

# Convening Leaders 2024

Saturday, January 6, 2024

10:00 AM  
4:00 PM

## Chapter Leaders Workshop (Invite Only)

A pre-conference workshop bringing together current and incoming Chapter Leaders for chapter-specific...

Pre-Conference Event



11:45 AM  
1:00 PM

## Chapter Leaders & Board Joint Lunch (Invite Only)

A networking joint lunch for Chapter Leaders and Board Members, introducing the Board Liaison relationship. ...

Pre-Conference Event

Sunday, January 7, 2024

7:00 AM  
2:30 PM

## Foundation Cup Golf Outing

A morning with your PCMA colleagues providing a helping hand to San Diego's communities in need. Em...

📍 Aviara Golf Club

Networking Experience

9:00 AM  
12:00 PM

## Hospitality Helping Hands

A pre-conference workshop bringing together current and incoming Chapter Leaders for chapter-specific...

Networking Experience



11:30 AM  
12:15 PM

### Hosted Buyer Luncheon (Invite Only)

By invitation only.

Networking Experience



12:00 PM  
2:00 PM

### PCMA U (Invite Only)

An interactive panel format with Q&A, open to all students. By invitation only.

Pre-Conference Event

12:00 PM  
2:00 PM

### Faculty Workshop (Invite Only)

A faculty workshop with programming dedicated to the unique needs of industry faculty. By invitation only.

Pre-Conference Event

12:30 PM  
3:30 PM

### Hosted Buyer Appointments

A special invitation for event organizers who are responsible for contracting destinations and services...

Pre-Conference Event



1:00 PM  
4:00 PM

### ELI Live Training: From Vision to Value - Strategic Event Design, ROI, and Stakeholder Alignment

\*PRE-REGISTRATION REQUIRED\*Unlock the potential of your expertise and elevate your career with this 3-hou...



**Tammy Kockaya**  
PCMA

Workshop

1:00 PM  
4:00 PM

## ELI Live Training: How to Become a DEI Champion for Your Events

\*PRE-REGISTRATION REQUIRED\*Join us for an engaging and transformative training session designed to equip...



**Zoe Moore**  
Moore Consulting Agency LLC

Workshop

2:00 PM  
4:00 PM

## Career Fair

NEW! The PCMA Career Fair connects students and professionals entering the business events industry...

Pre-Conference Event

3:00 PM  
4:00 PM

## 20 in Their Twenties 10 Year Anniversary Reception (Invite Only)

A tour of The District (CL24 show floor) followed by a celebratory champagne toast with PCMA's Board and...

Networking Experience



3:30 PM  
4:30 PM

## First-Timer Meet Up

Calling all first-timers! A chance to connect with experienced participants who know their way around...

Networking Experience

4:30 PM  
6:00 PM

## Chapter Receptions

Individual receptions hosted by chapters to connect with those in their region prior to the start of CL24.

Networking Experience

6:30 PM  
10:00 PM

## Opening Reception

An enchanting and educational experience awaits in the heart of SeaWorld San Diego. Celebrate the beaut...

 SeaWorld San Diego

Networking Experience



## Monday, January 8, 2024

6:30 AM  
7:45 AM

## Get Fit with the Foundation: Fun Run/Walk

A 5K run/walk through San Diego's beautiful scenery with fellow CL24 attendees. Registration required,...

Networking Experience

7:00 AM  
7:45 AM

## Get Fit with the Foundation: HIIT Workout

A full body workout with your CL24 peers, focused on training endurance, strength and/or power. Using your...

Networking Experience

7:30 AM  
8:30 AM

## NextUp! Breakfast (Invite Only)

A cross-generational program with PCMA's Legacy Society, Board, Always a Leader group, 20 in Their...

Networking Experience



9:00 AM  
10:15 AM

## Opening Main Stage

Main Stage



11:00 AM  
12:00 PM

## How I Got Here: Career Journey Insights from Event Profs at Early, Mid & Senior Levels

In a world that perpetually emphasizes professional success, creating a career path that genuinely...



**Seynabou Cisse**  
Dell Technologies



**Tracy Judge**  
Soundings Connect



**Rob Adams**  
Bishop-McCann

Concurrent

11:00 AM  
12:00 PM

## AI Idea Exchange: Sharing Use Cases in Event Planning

By now you probably know how to use ChatGPT to research and write simple descriptions. But what oth...



