

CEMA Summit Breakout Sessions, Design Labs and Town Hall

DESCRIPTIONS AND SPEAKERS

While we will make every effort to deliver sessions as described in this document, speakers and times are subject to change.

All breakout sessions take place on Monday, August 7, 2023

Elevate your DATA

Session Title:	<i>Success by the Book: How to Develop KPIs with Metrics that Matter</i>	11:40am
Speakers:	Joe Federbush, President & Chief Strategist, EVOLIO Marketing Jon Wolff, Global Events Manager, Lenovo	
Short Description:	Learn the 5 stages of developing a KPI playbook that lets you capture and visualize data to effectively communicate event results to peers and leadership. In this interactive, hands-on session, you will work together, using proven templates, tools, and metrics, to develop core elements of a playbook that you can take back and tailor to your specific needs.	

Session Title:	<i>5 Post-Event Tips for Supercharging Your ROI</i>	10:45am
Speakers:	Melanie Reid, Event Marketing Manager, Riskified Lena Stahlschmidt, Manager of Field Marketing, North America, Fivetran	
Short Description:	While planning and executing a successful event is vital, your post-event strategy can be just as crucial in driving ROI. In this session we'll explore five tips that you can implement post-event	

	to supercharge your ROI. We will discuss topics like best practices for lead routing, how to partner with sales, easy ways to repurpose content, and more! With actionable insights, you'll learn how to develop a robust post-event plan that leverages lead generation, increases post-event touchpoints, and maximizes ROI.	
Abstract:	When thinking about how to maximize event ROI, most event marketers spend most of their time and energy on planning events but overlook one of the most critical components: their post-event plans. Join us in this session as we share five top tips that you can implement after your event to supercharge your ROI. You'll learn how to create a solid post-event plan that includes tips for lead routing and setting up nurture programs, how to partner with sales, easy ways to repurpose content, and more! Join this session to make sure you aren't missing out on any ROI from your events!	

Session Title:	<i>Setting the Bar in Event Delivery: 2023 Benchmarks and Trends</i>	1:45pm
Speakers:	Brian Gates, SVP of Industry Strategy, RainFocus Robert Clark, Business Intelligence Consultant, RainFocus Colleen Bisconti, Vice President, Events and Experiences, IBM	
Short Description:	In this session, RainFocus will present the latest event benchmarks and discuss important trends, based on benchmarks developed and data compiled from its robust portfolio of large, complex	

	events portfolios. The company will also share tips on how to use benchmarks to drive success at your events.	
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Session Title:	<i>The Power of Generative AI in Event Marketing: From Pre-Event Planning to Post-Event Analysis</i>	11:40am
Speakers:	<p>Veemal Gungadin, CEO and Founder, Gevme</p> <p>Nick Borelli, Marketing Director, Zenus</p> <p>Junior Tauvaa, Chief Business Officer, PCMA</p>	
Short Description:	<p>Dive into the transformative power of generative AI in event marketing in this interactive session. Discover how generative AI can seamlessly gather and analyze feedback, summarize key event highlights, craft personalized follow-up communications for attendees, sponsors, and exhibitors, and streamline your post-event PR and marketing. Our hands-on activity will unveil the potential of AI in harnessing event data to inform future planning. This session equips you with the AI tools necessary for creating a robust post-event strategy, ensuring continuous improvement and success in your event journey.</p> <p>**Attendees are encouraged to bring their laptop to this session to participate in the workshop**</p> <p>This technology has been hand-picked by CEMA and PCMA so you can test it out in simulated event scenarios. No pay to play sponsors, no sales pitches, no pressure.</p>	

Elevate your STRATEGY

Session Title:	<i>From Concept to Execution: How to Be an Elite Event Strategist</i>	1:45pm
Speakers:	<p>Jasmin Dave, Senior Director, Corporate Events, NVIDIA</p> <p>Erica Spoor, CEO & Chief Event Strategist, Impact Point Group, a Freeman Company</p>	
Short Description:	<p>Events have become more than just an opportunity for networking and brand exposure. They are a vital tool for engaging customers, showcasing brands, and driving revenue. To stand out and create a truly memorable experience, it is essential to have a comprehensive event strategy.</p> <p>This session discusses key strategy and format considerations such as defining objectives, identifying target audiences, choosing the right format (In-Person or Virtual), and promoting the event. Additionally, you'll get tips and insights from an interactive Q&A that will help you think beyond the norm.</p>	
Abstract:	<p>In today's ever-evolving landscape, events have become more than just an opportunity for networking and brand exposure. They are a vital tool for businesses to engage with their audiences, showcase their brand, and drive revenue. However, simply hosting an event is no longer enough. To stand out and create a truly memorable experience, it is essential to have a comprehensive event strategy in place.</p>	

