing")

Barbara Connell CAE, CMP, Chief Operating Officer, American Society for Gastrointestinal Endoscopy

Tuesday, January 10, 2012
10:45 am - 11:45 am

Navigating Legal Issues to Make Social Media Work for You

SDCC - Upper Level, Ballroom 20BC

No doubt social media can be an extremely effective marketing and networking tool, but it's also got its share of legal pitfalls. Make sure you're up-to-speed with applicable laws including defamation and disparagement, copyright infringement, prize offerings, and social media terms of use. Knowing the rules (and the consequences for breaking them) can help you successfully navigate the social media minefield.

- Identify methods of using social media to increase attendance and connect with potential targets
- Enumerate legal issues to be aware of when using social media
- Establish policies and procedures that can reduce legal risks

Amber Welock, Attorney, Dykema Gossett PLLC

Tuesday, January 10, 2012
10:45 am - 11:45 am

Planning a Successful Meeting in China

SDCC - Upper Level, Room 33AB

China is rapidly becoming a major player on the world stage and a fast-growing market for meetings. Yet its culture and government regulations make planning a meeting there like no other destination. Learn key cultural differences in China -- as well as regulations for currency, licensing, visas and taxes -- to help get you started when considering or planning a meeting in this exciting locale.

- Identify key cultural and business norms in China
- Describe major differences between government regulations in China and other countries
- List key questions to ask suppliers in China

Kristin K. Mirabal CMP, Director, Global Programs, The Optical Society

Jennifer M. Salsbury, Senior Director, Sales & Marketing, China National Convention Center

Tuesday, January 10, 2012
10:45 am - 11:15 am

Using iPads Onsite To Sell Booth Space

Learning Lounge - APP4That, How To Tablet Lab

Michelle Bruno, President, Bruno Group Signature Events

Tuesday, January 10, 2012
10:45 am - 11:15 am

Using QR Codes & Google Docs for Your Event

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

David Serino, Strategist/Educator, Think! Social Media

Tuesday, January 10, 2012
11:00 am - 11:15 am

Session Instructional Design That Leads to Learning

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Jeff Cobb, Owner, Tagoras

Tuesday, January 10, 2012
11:00 am - 11:15 am

Designing for the Participatory Culture

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Joan L. Eisenstodt, Chief Strategist, Eisenstodt Associates, LLC

Tuesday, January 10, 2012
11:20 am - 11:35 am

Designing Large General Sessions

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Glenn Thayer, The Voice of Meetings & Events, Thayer Productions

Tuesday, January 10, 2012
11:20 am - 11:35 am

Designing Wow Experiences

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Donna Kastner, Managing Director, Enlighten 123, Inc

Tuesday, January 10, 2012
11:20 am - 11:45 am

iPad Uses For Your Event

Learning Lounge - APP4That, How To Tablet Lab

Midori E. Connolly, CEO, Pulse Staging and Events, Inc.

Tuesday, January 10, 2012
11:20 am - 11:45 am

Top 5 Apps to Keep You Productive While Traveling

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Neen James, President, Neen James Communications LLC

Tuesday, January 10, 2012
11:45 am – 1:00 pm

VES Networking Lunch

Learning Lounge - Ground Level, Hall F

Tuesday, January 10, 2012
11:45 am - 1:00 pm

Networking Luncheon

SDCC - Upper Level, Sails Pavilion

Brought to you by Mexico Tourism Board

Tuesday, January 10, 2012
1:15 pm - 1:30 pm

Conference Content as a Marketing Machine

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Paul C. Wehking, Vice President Of Strategic Accounts, Omnipress

Tuesday, January 10, 2012
1:15 pm - 1:30 pm

A Customer Exhibitor Invite Program that Worked

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Sharyn Collinson, Managing Director, Fixation Marketing

Tuesday, January 10, 2012
1:15 pm - 1:45 pm

Hands On Gadgets & Technology For Conferences

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Jessica Leigh Levin MBA, CMP, CEO, Seven Degrees Communications

Tuesday, January 10, 2012
1:15 pm - 1:45 pm

Social Tools For Conferences

Learning Lounge - APP4That, How To Tablet Lab

Gina Schreck, President, Synapse 3Di

Tuesday, January 10, 2012
1:15 pm - 2:30 pm

70 Services to Expect From Your SMM Supplier

SDCC - Upper Level, Room 31C

Did you know that 85% of SMM services are consultative in strategy, processes, and resources, yet some organizations simply buy technology and think it will solve their SMM needs? This session will dive into the process of defining your current state, identifying the path to move forward, and engaging an SMM supplier. Test your suppliers with the SMM Readiness Assessment and uncover the SMM services best for you.

- Describe the range of potential SMM services

- Pinpoint which SMM services are best for your organization
- Use the SMM Readiness Assessment to identify the right suppliers for you

Deborah Borak SMMC, Director of Global Accounts, ConferenceDirect

Debi Scholar CMM, CMP, GLP, SSGB, CTE, CTT, President, The Scholar Consulting Group, LLC

Tuesday, January 10, 2012

1:15 pm - 2:15 pm

Ask the Experts: How to Enhance Your Partnership Program

SDCC - Upper Level, Room 30AB

Especially in the current economic environment, the way in which sponsorships are contracted and serviced have evolved. Here's your opportunity to explore new strategies to refine your partnership program and improve participation. Bring your questions, and get the most up-to-date advice from a sponsorship expert on how to manage meaningful partnerships that benefit everyone involved.

- Discover how to evolve your partnership program to serve the changing needs of prospective partners
- Develop pricing strategies that allow for your partners' growth and future investment
- Obtain strategies to make sure your partnerships benefit key constituents

Dan Kowitz, Executive Vice President, IEG Consulting Group, IEG, Inc.

Jacy R. Hanson CAE, Business Development Officer, Heart Rhythm Society

Tuesday, January 10, 2012

1:15 pm - 2:30 pm

Attendance-Building: Speaking Their Language

SDCC - Upper Level, Room 29

Your meeting has many different types of attendees, whose reasons for attending vary greatly. Don't make the mistake of marketing to all of them with one voice, or one message. Using real-life examples, explore how to better segment potential attendees, identify new audiences, and develop more targeted messaging in order to help you build attendance.

- Cite the techniques of audience segmentation
- Describe why segmentation is critical to building your attendance
- Craft messages that appeal to each of your target audiences

MODERATOR:

Katie Callahan-Giobbi, Vice President, Minding Your Business, Inc.