**Janette Roush**  
New York City Tourism + Conventions

Concurrent

11:00 AM  
12:00 PM

## Navigating the Unthinkable: A Holistic Approach to Mitigating Risk and Responding to Event Threats

In an era where preparedness is paramount, event professionals must have mitigation and response plan...



**John Gainer**  
TorchStone

Concurrent

11:00 AM  
12:00 PM

## Developing Strategic Sponsorships: How to Solidify Sponsor Relationships & Increase Revenue

Are you ready to unlock your event's full sponsorship revenue potential? To avoid leaving money on the tabl...



**Meg Fasy**  
eventsGIG & FazeFWD



**Jeanne Robb**  
DocuSign

Concurrent

12:45 PM  
2:45 PM

## Invite Only: Next Gen Event Profs Break Down What They Need to Lead the Future of Events



**Matt Homann**  
Filament



**Kadejah Pearson Omokaro**  
National Head Start Association



**Siena Manoogian**  
American Urological Association

Concurrent

1:30 PM  
2:45 PM

## Carbon Offsets: Are They Part of the Solution?

Prepare to have your assumptions turned upside down as we reveal how offset programs operate and why w...

Concurrent

1:30 PM  
2:15 PM

## When in Rome! Mastering Cross-Cultural Challenges in Event Planning and Design

In our interconnected, multicultural world, successfully navigating diverse cultures within our teams and...



**Avinash Chandarana**  
MCI

Concurrent

1:30 PM  
2:15 PM

## Facilitating Curated Event Experiences: How Thinking Small Delivers Big Returns

In this session, you'll learn how to satisfy the growing appetite for attendee experiences that are customize...



**Kimberly Hardcastle-Geddes**  
mdg, A Freeman Company

Concurrent

3:00 PM  
4:00 PM

## Elevating Your F&B Game: Culinary Trends & Creative Presentation

Meal functions are having their moment. From immersive dining experiences to inclusive and...

Concurrent



3:00 PM  
4:30 PM

## PCMA Business School: Negotiation & Collaborative Decision-Making

Learning to negotiate and collaborate “on the fly” is difficult at best, as you’ll often be left wondering, “Ho...



**Gaylen Paulson**  
McCombs School of Business

Concurrent



3:00 PM  
4:00 PM

## When Politics and Values Collide: Navigating Potential Calls to Boycott A Destination

State & local laws continue to be passed that impact reproductive, voting, and LGBTQ+ rights, amongst...



**Tommy Goodwin**  
Exhibitions & Conferences Alliance



**Beth Surmont**  
360 Live Media



**Nneka St. Gerard**  
Society for Maternal-Fetal Medicine



**Robin Troutman**  
National Association of Councils on Developmental...



**Howard Givner**  
PCMA

Concurrent



3:00 PM  
4:00 PM

### CL24 Behind-the-Scenes Sustainability Tour

This tour will take you behind-the-scenes to explore Convening Leaders sustainability approach and how...



**Amanda Simons**  
Honeycomb Strategies



**Carolina Goradesky**  
PCMA

Tour

3:00 PM  
4:00 PM

### Maximizing the Impact of User Group Events: A Strategic Roadmap to Measure ROI and Drive Business Success

Join us for an illuminating session based on a joint research study led by PCMA and CEMA that will dive...

Concurrent

9:00 PM  
12:00 AM

### Party With a Purpose

During an evening in the historic and buzzing Gaslamp Quarter, we combine the thrill of San Diego's nightlife...

 Nova San Diego

Networking Experience



## Tuesday, January 9, 2024

7:00 AM  
7:45 AM

### Get Fit with the Foundation: Sound Bath

A unique escape from the hustle and bustle of conference life! This meditative sound bath will help...

Networking Experience

7:30 AM  
8:30 AM

## CMP Breakfast (Invite Only)

Networking Experience



8:00 AM  
9:00 AM

## Volunteer Leadership Appreciation Breakfast (Invite Only)

A special event for those who have supported PCMA through their service on a committee, working group,...

