Convening Leaders 2024

Wednesday, January 3, 2024

9:00 AM  CL24 Know Before You Go Webinar
9:45 AM  Unlock the optimal experience at CL24 with insider tips directly from our expert team organizing the event in...

Traci DePuy  PCMA
Alison Milgram  PCMA
Stacey Shafer  PCMA
Xernona Martin  PCMA
Duane Gibson  PCMA
Megan Culligan  PCMA

Saturday, January 6, 2024

9:00 AM  Registration Open
5:00 PM  Marriott Marquis
Networking Experience

10:00 AM  Chapter Leaders Workshop (Invite Only)
4:00 PM  A pre-conference workshop bringing together current and incoming Chapter Leaders for chapter-specific...

Pre-Conference Event
Chapter Leaders & Board Joint Lunch (Invite Only)
A networking joint lunch for Chapter Leaders and Board Members, introducing the Board Liaison relationship. ...

Registration Open
Hall E Foyer

Sunday, January 7, 2024

Foundation Cup Golf Outing
Join us at the Aviara Golf Club, home of the LPGA Kia Classic and designed by Arnold Palmer, while supporti...
Aviara Golf Club

Registration Open
Marriott Marquis

Hospitality Helping Hands
*PRE-REGISTRATION REQUIRED, manage your registration here*Join your PCMA colleagues at this...
10:00 AM
6:30 PM
Registration Open
📍 Hall E Foyer
Networking Experience

11:15 AM
2:00 PM
Faculty Workshop (Invite Only)
A faculty workshop with programming dedicated to the unique needs of industry faculty. By invitation only.
📍 Room 30BC
Pre-Conference Event

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

12:30 PM
3:30 PM
Hosted Buyer Appointments
A special invitation for event organizers who are responsible for contracting destinations and services...
Pre-Conference Event
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
<th>Location</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 PM</td>
<td>ELI Live Training: Enhancing Events with AI &amp; How to Hack the Adoption Curve</td>
<td>Room 24C</td>
<td>Nick Borelli (Zenus)</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>ELI Live Training: From Vision to Value - Strategic Event Design, ROI, and Stakeholder Alignment</td>
<td>Room 23C</td>
<td>Tammy Moore (PCMA)</td>
</tr>
<tr>
<td>1:00 PM</td>
<td>ELI Live Training: How to Become a DEI Champion for Your Events</td>
<td>Room 24B</td>
<td>Zoe Moore (Moore Consulting Agency LLC) &amp; Tony Gladney (MGM Resorts International)</td>
</tr>
</tbody>
</table>

*PRE-REGISTRATION REQUIRED, manage your registration here*

Please bring your laptop to get the most out of the workshops.
1:00 PM
4:00 PM

**ELI Live Training: A Guide to Designing & Executing an Event Accessibility Strategy**

*PRE-REGISTRATION REQUIRED, manage your registration here* Join us for an immersive and...

📍 Room 24A

Joshua Klipp
Made Welcome
Workshop

2:00 PM
3:30 PM

**Career Networking Reception**

NEW! The PCMA Career Networking Reception connects students and professionals entering the business...

Pre-Conference Event

Executivevent
PCMA Foundation

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

4:00 PM
5:00 PM

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

A celebration of 10 years of the 20 in Their Twenties program alongside alumni, PCMA’s Board of Directors,...

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

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

SeaWorld San Diego

Monday, January 8, 2024

Wellbeing Challenge
Participate in a range of wellbeing activities and enjoy some healthy competition with your peers. Earn...

Jan 8, 2024 12:00 AM to Jan 9, 2024 11:59 PM

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
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...

7:30 AM
Registration and Coat Check Open
Hall E Foyer

7:30 AM
NextUp! Breakfast (Invite Only)
A cross-generational program with PCMA's Legacy Society, Board, Always a Leader group, 20 in Their...

8:00 AM
The District Open
CL24's immersive attendee marketplace.

8:00 AM
Networking Coffee
The District
8:15 AM  
9:00 AM  
**Event Organizer Meet Up**
Meet your event organizer peer group! Discuss hot topics, make connections for the event and learn abo...

📍 Room 32

PCMA Connect

8:30 AM  
9:00 AM  
**MashUp Studio**
Join the MashUp Studio digital-exclusive broadcast featuring not-to-miss speakers, sponsors, and special...

📍 Hall D Foyer
📍 Livestream

MashUp Studio

9:00 AM  
10:15 AM  
**The Future of Generative AI: Exploring the Benefits, Risks & How it Will Change the Human Experience**
Over the past year the great AI debate raged on dividing experts on whether it poses existential threats, if it wi...

📍 Hall F
📍 Livestream

Mo Gawdat  
Bestselling Author and Former CBO, Google X

Nina Schick  
AI Authority, Entrepreneur, Author & Speaker

Main Stage

CANADA  
SAN FRANCISCO
10:15 AM
Networking Break

11:00 AM
The District
Networking Experience

10:15 AM
MashUp Studio
Join the MashUp Studio digital-exclusive broadcast featuring not-to-miss speakers, sponsors, and special...