PANEL:

Roberta A. Kravitz, Executive Director, International Society for Magnetic Resonance in Medicine

Sandra Gibson, Independent Consultant

Sharon Sullivan, VP Conferences and Sales, LeadingAGE

Tuesday, January 10, 2012

1:15 pm - 2:30 pm

Breathe New Life into your Annual Event

SDCC - Upper Level, Ballroom 20BC

Raise your hand if you've been charged with adding value to your meetings, even in the face of challenging economic conditions. Hear from an association that has risen to the challenge of re-invigorating its annual event and enhancing participant experiences. Learn what's worked (and what hasn't), how they engaged vendors, staff and volunteer leaders in the process, and how they plan to sustain the effort.

- Identify ways to evaluate experiences offered at your meetings
- Develop an innovation plan that engages leadership, staff and vendors
- Implement a process to sustain innovation efforts

Lisa Block, Vice President of Meetings and Conferences, Society for Human Resource Management
Don Neal, President, 360 Live Media

Tuesday, January 10, 2012

1:15 pm - 2:30 pm

Bringing Education to the Trade Show Floor

SDCC - Upper Level, Room 24

Who says education should only take place in the breakout room? Short-form content on the trade show floor offers the opportunity to potentially expand the attendee experience and enhance engagement for your exhibitors and sponsors. But what are the trade-offs? This session offers up differing perspectives on show floor education scenarios and their value positioning for the spectrum of stakeholders. Join in on the controversy and chose the option that best aligns with your audience.

- Identify types of short-form content appropriate for your show
- Identify the necessary elements for creating bite-size, high-impact content experiences on the trade show floor
- Recognize and distinguish the business value of show floor education as a component of your sponsorship program

MODERATOR:

John B. Houghton, Executive Vice President, Metro Toronto Convention Centre

PANEL:

Carrie Abernathy CMP, CEM, Conference Manager, International Association of Fire Chiefs

Matthew Cunningham CMP, CEM, Events Manager, American Petroleum Institute

Colleen M. Donohoe CMP, Director of Meetings & Exhibitions, American Association of Oral and Maxillofacial Surgeons

Tuesday, January 10, 2012
1:15 pm - 2:45 pm

Entrepreneurship: How to Successfully Launch and Gain Buy-in for New Initiatives

SDCC - Upper Level, Room 31AB

Whether you're an independent meeting planner or an in-house planner looking to launch new products or services, this session will ignite your inner entrepreneur to help you bring innovative ideas to fruition. Learn practical tips for gaining buy-in for ideas that align with business goals, all while positioning yourself as a leader in your organization and profession.

- Assess your current offerings and identify opportunities for growth
- Recognize the five phases of successfully launching a product, service or initiative
- Incorporate entrepreneurial concepts into your everyday decisions

Chuck Ghoorah, Executive Vice President of Sales & Marketing, Cvent

Tuesday, January 10, 2012
1:15 pm - 2:15 pm

Masters Series Outlook 2012: Economic Forecast for the U.S. and the World

SDCC - Upper Level, Ballroom 20A

Brought to you by Austin Convention & Visitors Bureau and Austin Convention Center

Speaker arranged by PCMA Communication Partner, Speak Inc.

"Entertaining" and "economist" in the same sentence? Yes! Jeff Thredgold will take you on an informative and entertaining tour of the U.S. and global economy from past, present, to future. From financial markets and employment to government deficits and retirement, find out what's happening in Asia, Europe, Latin America and North America and how it will impact meetings in the coming year.

- Describe why both U.S. and global economic growth has slowed
- Outline why inflation will remain under control
- Explain why a slower growth rate of government spending - not tax increases - is key to reducing U.S. and global budget deficits

Jeff Thredgold CSP, Economic Futurist, Thredgold Economic Associates

Tuesday, January 10, 2012
1:15 pm - 2:15 pm

The Great Debate: Social Media Etiquette - Old Fashioned Construct or Time Honored Tradition?

SDCC - Upper Level, Room 23

Is there a need to extend the rules of etiquette to social media interactions or is this an old fashioned construct from a bygone era? Differences in the approach to openness and anonymity in cyberspace is raising the question of what is proper to share publically and what is inappropriate. The old adage, "If you don't have anything nice to say then keep it to yourself" has been discussed. On the one hand, having an active online footprint increases your exposure and allows you to contribute to the conversation and position yourself as an expert. Where should lines be drawn in terms of anonymity v. openness, between thoughtful comments and offhand remarks, between what most might consider constructive v. what some feels is sniping or "who cares" comments. Join the debate to discuss how your comments can impact your personal/professional life, your organization and your event and whether there is a need for social media etiquette and how the new parameters could be generally agreed on and constructed...or are we all just taking the whole conversation too seriously?

MODERATOR:

John Folks, President, Minding Your Business, Inc.

DEBATERS:

Neen James, President, Neen James Communications LLC

D. Bradley Kent Sr., Vice President, Industry Relations, Freeman

Erica S St. Angel, VP Marketing, Sonic Foundry

Gregg H. Talley FASAE, CAE, President and CEO, Talley Management Group, Inc.

Tuesday, January 10, 2012
1:15 pm - 2:15 pm

VES Blended Virtual Solutions to Enhance Training and Learning

SDCC - Upper Level, Room 28A

Self-paced eLearning, downloadable documents, document sharing, Webinars and 3D immersive activities and meetings offer the most engaging, effective use of technology for training – expanding the reach while substantially reducing costs. Improve your training and learning initiatives with tips and best practices from this session.

- Use the strengths various digital technologies to create effective integrated learning programs
- Structure your learning programs in the learn/apply format
- Create 3D immersive activities that help change concepts into behaviors

Roz Greenfield, Co-Founder and Director, Training in the 21st Century

Carla Kincaid-Yoshikawa, Co-Founder and Director, Training in the 21st Century

Tuesday, January 10, 2012

1:15 pm - 2:15 pm

VES How the U.S. Government Went Hybrid

SDCC - Upper Level, Room 28B

See how virtual events, telework and other remote instances are paving the future of government business. From charter development to post-event procedures, we'll uncover the multi-phase, scientific approach used by the Centers for Disease Control & Prevention in this first government virtual initiative.

- Craft a charter development, communications and marketing plan for your virtual event
- Build a virtual use-case based on a proven scientific approach
- Plan the various technology integrations that work best for your constituents

Adam Arthur, CDC Virtual Platform Initiative Lead, Centers for Disease Control & Prevention

Tuesday, January 10, 2012

1:15 pm - 2:15 pm

VES Virtual Product Launches that Rocked the Globe

SDCC - Upper Level, Room 28C

Come see why many say product launches are the ultimate use of a virtual event. Not only can you increase your reach, you can do it on a global scale. This hands-on workshop will walk you through the steps you need to craft the ideal virtual extension.

- Create a virtual extension of your next product or service launch
- Define the global reach you seek and the localization steps you'll need to take for mass appeal and understanding
- Prepare a marketing and communications plan that integrates the best elements of virtual

Emilie Bridon, SQL Server Digital Marketing Manager, Microsoft Corp.