Session Title:	<i>Getting the Green Light: Secrets to Executive Buy-In on Your Event Strategy</i>	1:45pm
Speakers:	<p>Devin Cleary, Global Head of Events, Vimeo</p> <p>Bethany Murphy, Sr. Director, Events, 6sense</p> <p>Tavar James, Global Head of Events & Sponsorships, Riskified</p> <p>Sarah Shaheen, Director of Corporate and Strategic Events, Amplitude</p>	
Short Description:	For most EMs, moving forward with event execution requires leadership approval. Even the best event plans get held up by changes in corporate objectives or budget constraints. In this panel, event leaders will discuss how they've tackled getting C-suite buy-in throughout their careers, and share data points and tactics that can help you get the green light.	
Abstract:	The ability to move forward with event execution is dependent on getting approval from leadership. This can often be part of the planning process where delays can occur due to a change in corporate objectives or budget constraints. Join this panel to hear from event leaders at 6sense, GitHub, Riskified, and Vimeo on how they've tackled this challenge throughout their own careers. Walk away with examples of data points and tactics you can use the next time you need to get the green light.	

Session Title:	<i>Developing a Successful Trade Show Strategy</i>	10:45am
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Speakers:	Minal Shah, Global Strategic Events, Salesforce Michelle Olmstead, Senior Marketing & Global Events Manager, ControlUp Heather Schneider, Event Operations Manager, Tyler Tech	
Short Description:	This peer forum explores the hottest trade show trends, along with things EMs should have on their radars, and be working on their plans. An expert panel will walk you through defining your trade show strategy, so you and your teams are well-prepared and are building your plans on a solid foundation.	
Abstract:	Let's get real, there is no one-size-fits-all approach to a trade show strategy. However, there are many foundational elements that you can build upon to create a strategic approach that works best with your company and the events you participate in. In this session, a panel of experts will share what works, what hasn't and other best practices when preparing your trade show strategic plans, so you and your teams are well-prepared and have a solid foundation to build upon.	

Session Title:	<i>How to Think Like an Event Content Strategist</i>	11:40am
Speakers:	Allison Crooker, Director, Event Content, VMware; Founder & Executive Director, Event Content Council Rachel Heller, Sr. Manager, Event Content, GitHub Naomi Clare Crellin, CEO and Founder, Storycraft Lab	

<p>Short Description:</p>	<p>You've been tasked with creating an event content strategy – now what? In this session, you'll learn how to think like an event content strategist across five key touchpoints and develop a thoughtful process to prepare content that engages and educates your audience - whether it's a small group or a mega event.</p>	
<p>Abstract:</p>	<p>You've been tasked with creating an event content strategy – now what? Well-designed event content goes beyond simply delegating rooms and sessions to subject matter experts (SMEs). It requires a thoughtful process that enables SMEs to prepare content that engages and educates the event's target audience. Whether it's an event for a small group of guests or an event for thousands of registered attendees, learn how to think like an event content strategist across five key touchpoints.</p> <ol style="list-style-type: none"> 1. Develop an event content strategy that supports the overall event strategy 2. Maintain a pulse on the target audience's needs and wants 3. Work closely with event ops and content SMEs to fulfill the event content strategy in a timely fashion 4. Ensure that event content is marketed effectively 5. Deliver event content that aligns with post-event pipeline goals 	

Elevate your TEAM

<p>Session Title:</p>	<p><i>Leadership in Times of Continuous Change</i></p>	<p>10:45am</p>
<p>Speakers:</p>	<p>Katie Moon, Sr. Manager, Global Event Marketing, AMD Karen Cooper, Commercial Events Director, HP</p>	
<p>Short Description:</p>	<p>Explore the leadership strategies and actions that keep a team motivated, flexible, and thriving despite structural change. By examining failures as valuable learning opportunities, participants will gain insights into the strategies that drive successful adaptation and tools that help maintain a positive culture that motivates teams.</p>	
<p>Abstract:</p>	<p>Change is inevitable and teams are sure to face unexpected obstacles during leadership shifts, acquisitions, resignations, etc. By adopting a compassionate approach, leaders can convert concerns, risks, and worries into positive energy, empowering their teams to thrive even in challenging circumstances where others may struggle.</p> <p>This session explores the transformative power of compassionate leadership in fostering resilience and success amidst uncertainty. By reviewing best practices and not-so-best practices, we'll provide a framework for effective leadership that will help teams adapt to changes in culture and keep things functioning optimally.</p> <p>About the Facilitators:</p> <p>Katie Moon recently triaged the merger of her global events team into a larger more established team during the</p>	

