Convening Leaders 2024

Thursday, November 16, 2023

9:00 AM  
CL24 Partner Swapcard Training  
Learn how to get your partner page ready for launch from the Swapcard experts. We have made a start on...

Saturday, January 6, 2024

10:00 AM  
Chapter Leaders Workshop (Invite Only)  
A pre-conference workshop bringing together current and incoming Chapter Leaders for chapter-specific...

11:45 AM  
Chapter Leaders & Board Joint Lunch (Invite Only)  
A networking joint lunch for Chapter Leaders and Board Members, introducing the Board Liaison relationship. ...

Sunday, January 7, 2024

7:00 AM  
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**
Join your PCMA colleagues at this annual “Feel Good – Do Good” event and get inspired while making a...

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...

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.

6:30 PM  
10:00 PM  
**Opening Reception**
An enchanting and educational experience awaits in the heart of SeaWorld San Diego. Celebrate the beaut...

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,...

7:00 AM  
7:45 AM  
**Get Fit with the Foundation: All Fitness Levels Bootcamp**
Join us for a "sweatworking" opportunity to meet industry friends. Walk along the Bay on the...
NextUp! Breakfast (invite Only)
A cross-generational program with PCMA's Legacy Society, Board, Always a Leader group, 20 in Their...

Networking Experience

Opening Main Stage

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

Ray Bloom
IMEX Group

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
<table>
<thead>
<tr>
<th>Time</th>
<th>Title</th>
<th>Speaker</th>
<th>Organization</th>
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<tbody>
<tr>
<td>11:00 AM</td>
<td>Developing Strategic Sponsorships: How to Solidify Sponsor Relationships &amp; Increase Revenue</td>
<td>Meg Fasy</td>
<td>eventsGiG &amp; FazeFWD</td>
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<td>12:00 PM</td>
<td></td>
<td>Jeanne Robb</td>
<td>DocuSign</td>
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<td>12:45 PM</td>
<td>Invite Only: Next Gen Event Profs Break Down What They Need to Lead the Future of Events</td>
<td>Matt Homann</td>
<td>Filament</td>
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<td></td>
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<td>Kadejah Pearson Omokaro</td>
<td>National Head Start Association</td>
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<td>Siena Manoogian</td>
<td>American Urological Association</td>
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<td>1:30 PM</td>
<td>Navigating the Unthinkable: A Holistic Approach to Mitigating Risk and Responding to Event Threats</td>
<td>John Gainer</td>
<td>TorchStone</td>
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<td>2:15 PM</td>
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1:30 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...

1:30 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

1:30 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
Elevating Your F&B Game: Culinary Trends & Creative Presentation

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

Chris Ross
Levy Restaurants

Sufi Karaien
Sodexo Live!

Molly Crouch
Sodexo Live!

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
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

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
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

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**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

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9:00 AM
A Conversation with President Clinton & Former Secretary of State Hillary Rodham Clinton
Join us as these distinguished figures share their reflections on pivotal moments in history, discuss...

10:15 AM
President Bill Clinton
Founder, Clinton Foundation and 42nd President of the...

67th Secretary of State Hillary Rodham Clinton
Former U.S. Senator from New York

Main Stage

10:45 AM
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-afte...

12:15 PM
Eric Bickel
Walker Department of Mechanical Engineering, The...

Concurrent

11:00 AM
Unlocking Potential: Strategies for Advancing Women into Business Event Leadership Roles

Concurrent
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

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

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

Blythe Hess
Freeman

Sherry Huss
Freeman

Stuart Ruff-Lyon
RIMS

Michele Cole
Environmental Systems Research Institute (ESRI)

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...
1:30 PM
2:30 PM

Tuesday Afternoon 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

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 improvement...

Lisa Block
Velvet Chainsaw Consulting

Heidi Henning
National Association of Realtors

Jenn Covington
American Society of Plant Biologists

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...
3:30 PM  
4:15 PM  
Maximizing the Impact of User Conferences: 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

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
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

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

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