Tuesday, January 10, 2012

1:15 pm - 2:15 pm

VES101 Using Virtual to Drive Physical Event Attendance

SDCC - Upper Level, Room 28DE

As we've evolved from the fear of virtual events cannibalizing our physical events, it's now time to realize that online extensions can be a driver of in-person registration. This session will help you understand the "virtual boost" opportunity and provide a forum for maximizing results.

- Develop a virtual event action plan that moves people to register for your physical event
- Examine the role preview events, press events and digital teasers can play in building excitement for your physical events
- Employ content and social strategies that engage and spur potential attendees to action

Staci Clark, Global Marketing Strategy Manager, Cisco Systems, Inc.

Margaret Launzel-Pennes, Vice President, Worldwide Events & Video Production, Herbalife International

Tuesday, January 10, 2012

1:15 pm - 2:45 pm

Walk, Talk & Negotiate Like a CEO

SDCC - Upper Level, Ballroom 20D

Why do some CEOs seem to influence, persuade and negotiate so much better than the rest of us? In this hands-on session, discover how to increase your executive power and presence, no matter your job title. Learn the skills you need to get the results you want in both your professional and personal life. Post-meeting, the speaker will mentor participants by email on goals they identify during the session.

- Master the art of deal-making and high-impact negotiating
- Recognize how to pursue winning deals
- Practice overcoming challenges you have when negotiating

Linda Swindling, CEO, Attorney, Journey On!

Tuesday, January 10, 2012

1:15 pm - 3:30 pm

Discover What Works in Virtual and Hybrid Events

Learning Lounge - DIGITAL U, Discovery Theater

Choose from a variety of 15- and 30 minute presentations about what works in virtual and hybrid events. Topics include engagement techniques, speaker training, copyright issues, learning, measurement and more. Several virtual/hybrid events will also be “deconstructed.”

Tuesday, January 10, 2012

1:15 pm - 3:30 pm

Growing Meeting Attendance

Learning Lounge - THINK, Really Live Chat

How do you grow your conference attendance? How do you tap into that irresistible offer that potential attendees can't pass up? Does content marketing affect attendance growth in any way? Discuss four business experts' perspectives on growing attendance at your conference.

Tuesday, January 10, 2012

1:15 pm - 3:30 pm

Interviews and Insights from VEI's Hybrid Event

Learning Lounge - DIGITAL U, VES Live Streaming Studio

This engaging talk show is designed to take down the wall between virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on virtual and hybrid events.

Tuesday, January 10, 2012
1:15 pm - 3:30 pm

The Down "Load" on Mobile Apps

Learning Lounge - APP4That, Expert Exchange Lounge

Drop by and ask the experts everything you have always wanted to know about Mobile Apps and what are they used for. Topics include the different types and functionality available, what you should know about developing an app for your meeting or organization.

Tuesday, January 10, 2012
1:15 pm - 3:30 pm

The Latest in Digital Events, Meetings, and Other Solutions

Learning Lounge - DIGITAL U, Digital DEMOS

Roll up your sleeves and play with our Digital Demos. Topics include how to upload content, moderate an online chat, build a virtual booth and more.

Tuesday, January 10, 2012
1:35 pm - 1:50 pm

Strategic Partnerships and Co-Location

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Sam Lippman, President, Integrated Show Management & Marketing

Tuesday, January 10, 2012
1:35 pm - 1:50 pm

Developing a Marketing Message Based on Their Values

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Kelly McDonald, President, McDonald Marketing

Tuesday, January 10, 2012
1:45 pm - 2:30 pm

Medical Meetings: Complying with New NPI Laws Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with other Medical Meetings Professionals to work together to make sense of the new laws requiring the disclosure of National Provider Identifier (NPI) numbers. A representative from the Healthcare Convention and Exhibitors Association will open with a brief review of the latest on NPI compliance. The majority of the session will be an open forum to get your questions answered and discuss best practices and support for NPI challenges.

Jacqueline Beaulieu, Executive Vice President, Healthcare Convention & Exhibitors Association

Tuesday, January 10, 2012

1:50 pm - 2:20 pm

Social Media for Your DMO

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

David Serino, Strategist/Educator, Think! Social Media

Tuesday, January 10, 2012

1:50 pm - 2:20 pm

Live Blogging from The Event With LiveScribe

Learning Lounge - APP4That, How To Tablet Lab

Stephanie Selsnick, CEM, President, International Trade Information, Inc.

Tuesday, January 10, 2012

1:55 pm - 2:10 pm

Loyalty 3.0 - What Your Conference Needs for Attendance Growth

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Carol Roth, Partner, Intercap Merchant Partners, LLC

Tuesday, January 10, 2012

1:55 pm - 2:10 pm

Marketing Copy that Attracts Not Repels

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Wendy Holliday, Vice President of Marketing and Membership Service, National Association of College Stores

Tuesday, January 10, 2012

2:15 pm - 2:30 pm

CLASSIFIED! - The Secret Social CRM Playbook for Creating Customers

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Mark Fidelman, General Manager, Americas, Harman.ie

Tuesday, January 10, 2012

2:15 pm - 2:45 pm

Continue the Conversation: Outlook 2012

SDCC - Upper Level, Ballroom 20A

Get your questions for Jeff Thredgold answered in this special Masters Series add-on session. Those attending will also get a free copy of his book "On the Other Hand.....The Economist's Joke Book."

Jeff Thredgold CSP, Economic Futurist, Thredgold Economic Associates

Tuesday, January 10, 2012
2:15 pm - 2:30 pm

Smart List Management Strategies

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Jean Whiddon, President, Fixation Marketing

Tuesday, January 10, 2012
2:25 pm - 2:55 pm

Evernote: Making Your Time More Productive

Learning Lounge - APP4That, How To Tablet Lab

Gina Schreck, President, Synapse 3Di

Tuesday, January 10, 2012
2:25 pm - 2:55 pm

Text to Screen for Conferences

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Midori E. Connolly, CEO, Pulse Staging and Events, Inc.

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

Creating an Active, Thriving Online Community

SDCC - Upper Level, Room 32

The abundance of virtual ghost towns on the Internet is proof that launching online community software is much easier than developing an actual online community of participants who are active and engaged. Attend this session to hear strategies for generating discussion and truly engaging stakeholders in order to create an active, thriving online community that complements your face-to-face meetings all year long.