Networking Experience



9:00 AM  
10:15 AM

## Tuesday Morning Main Stage

Main Stage



10:45 AM  
12:15 PM

## PCMA Business School: How to Enhance Your Decision-Making Skills & Develop High-Quality Forecasts

Uncertainty makes decision-making difficult, but knowing how to effectively navigate it is a sought-after...



**Eric Bickel**

Walker Department of Mechanical Engineering, The...

Concurrent



11:00 AM  
11:45 AM

## Unlocking Potential: Strategies for Advancing Women into Business Event Leadership Roles

Concurrent

11:00 AM  
11:45 AM

## Strategy + Structure = Success: Building an Event Center of Excellence Within Your Company

What is the secret of high-performing event teams?  
What does success look like and how does that...



**Rachel Andrews**  
Cvent

Concurrent

11:00 AM  
11:45 AM

## Forum on Citywide Events: Dissecting Current Trends, Challenges & Opportunities

Citywide events present opportunities for brand activations, organizational alignment, and participant...



**Blythe Hess**  
Freeman



**Carrie Westergard**  
Visit Boise



**Sherry Huss**  
Freeman



**Stuart Ruff-Lyon**  
RIMS



**Michele Cole**  
Environmental Systems Research Institute (ESRI)

Concurrent

11:00 AM  
11:45 AM

## Behind the Scenes: The Making of Convening Leaders' Main Stage

If you want an exclusive glimpse into the design strategy and production of the biggest stage at...

Tour



1:30 PM  
2:30 PM

## Tuesday Afternoon Main Stage

Main Stage



3:30 PM  
4:15 PM

## Why High Performers Crash and How to Prevent It

Are you ready to dive deep into the mysterious world of high performers and discover the hidden challenges...



**Patrice Webb**  
Indwelling Consulting

Concurrent

3:30 PM  
4:15 PM

## Innovative Event Experience Design: Turning Trends into Truths

The pace of technological advancement and market evolution is increasing, leaving experience designers a...



**Gladys O'Mahony**  
Marriott International

Concurrent

3:30 PM  
4:15 PM

## Leading Event Innovation: Overcoming Obstacles to Sustain Association Event Improvement

Apply lessons from sr. Level event pros to develop, implement and sustain an effective event improvemen...



**Lisa Block**

Velvet Chainsaw Consulting



**Heidi Henning**

National Association of Realtors



**Jenn Covington**

American Society of Plant Biologists

Concurrent

3:30 PM  
4:45 PM

## How to Maximize Your Sustainability Reporting Efforts to Unlock Realistic Change

Integrating sustainability into your events planning is no longer just a business choice, but a commercial and...

Concurrent

3:30 PM  
4:15 PM

## CL24 Behind-the-Scenes Sustainability Tour

This tour will take you behind-the-scenes to explore Convening Leaders sustainability approach and how...



**Amanda Simons**

Honeycomb Strategies



**Carolina Goradesky**

PCMA

Tour

7:00 PM  
10:00 PM

## Networking Reception

Set on the grounds of Embarcadero Marina Park South, this evening reception is designed to be a blend of...

 The Rady Shell at Jacobs Park

Networking Experience



## Wednesday, January 10, 2024

9:00 AM  
9:45 AM

### The Art of Difficult Conversations: Role Playing & Communication Tactics to Navigate Challenging Situations

Conflict is an unavoidable regular occurrence in many organizations. It can be both healthy (shedding light o...



**Sherron Washington**  
The P3 Solution

Concurrent

9:00 AM  
9:45 AM

### Coaching Industry Speakers to Deliver Exceptional Learning Experiences

A solid speaker training strategy is the key to enhancing presenters' content delivery and keeping participants...



**Sarah Michel, CSP**  
Velvet Chainsaw Consulting



**Courtney Mesmer, CMP, DES, CED, CCP, GRP**  
WorldatWork, Total Rewards Association

Concurrent

10:30 AM  
11:30 AM

## More Than a Luxury – Why the Path to Professional Fulfillment Starts with Your Mental Health

As event professionals, you are laser-focused on serving the needs of your attendees, customers, sponsors,...



**Mayim Bialik**

Jeopardy! Host, Neuroscientist, Author

Concurrent