	<p>acquisition of Xilinx by Advanced Micro Devices (AMD), the largest semiconductor acquisition in history.</p> <p>Karen Cooper has led a high-performing events teams through several changes in executive leadership and culture, with her most recent experience being an acquisition of Poly by HP.</p>	
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Session Title:	<i>Unleashing the Potential of Your Team</i>	11:40am
Speakers:	<p>Andrea Walters, Senior Team Lead, Event Strategy & Measurement, Atlassian</p> <p>Amy Walter, Head of Global Event Strategy & Shared Services, Atlassian</p>	
Short Description:	<p>To increase impact and drive results in today’s ever-evolving landscape, it’s vital to find the right balance of strategy and tactics across your team. In this session, you’ll learn how to unleash your team’s potential based on the learnings the presenters gained from scaling the team 4X and growing the event portfolio 5X in just five years. You’ll walk away knowing how teams can be structured for maximum efficiency, what tools are used to “GSD,” how to build experimentation into strategy, and how to deliver compelling insights that illustrate the impact of events and influence ‘up’.</p>	

Session Title:	<i>Building the Team That Established a Driving Force in the Industry</i>	1:45pm
Speakers:	<p>Nina Cioni, Director of Corporate Events, GitHub</p> <p>Linda Gray Martin, Senior Vice President, RSA Conference</p> <p>Robert Lowe, President, Nth Degree Events</p> <p>Britta Glade, Vice President, Content & Curation, RSA Conference</p> <p>Jeannie Blair, Vice President, Account Services, Nth Degree Events</p>	
Short Description:	<p>In this panel session, you'll hear how the RSA Conference event team created a cohesive agile organization capable of adapting to and overcoming almost any situation - from the hockey stick industry growth to the global pandemic. You'll discover what's possible when trust and shared experiences create ownership at every level.</p>	
Abstract:	<p>RSA Conference is a perfect case study in the business of events. It's also an amazing example of the power of teams. Over a 30-plus year time frame, RSA Conference turned itself into the driving force in the cybersecurity industry. The organization grew event attendance to 40,000-plus, added hundreds of exhibitors and sponsors, expanded from one convention hall to three, established a global and digital learning program and so much more.</p> <p>The challenges and opportunities faced by RSA Conference's organizers were many. How do you keep pace with the increase in attendance? What changes are necessary to advance the educational program? Where can you</p>	

	<p>accommodate sponsor demand? And much more. The good news is that the RSA Conference did not face these alone. Throughout the tremendous growth, the group found, nurtured, and expanded a long-lasting agency partnership with Nth Degree Events.</p> <p>Together, these two entities created a cohesive agile organization capable of adapting to and overcoming almost any situation. From the hockey stick industry growth to the global pandemic, this team demonstrated what's possible when trust and shared experiences create ownership at every level.</p>	
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Session Title:	<i>Mastering the Messy Middle: Navigating Success in the Event Marketing Landscape</i>	10:45am
Speakers:	<p>Erica Spoor, CEO & Chief Event Strategist, Impact Point Group, a Freeman Company</p> <p>Bridgette Birdie, Sr. Director, Global Events, Moody's RMS</p> <p>Jeanne Robb, Vice President, DocuSign</p> <p>Kate Azevedo, Sr. Manager, Events, DocuSign</p>	
Short Description:	<p>Everything has a messy middle. So, how do you navigate through and survive your current situation when you feel stuck in the middle of it? Whether it is a project, an event, or even your career, this session will show you how to get unstuck and keep moving forward.</p>	

Abstract:	Everything has a messy middle, whether it is a project, an event, or even your career. How do you navigate your way through and survive your current situation when you feel stuck in the middle of your situation?	
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The Town Hall will take place at 3:00pm on Tuesday, August 8, 2023

Session Title:	<i>Leading Through Volatility to Unleash to Power of Events</i>	
Speakers:	<p>Traci DePuy, Vice President, Strategic Experiences & Field Marketing</p> <p>Marsha Maxwell, Head of Community Strategic Events, Miro</p> <p>Debbie Brewer, Service Now</p> <p>Karin Flores, Okta</p> <p>Sandra Marcus- Moderator</p>	
Short Description:	At a time of unprecedented volatility and challenges across the events industry, these senior event leaders will share their perspectives and insight into how they continue to lead their companies and teams to thrive where others are struggling.	