- Develop a management strategy that makes your community a productive and comfortable place for members to participate
- Use content to attract members, generate discussion, and keep members active and interested
- Incorporate metrics to benchmark and track engagement

Lindy Dreyer, Chief Social Media Marketer, Social Fish

Carolyn Guyton-Ringbloom MBA, RD, Director, Volunteer Leadership Development, American Health Information Management Association

Jessica Tuquero, Manager, Communications, International Trademark Association

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

Brand Your Meeting: Advantages for Face-to-Face and Hybrid Marketing

SDCC - Upper Level, Room 30AB

Looking for a way to grow your meeting and create new revenue opportunities? Branding may be the key. Delve into how to brand your meeting, build anticipation, and engage your participants in new ways before, during, and after the event with cost-effective online extensions. Explore exciting case studies about branding face-to-face meetings of today and in this next generation of hybrid event marketing.

- Discover new ways to build anticipation for your meeting
- Recognize what audience engagement really means and why it's relevant to branding
- Identify ways branding can dramatically impact your organization

Tony Lorenz, CMM, Former Founder, ProActive; SVP Creative, Freeman, Founder, bXb Online
Bob Priest-Heck, Executive Vice President, Freeman, CEO, Immersa Marketing

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

VES Hybrid Success at Thrivent Financial's National Sales Meeting

SDCC - Upper Level, Room 28A

Explore the strategy, use-case, execution and results from Thrivent Financial's hybrid National Sales Meeting. Our speakers will identify appropriate applications of virtual and hybrid technologies, and how to effectively engage the audience before, during and after your event.

- Identify appropriate applications of virtual or hybrid technologies
- Engage your virtual audience before, during and after the event
- Leverage technology to drive revenue for your organization

Steph Pfeilsticker, Senior Event Planner, Thrivent Financial
Samuel J. Smith, Managing Director, Interactive Meeting Technology, LLC

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

VES101 How to Make Money with Virtual and Hybrid Events

SDCC - Upper Level, Room 28DE

While some producers are finding financial success with their virtual and hybrid events, others struggle to sell booths, sponsorships and sessions. Is it their market or their model? Get your monetization questions answered in this important session.

- Identify the various monetization strategies and pricing models for virtual and hybrid events and determine which one is right for your organization
- Set proper expectations for exhibitors in terms of number of attendees vs. number of engagements and number of leads
- Use the metrics from your event reports in your sales presentations

Richard Erb, Managing Director, Robotics Trends

Todd Kotlarek, Director of Events, Trade Press Media

Erica St. Angel, VP Marketing, Sonic Foundry

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

VES101 The Hidden Value of Content

SDCC - Upper Level, Room 28C

This session is designed to help you learn what types of content to feature in your virtual events; how to effectively facilitate and participate in the conversations around that content; and how to translate these insights into key data points for your organization.

- Become more strategic about content, and focus efforts on uncovering the types of content constituents want and respond to
- Determine the relevancy of various types of content for your virtual and mobile audiences
- Develop conversation around your content to extend its life and connect with attendees

Shannon L. Ryan, CEO, ArchetypeDNA

Todd Tolbert, Senior Vice President, Strategic Content Solutions

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

VES101 Using Virtual to Educate Prospects, Generate Leads and Nurture Relationships

SDCC - Upper Level, Room 28B

While it's true that virtual events are an excellent delivery vehicle for continuing education, let's not forget their place in the realm of lead generation. It takes a well-conceived and executed plan, and the right engagement techniques. Come learn the secrets of lead gen via virtual events.

- Prepare the specific business cases for using virtual, whether for you or your sponsors and exhibitors
- Design engagement techniques specific to the business outcomes you desire
- Deploy mobile and social to continue the conversation and further score and nurture leads

Steve Gershik, Principal, 28 Marketing

Dennis Shiao, Director of Product Marketing, INXPO

Tuesday, January 10, 2012
2:30 pm - 3:30 pm

Menus to Maximize Learning and Engagement

SDCC - Upper Level, Room 23

Yes, something as simple as food can have a profound effect on your attendees' ability to learn and engage. Join convention center chefs for an informative session on how to work with staff to create menus that will make your meetings more effective. Learn how certain foods may affect our mental and physical states and the importance of good timing for meals and snacks.

- Describe the connection between the meals we eat and our body's ability to learn, engage, retain, and rest
- Plan menus that keep attendees energized and in a learning state throughout the day
- Overcome budgetary challenges when planning brain-friendly F&B for your events

Jeff Leidy, Executive Chef, San Diego Convention Center Corporation

Blair Rasmussen, Executive Regional Chef, Vancouver Convention and Exhibition Centre

David Skorka, Centerplate Regional Executive Chef, Centerplate

Tuesday, January 10, 2012
2:35 pm - 2:50 pm

Leveraging Influencers: Who's Talking About You?

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Liz Strauss, CEO/Founder, Inside-Out Thinking & SOBCon

Tuesday, January 10, 2012
2:35 pm - 2:50 pm

Hit the Bulls-eye With Targeted Marketing Campaigns

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Kimberly Hardcastle-Geddes, Vice President, Marketing Design Group

Tuesday, January 10, 2012
2:45 pm - 3:30 pm

Behind the Scenes Tour of the PCMA/VES Hybrid Meetings

Learning Lounge - DIGITAL U, Discovery Theater

Get up close and personal with the Convening Leaders & Virtual Edge Summit hybrid meetings! This limited capacity tour led by virtual meetings experts from the Virtual Edge Institute will take you to locations around the SDCC and let you experience firsthand the equipment, personnel and logistics involved in producing a hybrid meeting. Key team members will discuss the strategy, approach and execution for the hybrid events.

- List the personnel/roles required onsite to run a hybrid meeting
- Diagram a room set with camera equipment for a hybrid simulcast
- Identify the key differences between producing face-to-face and hybrid meetings – and three ideas for bridging the gap.

Tuesday, January 10, 2012
2:45 pm - 3:30 pm

Corporate Professionals Shared Interest Group (SIG) Discussion

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

Kelley Butler, Director, Meetings & Events, McDonald's Corporation

Tuesday, January 10, 2012
2:45 pm - 3:30 pm

Top 10 Ways to Make Education Delivery More Dynamic and Interactive

SDCC - Upper Level, Room 29

Have you ever been at one of your own programs, watching terrific speakers, but feeling as though something was missing? Have you ever felt that participants were not as engaged as they should be during your programming? If you've had those thoughts, you are probably right. Participants can be more engaged and speakers can become more engaging with a little coaching from their professional management team (that's you!)

- Coach speakers on the critically important "engagement" piece of your programming
- Cite 10 techniques to better engage participants
- Identify simple ways to assess learner outcomes to align with session content

Debra Zabloudil CAE, FACHE, President & CEO, The Learning Studio, Inc.

Tuesday, January 10, 2012

2:45 pm - 3:30 pm

Tough Talking: Initiating and Managing Difficult Conversations

SDCC - Upper Level, Room 24

Difficult conversations are necessary in order to keep moving forward both personally and professionally. Learn the skills necessary to start and maintain uncomfortable discussions, in a manner that's non-threatening, resulting in better understanding and improved relationships. Designed for managers, leaders, committees and organizational teams who want to increase effectiveness without alienating others.

- Conduct uncomfortable discussions in a non-threatening way
- Increase team effectiveness through the appropriate handling of difficult situations with staff
- Manage your own emotions while professionally navigating tough conversations

Mary Byers, Professional Speaker, Writer, and Association Consultant, Mary Byers - Developing Potential

Tuesday, January 10, 2012

2:55 pm - 3:10 pm

Why Should I Attend? Make a Compelling Argument for Approval

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Katie Callahan-Giobbi, Vice President, Minding Your Business, Inc.

Tuesday, January 10, 2012

2:55 pm - 3:10 pm

Get to Know the Customer You're Not Attracting, but Should Be

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Kelly McDonald, President, McDonald Marketing

Tuesday, January 10, 2012

3:00 pm - 3:30 pm

Leveraging the iPad for Site Selection

Learning Lounge - APP4That, How To Tablet Lab

Corbin W. Ball CMP CSP CSP, CMP, President, Corbin Ball Associates

Tuesday, January 10, 2012
3:00 pm - 3:30 pm

Measuring Your Carbon Footprint

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Tuesday, January 10, 2012
3:15 pm - 3:30 pm

House Calls - Strategies for Attracting More Doc's to Your Healthcare Conference

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Vinnie Polito, Managing Director, VP International

Tuesday, January 10, 2012
3:15 pm - 3:30 pm

Optimizing Conference Websites for Conversion & Engagement

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Philippa Gamse CMC, President, Total Net Value, Inc.

Tuesday, January 10, 2012
3:30 pm - 4:00 pm

Networking Refreshment Break

SDCC - Ground Level, Hall F and Upper Level, Session Room Foyers

Tuesday, January 10, 2012
4:00 pm - 5:00 pm

General Session The One Trend that Will Transform Your World

SDCC - Ground Level, Halls G/H

Brought to you by Vancouver Convention and Visitors Bureau and Vancouver Convention Centre

You'll hear a lot about trends at *Convening Leaders*, but there's one trend happening in bioscience today that will completely transform how we live, earn money, and form communities over the next 25 years. Juan Enriquez -- a broad thinker who studies the intersection of science, business and society -- will lead a fascinating glimpse into the future of our world. Is your organization prepared for the fundamental change that is coming?

- Discover the trend now underway that will transform our future
- Explore how business, politics, economics, ethics and personal lives will be affected
- Begin to prepare for a bold new world redefined by the forces of bioscience

Juan Enriquez, Futurist, and Chairman and CEO, Biotechonomy LLC

Tuesday, January 10, 2012

4:00 pm - 5:00 pm

VES Driving Attendee Engagement via Gamification

SDCC - Upper Level, Room 28B

Is gamification just hype? Not if you want to increase and improve attendee engagement, build loyalty and enable an experience roadmap that drives attendees to the activities you want them to complete. In this session we'll explore what gamification is and why it's the current shiny object of the event industry. And we'll review some examples of gamification for events – a few of which may surprise you, as you've probably leveraged them before without realizing gamification drove the tactic.

- Have a clear understanding of what gamification is
- Identify effective gamification implementations
- Define how gamification can address and drive attendee engagement

Dannette Veale, Digital Engagements and Technology Strategy, Cisco Systems, Inc.

Tuesday, January 10, 2012

4:00 pm - 5:00 pm

VES101 Hybrids: From Shoestring to Turnkey

SDCC - Upper Level, Room 28A

Hybrid means different things to different people. Some are using very simple and inexpensive methods of broadcasting content from their events with little engagement or production support. Others are designing elaborate user experiences and engaging high-end productions with “on-air talent.” What’s right for your organization?

- Define the strategic goals leading you to deploy digital technologies for your events
- Outline the financial goals and milestones these events must reach
- Determine what level of event and engagement will be required to match the strategic and financial goals

Kevin Novak, Vice President of Integrated Web Strategy and Technology, American Institute of Architects

John Pollard, Event Services Program Director, Sonic Foundry

Tuesday, January 10, 2012

4:00 pm - 5:00 pm

VES101 Integrating Mobile: Pre, During and Post-Event Access

SDCC - Upper Level, Room 28C

Events and learning are being impacted tremendously by the adoption of smart phones and tablet devices. Once thought to be just an on-site tool, attendees now want to connect with one another before and after the event, too. How do you plan for a continuous mobile engagement and what does that mean for costs and revenue opportunities?

- See through a new and different lens to determine how to best develop your content for mobile devices
- Determine which of your virtual event elements can translate to mobile
- Assess rapidly changing user and device trends such as eBooks and mobile "web" apps

Mark W. Coe, President, Coe-Truman Technologies, Inc.

Jon D. Jenkins, Director, Product Team, Coe-Truman Technologies, Inc.

Gregg McGrath, Marketing Manager, Meetings & Exhibits, American Society for Microbiology

Tuesday, January 10, 2012

4:00 pm - 5:00 pm

VES101 Simple Online Events to Engage Members and Fuel Community

SDCC - Upper Level, Room 28DE

Sometimes the simplest virtual events pay big dividends. Come see how the Ontario Hospital Association has created a 280 percent return on its virtual investment, and how University Business has built an archive of virtual content specifically to promote its physical conferences and build its online event community into a year-round destination.

- Prepare a roadmap of simple ways to engage customers and members
- Identify the audience segments you need to reach, and the content that will inspire them
- Create an audience acquisition plan to reach beyond current customers and members and launch your organization beyond "thought-leader" status to "trend-setter"

Todd Hutchings, Director of Distance Learning, Ontario Hospital Association

Stephanie Martinez, CIO, Professional Media Group

Tuesday, January 10, 2012

5:15 pm - 6:30 pm

Education Task Force Meeting

Manchester Grand Hyatt - Third Level, Madeleine A

Tuesday, January 10, 2012

5:30 pm - 6:30 pm

Global Reception (by invitation)

San Diego Wine & Culinary Center

Brought to you by Scottish Exhibition and Conference Centre

Event Producer/Sponsor: Arrangements Unlimited

Event Sponsors: Continental Catering and San Diego Wine & Culinary Center

The San Diego Wine & Culinary Center is located on Harbor Drive between First Avenue and Third Avenue (across from Hall A of the SDCC), 1-5 blocks from all PCMA hotels/SDCC and 4 blocks from the entrance to the Networking Reception.