Each Design Lab session will take place at 11:00am and 1:30pm on Tuesday, August 8, 2023

Design Labs

<p>Session Title:</p>	<p>The Data Hero’s Journey: Unleashing Your Superpowers <i>Presented by ITA Group</i></p>
<p>Speakers:</p>	<p>Anna Boggs, Head of Event Analytics, ITA Group Mark Fisher, Sr. Sponsorship Event Manager, ITA Group</p>
<p>Short Description:</p>	<p>Some event marketers love data. Some feel really intimidated when things get into the data weeds. No matter where your comfort zone is, this highly participatory design lab will help you unleash your nerdiest inner data superhero powers.</p>
<p>Abstract:</p>	<p>Some event marketers love data. Some feel really intimidated when things go into the data weeds. No matter where your comfort zone is, this highly participatory design lab will help you unleash your nerdiest inner data superhero powers. Every event marketer who has lived and breathed events possesses the power of event data to disrupt and tell stories that will transform their organization. Join us to learn how!!</p>

<p>Session Title:</p>	<p>Your Rise as a Corporate Influencer <i>Presented by MC²</i></p>
<p>Speakers:</p>	<p>Rita Meno Price, Senior Vice President of Experiential Innovation, MC²</p>

<p>Short Description:</p>	<p>Not unique to social media, influencers are among us – in our teams and companies, as our customers and attendees – changing how we think and behave, and impacting where we spend our time and energy. Living in a high-performance culture means acting as an influencer regardless of hierarchy, speaking out with openness, and contributing constructively to an ongoing culture journey.</p> <p>It's time to rethink the meaning of being an influencer – let's dig into what kind of influencer you are, who the influencers are around you, and how to elevate the power of both.</p>
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<p>Session Title:</p>	<p>The Six Truths for Experience Design</p> <p><i>Presented by Marriott</i></p>
<p>Speakers:</p>	<p>Naomi Clare Crellin, CEO & Founder Storycraft Lab Elizabeth Sage, Event Strategy Consultant, Storycraft Lab Natalie Fulgencio-Turner, Interpretive Strategist, Storycraft Lab</p> <p>Dan Shuman, Senior Director, B2B Strategy, Global Sales Organization, Marriott International</p>
<p>Short Description:</p>	<p>The 'Guiding Principles in Experience Design: Six truths driving innovative event strategies' is a recently released report from Marriott International, PCMA and CEMA. This global study was conducted by Storycraft Lab and illuminates the truths - not trends - shaping the future of experience design. Through a series of interactives, participants will learn about the six truths and reflect on both their personal meaning as well as the pragmatic aspects of application. Following the design sprints, participants will be invited to 'Test a Truth' by ideating applications across experience touchpoints, accessing the collective brain trust to unlock creative strategies.</p>

<p>Abstract:</p>	<p>Participate in this Design Lab to workshop innovative event strategies shaping the future of experience design. Covering topics such as Architecting Choice; Exploring Identities; Designing Belonging (Morning) and Emotional Data; Value of Values; Power of Play (Afternoon) you will:</p> <ul style="list-style-type: none"> ● Learn about the truths - not trends - shaping the future of experience design. ● Meaningfully connect with others as you ideate ways to intentionally craft the attendee experience. ● Test tools and takeaways that you can immediately apply to your own creative strategies. <p>This is not your average break out. Prepare to be experimental and challenge yourself to Test a Truth. Through the process of sprinting, experimenting and workshopping with others you'll build a personalized navigation guide for implementing these innovative strategies in your overall experience design.</p>
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<p>Session Title:</p>	<p>DEAI: Moving from Intent to Impact <i>Presented by LA Tourism</i></p>
<p>Speakers:</p>	<p>Adam Burke, President and CEO of the Los Angeles Tourism & Convention Board</p>
<p>Short Description:</p>	<p>How do you bridge the gap between intent and impact with Diversity, Equity, Accessibility, and Inclusion. Learn how to change your organization's mission statement to emphasize community stewardship as a critical starting point for DEI efforts, supported by pillars including measurable results, diverse suppliers, and workforce development in the tourism industry.</p>

Abstract:	Join Adam Burke, President, and CEO of Los Angeles Tourism & Convention Board, for an intimate discussion on bridging the gap between intent and impact with Diversity, Equity, Accessibility, and Inclusion. He will share how changing the organization’s mission statement to emphasize stewardship was a critical starting point for DEAI efforts, supported by pillars including allyship, direct community engagement, empowering diverse-owned businesses, tackling workforce development, and more – all grounded in meaningful, measurable results.
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