Tuesday, January 10, 2012

6:30 pm - 9:30 pm

Networking Reception in Gaslamp Quarter: Urban Convergence

Gaslamp Quarter

Title Sponsor: San Diego Tourism Marketing District

Event Producer Sponsors: Pacific Event Productions and Restaurant Events

Event Sponsors: Innovative Presentations, Cohn Restaurant Group, and Raphael's Party Rental

Event Coordinator/Sponsor: 360 Destination Group

Event Sponsors: Haute Chile, Karl Strauss Brewing Company, Elite Services, Brudvik, Inc., Diamond Environmental Services, Gorilla Service Industries, Kleege Industries, and Jewell Entertainment & Production

Unite for an Urban Convergence on the historic Gaslamp Quarter. This experiential showcase of global culture will feature creative elements of dining, music, art and entertainment in San Diego's most exciting nightlife venue. Our private urban block party weaves through over 20 diverse restaurants where you can sample from any or all, your choice of global cuisines and browse the shops and galleries open exclusively for PCMA.

Tuesday, January 10, 2012

9:30 pm - 1:00 am

PCMA After Party

FLUXX Nightclub

Venue Sponsor: Fluxx

Event Coordinator/Sponsor: ACCESS Destination Services®

Event Sponsor: The Heroes

This hotspot will be open exclusively for PCMA guests. You won't want to miss catching up with your PCMA friends at the ultimate PCMA gathering place. FLUXX is the next generation in nightlife venues in downtown San Diego. Located in the Gaslamp District within easy walking distance of PCMA events and hotels, FLUXX offers a lineup of unparalleled DJs and tantalizing cocktails - voted the nation's best "New Nightclub of the Year."

Transportation will be provided to official PCMA hotels.

Wednesday, January 11, 2012
6:30 am - 7:30 am

PCMA Fun Run

Brought to you by Visit Baltimore

Event Producer Sponsor: The Event Team

Start your day with an invigorating Fun Run in San Diego. Run or walk with your friends on a course that takes you around the city's most picturesque areas. Whether you are a competitive runner or just want to walk for fun, this course has plenty to offer. So take a break and enjoy what the San Diego waterfront has to offer on this scenic Fun Run course!

The 5K/2K Fun Run/Walk will begin and finish at Embarcadero Park North, located near the Convention Center and behind the Harbor House Restaurant in beautiful Seaport Village. The entire course will be run alongside the water. Once out of the starting gate, participants will head north following the wide sidewalk area through the park and Seaport Village. The course continues along the Embarcadero with views of the San Diego Bay, past the Broadway Pier, the USS Midway (the famous WWII aircraft carrier that is now a museum) and The San Diego Maritime Museum. At the halfway point along the Marina, for the 2ker's it is a quick U-turn and back to the finish line. Light refreshments will be provided.

Wednesday, January 11, 2012
7:00 am - 2:30 pm

Registration at the San Diego Convention Center

SDCC - Ground Level, Hall D Lobby

Wednesday, January 11, 2012
8:00 am - 9:00 am

Networking Breakfast

SDCC - Ground Level, Hall F

Wednesday, January 11, 2012
8:00 am - 9:00 am

Town Hall Meeting

SDCC - Upper Level, Ballroom 20D

Continental breakfast will be served.

Wednesday, January 11, 2012

8:00 am - 8:45 am

CSR Shared Interest Group (SIG) Discussions

Learning Lounge - SOCIETY, Common Ground

Connect with those who plan or service similar meetings for informal discussions about the unique opportunities and challenges associated with your market segment. Gather in this area for idea exchange, best practice sharing, networking and more!

Rhonda D. Chesney CMP, Regional Director of Sales, Four Seasons Hotels and Resorts

Wednesday, January 11, 2012

8:00 am - 8:45 am

Education Lessons from Learning Leaders

Learning Lounge - THINK, Really Live Chat

Discussions of 21st Century education trends and how they can be implemented in meetings and conferences. Join these informal facilitated conversations with insights from five professional thought leader educators and authors.

Wednesday, January 11, 2012

8:00 am - 8:45 am

Get Your Marketing APPEal for a Better ROI

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

“Build it and they will come” is a thing of the past. It’s not about technology, it’s about what you want to achieve with it. Learn first-hand how to integrate your event app in your meeting or organization marketing strategy. Leave this session with practical and easy to implement marketing solutions.

Rachel Stephan, President, Les Sens Creatifs

Wednesday, January 11, 2012

8:00 am - 12:15 pm

Discover What Works in Virtual and Hybrid Events

Learning Lounge - DIGITAL U, Discovery Theater

Choose from a variety of 15- and 30 minute presentations about what works in virtual and hybrid events. Topics include engagement techniques, speaker training, copyright issues, learning, measurement and more. Several virtual/hybrid events will also be “deconstructed.”

Wednesday, January 11, 2012
8:00 am - 12:15 pm

Interviews and Insights on Virtual and Hybrid Events

Learning Lounge - DIGITAL U, VES Live Streaming Studio

This engaging talk show is designed to take down the wall between virtual and physical events! Stop by to hear live interviews designed to provide you the inside scoop on virtual and hybrid events.

Wednesday, January 11, 2012
8:00 am - 12:15 pm

The Latest in Digital Events, Meetings, and Other Solutions

Learning Lounge - DIGITAL U, Digital DEMOS

Roll up your sleeves and play with our Digital Demos. Topics include how to upload content, moderate an online chat, build a virtual booth and more.

Wednesday, January 11, 2012
9:00 am - 10:00 am

Plenary Session A Conversation with Richard Saul Wurman

SDCC - Upper Level, Ballroom ABC

Brought to you by AIBTM

Creator of TED, TEDMED, the e.g. conference, and the upcoming WWW.WWW Conference. Author of 80 books. Architect, artist, and provocateur. Richard Saul Wurman will challenge and surprise you in this session that probes his influence on meeting design. Wurman will share views on his insights and thinking on meetings — and how the gathering together of people today and tomorrow can be re-imagined to simply be better: smarter, bolder, and more challenging. Wurman will also explore “quest” and “inform” as the roots of question and information. A tangent or two can be expected. There will be time for you to ask questions of this iconic thinker — but don’t be surprised if he challenges you with a question of his own.

- Acquire a new mindset for thinking about events
- Recognize fresh ways to create a common memory of your conference
- Explore how "quest" and "inform" help define question and information as their roots

Richard Saul Wurman, Author and Visionary

Wednesday, January 11, 2012
10:00 am - 11:30 am

Refreshment Break

SDCC - Ground Level, Hall F and Upper Level, Session Room Foyers

Wednesday, January 11, 2012
10:30 am - 11:00 am

Using Podcasts for Content Distribution

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Mike McAllen, MeetingPodcast, Grass Shack Road

Wednesday, January 11, 2012
10:30 am - 10:45 am

Marketing Copy that Attracts not Repels

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Wendy Holliday, Vice President of Marketing and Membership Service, National Association of College Stores

Wednesday, January 11, 2012
10:30 am - 10:45 am

Optimizing Conference Websites for Conversion & Engagement

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Philippa Gamse CMC, President, Total Net Value, Inc.

Wednesday, January 11, 2012
10:30 am - 11:45 am

Alternative Pricing Strategies for Meetings and Events

SDCC - Upper Level, Room 29

Would you like to grow your membership, increase meeting attendance, and reduce financial risk for your association? Join this highly interactive session in discussing pricing strategies that can help, such as bundling and better matching your fee structures to meeting attendees. Leave with specific ideas for how to develop a sustainable pricing strategy that considers the long-term impact of pricing decisions.

- Identify pricing strategies that improve your bottom line
- Align cash flow needs with pricing and marketing strategies
- Link pricing models and planner/supplier negotiations with individual business processes

Mariela McIlwraith CMP, CMM, MBA, President, Meeting Change

Wednesday, January 11, 2012
10:30 am - 11:45 am

CSR: Not Just Once a Year

SDCC - Upper Level, Room 32

Brought to you by Fairmont Hotels and Resorts

Congratulations! You've successfully integrated a volunteer or corporate social responsibility (CSR) program into your meeting or event. But don't stop there. Keep the momentum going beyond your event, and your organization (and the community you're serving) will have stronger, longer-lasting results. Share examples and insights on ongoing CSR programs that are win-win scenarios for all. A graphic facilitator, generously provided by Visit Orlando, will help bring the conversation to life through engaging images.

- Determine the best type of CSR program for your event, organization, and members
- Convince decision-makers of the value of CSR
- Assess the ROI of social responsibility

Tammi D. Runzler, Vice President, VisitOrlando

Wednesday, January 11, 2012
10:30 am - 11:45 am

International Meetings: Finding the Right Partners

SDCC - Upper Level, Room 23

Are you interested in getting started with international meetings? A pair of global meeting experts will help you get off on the right foot. Discover where to find potential partners and resources, and how to select the best ones for you. Walk away with the tools you need to save time and money and protect the integrity of your international event. Learn how the nuances of a country's culture and business processes can impact the success of your meeting.

- Identify different kinds of partners available to meeting planners with international meetings
- Identify the main attributes you should look for in an international resource and how to select the best partner
- Recognize there is no standard formula; that each country is unique with differing cultural norms and business methods

Dan Rivlin, Managing Director, Kenes International

Sue A Sabatke CMP, Conference & Special Events Manager, World Council of Credit Unions, Inc.

Wednesday, January 11, 2012
10:30 am - 11:45 am

Meeting Design – A Holistic Approach Equals Exponential Results

SDCC - Upper Level, Ballroom 20D

Should your organization consider creating a new meeting experience for attendees? Step beyond the four walls of your existing general session with this panel and gain first-hand insight how their approach to meeting design has increased loyalty and advanced goals. The panel will focus on the strategic and creative processes, and how to integrate new technology.

- Understand meeting design strategy and its potential impact
- Explore the integration of strategic and creative processes, who should be involved, and how to get executive buy-in
- Implement new technology that enhances your design and engagement strategy

MODERATOR:

Max Suzenaar, CEO, Minding Your Business, Inc.

PANEL:

Kelly M. Fox CMP, Division Director, Convention & Meeting Planning, American Veterinary Medical Association

Ron Mickey, General Manager, Marketing Programs, SunGard Higher Education

Greg Van Dyke, Senior Vice President, Global Sales and Marketing, PSAV Presentation Services

Wednesday, January 11, 2012
10:30 am - 12:00 pm

Finance for the Non-Financial Manager

SDCC - Upper Level, Room 31AB

Not a finance manager? Still, it's critical - especially in this economy - to be a good steward of your organization's resources. Learn financial terminology, how to analyze a financial report, how to apply financial principles to identify profitable procedures, and how to estimate the cost and duration of a project. Leave with the confidence to make successful financial decisions and improve your organization's profitability.

- Analyze a financial report
- Use terminology to communicate effectively with both financial and non-financial colleagues
- Improve financial decision-making skills

Teri E. Jarvie CMP, Vice President of Member Programs, Association Forum of Chicagoland

Mary Lynn Fayoumi CAE, SPHR, GPHR, President and CEO, Management Association of Illinois

Wednesday, January 11, 2012
10:30 am - 12:00 pm

Overcoming Challenges in Hotel Contract Negotiations

SDCC - Upper Level, Room 30AB

What do you get when you put a hotel attorney on the same stage as a hospitality industry attorney? A lively discussion on how to overcome what often seem to be insurmountable obstacles in hotel contract negotiations! Two experienced dispute resolution professionals will offer firsthand perspectives and engage participants on how you can resolve contract issues for everyone's benefit.

- Describe the difference between business and legal issues in hotel contracts
- Employ strategies to overcome common sticking points in contract negotiations
- Identify techniques for resolving hotel contract disputes and staying out of litigation

Lisa Sommer Devlin, Attorney, Devlin Law Firm, P.C.

Barbara F. Dunn Esq., Attorney and Partner, Howe & Hutton, Ltd.

Wednesday, January 11, 2012
10:30 am - 12:00 pm

Successfully Working with Industry Speakers and SMEs

SDCC - Upper Level, Room 33C

Just because someone is an expert in their field doesn't mean they're an expert presenter! Help your attendees get the most out of industry experts and Subject Matter Experts by building relationships with SMEs and aiding them in the delivery of highly effective presentations that engage attendees. In this interactive session, discover alternative ways to use SMEs and develop an action plan for your next meeting.

- Address speakers' common excuses about changing their presentation styles
- Identify four action mapping steps to use during content and presentation development
- Discover new ways to use industry speakers and SMEs

Jeff Hurt, Director, Education & Engagement, Velvet Chainsaw Consulting

Wednesday, January 11, 2012
10:30 am - 12:00 pm

The Gifts of Leadership: What You Can Give Your Team

SDCC - Upper Level, Room 31C

We know about the skills good leaders should have, but less has been said about what they should give. Learn about the five meaningful "gifts" that thoughtful and strategic leaders can give to their employees, members and elected leadership. Explore the very human aspects of these gifts and how they help create healthy, high-functioning organizations.

- Describe emotional intelligence as it relates to leadership
- Identify the five "gifts" leaders can bestow on their staffs, members and elected leadership
- Be thoughtful about how and when you introduce gifts to your team

Joanne L Smikle, Principal Consultant, Smikle Training Services

Wednesday, January 11, 2012

10:30 am - 12:15 pm

Growing Meeting Attendance

Learning Lounge - THINK, Really Live Chat

How do you grow your conference attendance? How do you tap into that irresistible offer that potential attendees can't pass up? Does content marketing affect attendance growth in any way? Discuss four business experts' perspectives on growing attendance at your conference.

Wednesday, January 11, 2012

10:30 am - 12:15 pm

Medical Meeting Planners Only: Open Discussion

SDCC - Upper Level, Room 24

Just what you've been asking for...a private, small group opportunity for medical meeting planners only. You'll be free to discuss the most pressing challenges faced by medical meetings today, openly and honestly. It's also an opportunity to hear about potential solutions and resources directly from your peers. This session is open to discuss any and all topics critical for success today.

- Identify trends in the medical meetings field
- Share solutions and best practices with other medical meeting planners
- Find resources to help with pressing issues specific to medical meetings

Christopher J. Wehking CMP, Director of Meetings & Exhibits, American Society of Anesthesiologists

Wednesday, January 11, 2012

10:30 am - 12:15 pm

Meeting Accelerator

Learning Lounge - SOCIETY, Common Ground

After a long, but fulfilling conference filled with engaging education and networking, take time to connect with others to discuss strategies and plan how you will apply the learnings from the meeting and implement them upon returning to your office.

Thom Singer, Speaker, Author, Consultant, Some Assembly Required: How to Make, Grow and Keep Your Business Relationships

Wednesday, January 11, 2012

10:30 am - 12:15 pm

The Down "Load" on Mobile Apps

Learning Lounge - APP4That, Expert Exchange Lounge

Drop by and ask the experts everything you have always wanted to know about Mobile Apps and what are they used for. Topics include the different types and functionality available, what you should know about developing an app for your meeting or organization.

Wednesday, January 11, 2012

10:30 am - 12:15 pm

Think With Your Hands *powered by LEGO® Serious Play*

SDCC - Upper Level, Room 33AB

Limited to the first 50 participants. When you Think With Your Hands, you learn more about your fellow participants and experience a great tool to help enhance your attendees' experience. This hands-on/minds-on experience powered by LEGO® Serious Play focuses the unique ability of our hands to activate the brain in different and unexpected ways, leading to innovative ideas, deeper connections and more creative solutions and strategies.

- Identify how “you learn more about a person in an hour of play than in a year of conversation”
- Gain insights and understanding of fellow participants, the industry and best practices
- Acquire a model that will change the way you think about meetings

Jody Lentz, Right Brain All-Star, JodyLentz.com

Wednesday, January 11, 2012

10:30 am - 11:00 pm

Evernote: Making Your Time More Productive

Learning Lounge - APP4That, How To Tablet Lab

Gina Schreck, President, Synapse 3Di

Wednesday, January 11, 2012

10:50 am - 11:05 am

Why Should I Attend? Make a Compelling Argument for Approval

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Katie Callahan-Giobbi, Vice President, Minding Your Business, Inc.

Wednesday, January 11, 2012

10:50 am - 11:05 am

Leveraging Influencers: Who's Talking About You?

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Liz Strauss, CEO/Founder, Inside-Out Thinking & SOBCon

Wednesday, January 11, 2012
11:00 am - 12:00 pm

Masters Series Race for Relevance

SDCC - Upper Level, Ballroom 20A

Brought to you by Chicago Convention & Tourism Bureau

“Relevance” isn’t just a buzzword; it’s necessary for survival--especially if you’ve experienced declining attendance, decreasing membership, and reduced non-dues revenue. If you’re not already thinking about how your association will remain relevant in the future, then it probably won’t. Mary Byers, a *Race for Relevance* co-author, walks you through a practical approach for leading an association’s necessary revolution.

- Enhance your organization’s governance structure
- Narrow program and service offerings to align with your audience’s needs and desires
- Bridge the technology gaps to meet multi-sensory expectations

Mary Byers, Professional Speaker, Writer, and Association Consultant, Mary Byers - Developing Potential

Wednesday, January 11, 2012
11:05 am - 11:35 am

Top 5 Apps to Keep You Productive While Traveling

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Trevor Roald, Manager, Product Experience, QuickMobile Inc.

Wednesday, January 11, 2012
11:05 am - 11:35 am

Twitter 101

Learning Lounge - APP4That, How To Tablet Lab

Jessica Leigh Levin MBA, CMP, CEO, Seven Degrees Communications

Wednesday, January 11, 2012
11:10 am - 11:25 am

House Calls - Strategies for Attracting More Doc's to Your Healthcare Conference

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Vinnie Polito, Managing Director, VP International

Wednesday, January 11, 2012
11:10 am - 11:25 am

Smart List Management Strategies

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Jean Whiddon, President, Fixation Marketing

Wednesday, January 11, 2012
11:30 am - 11:45 am

CLASSIFIED! - The Secret Social CRM Playbook for Creating Customers

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Mark Fidelman, General Manager, Americas, Harman.ie

Wednesday, January 11, 2012
11:30 am - 11:45 am

Hit the Bulls-eye With Targeted Marketing Campaigns

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Kimberly Hardcastle-Geddes, Vice President, Marketing Design Group

Wednesday, January 11, 2012
11:40 am - 12:10 pm

iPad Uses For Your Event

Learning Lounge - APP4That, How To Tablet Lab

Midori E. Connolly, CEO, Pulse Staging and Events, Inc.

Wednesday, January 11, 2012
11:40 am - 12:10 pm

Using Google's Keyword Tool for Building Optimized Content

Learning Lounge - APP4That, Bring Your Own Device (BYOD)

Philippa Gamse CMC, President, Total Net Value, Inc.

Wednesday, January 11, 2012
11:50 am - 12:05 pm

A Customer Exhibitor Invite Program that Worked

Learning Lounge - THINK, Big Ideas Pavilion Theater 1

Sharyn Collinson, Managing Director, Fixation Marketing

Wednesday, January 11, 2012
11:50 am - 12:05 pm

Conference Content as a Marketing Machine

Learning Lounge - THINK, Big Ideas Pavilion Theater 2

Paul C. Wehking, Vice President Of Strategic Accounts, Omnipress

Wednesday, January 11, 2012
12:30 pm - 2:15 pm

Closing Luncheon and General Session: Good Vibes are Contagious

SDCC - Ground Level, Halls D/E

Luncheon brought to you by Visit Orlando and Orange County Convention Center

Closing General Session brought to you by Dallas Convention & Visitors Bureau

Join Bert Jacobs, co-founder of The Life is good Company, for the amusing tale of how he and his brother John - two ordinary guys surviving on peanut butter and jelly - turned \$78 and a conversation about "what's good in the world" into a \$100 million clothing and lifestyle business. Before heading home, take an inspirational look at the power of optimism and the value of bringing what's in your heart to work every day.

- Identify the importance of being optimistic and focusing on what's right in the world
- View your work as a tool to accomplish what you want in life
- Recognize the value in bringing what's in your heart to your work

Bert Jacobs, Chief Executive Optimist, The Life is good Company