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...

Ballroom 6A

Seynabou Cisse
Dell Technologies

Tracy Judge
Soundings Connect

Ray Bloom
IMEX Group

Rob Adams
Bishop-McCann

Malene Ward
Phoenix Planning Group, LLC

Concurrent
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...

📍 Ballroom 20A

.streaming

Matt Murnane
SLATE Event Management

Cori Brennan
Canvas Meetings + Incentives

Alexa Berube
Reposit

Rostana Wardak
New York City Tourism + Conventions

Cori Brennan, CMP
Canvas Meetings + Incentives

Scott Marko
4SPE (Society of Plastics Engineers)

Concurrent
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 table...

📍 Ballroom 20D

Meg Fasy  
eventsGIG & FazeFWD

Jeanne Robb  
DocuSign

Michelle Kann  
Michelle Kann & Associates

11:00 AM  
12:00 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...

📍 Ballroom 20BC

Livestream

Kimberly Hardcastle-Geddes  
mdg, A Freeman Company

Concurrent
11:00 AM
International 101: Best Practices for Taking Your Event(s) Offshore
Your organization has decided to take its events international – congratulations! Now what? This sessi...
📍 Ballroom 6B

Stephanie Selesnick
International Trade Information, Inc.

11:00 AM
AR, VR, XR Oh My! Figuring Out the Right Reality For Your Event!
If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...
📍 Theater 2 Tech Playground

Anh Nguyen
Spark Event Management

Joel Olandesca
SimplAR
11:00 AM
In Memoriam: A Goodbye to Excel as We Embrace the Joie of Conference Planning Life

If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

Location: Theater 1 Tech Playground

Speakers:
- Keith Johnston
  I3 Events
- Shawn (Yih-Hsiang) Cheng
  Spark Event Collective

11:30 AM
Sharpen Your Analytics Edge with AI: A Training Session

If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

Location: Theater 1 Tech Playground

Speakers:
- Shawn (Yih-Hsiang) Cheng
  Spark Event Collective
- Jonathan Easton
  GEVME
- Vamshi Velmajala
  GEVME
11:30 AM
Going Viral: Let Your Attendees Build Your Brand For You!
If you’re curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

⊙ Theater 2 Tech Playground

Gabriel Henwood
Snapmatic
Anh Nguyen
Spark Event Management
Gabriel Henwood
Snapmatic

12:00 PM
Networking Lunch
⊙ The District

Networking Experience

12:00 PM
San Diego v The World! Trivia Game
Play along with your fellow participants in an interactive smart game, “San Diego vs The World!”...

⊙ Livestream
MashUp Studio
12:45 PM  
**Invite Only: Next Gen Event Profs Break Down What They Need to Lead the Future of Events**

What does the next generation of event industry leaders need to succeed? What will the industry look like in 1...

📍 Ballroom 6B

**Matt Homann**  
Filament

**Kadejah Pearson Omokaro**  
National Head Start Association

**Siena Manoogian**  
American Urological Association

Concurrent

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12:45 PM  
**Get to Know: PCMA City Meet Up Program**

Get to Know PCMA City Meet Up Program. Join us in room 23A for an informal info session to learn more...

📍 Room 23A

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

Findings from the advancing women in business events research study

📍 Ballroom 20A

.streaming

Lindsay Williams
GES

Kati Quigley
Smartsheet

Tammy Moore
PCMA

Lyn Lewis-Smith
Business Events Sydney

Kati Quigley
Smartsheet

Concurrent
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...

Ballroom 20D
Livestream

John Gainer
TorchStone

Stuart Ruff-Lyon
RIMS

Kate Colberg
Alert:24

Gary LaBranche
RIMS, the risk management society

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...

Room 33

Kathleen Warden
Scottish Event Campus (SEC)

Panos Tzivanidis
International Olympic Committee

Concurrent
**Destination Data: Mastering the Knowledge of Your Comp Set and National Trends**

This session is for destination marketing professionals only. Join industry experts for an insightful session that...

📍 Ballroom 6A

- **Don Welsh**  
  Destinations International

- **Julie Coker**  
  San Diego Tourism Authority

- **John Lambeth**  
  Civitas

- **Erik Evjen**  
  Tourism Economics

**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...

📍 Ballroom 20BC

- **Avinash Chandarana**  
  MCI

**Concurrent**
Real Talk: Why Can’t #EventProfs and #EventTech Be Friends?

If you’re curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

📍 Theater 2 Tech Playground

Keith Johnston
I3 Events

Will Curran
Bizzabo

Anh Nguyen
Spark Event Management

Shawn (Yih-Hsiang) Cheng
Spark Event Collective

Joel Olandesca
SimplAR

Veemal Gungadin
GEVME

Networking Break

📍 The District

Get to Know: PCMA Membership

Get to Know PCMA Membership. Join us in room 23A for an info session for new, prospective or current...

📍 Room 23A
Get to Know: Spark Demo

Join us at PCMA Connect and get to know the hottest productivity tool of 2024 – Project Spark! Generative A...

PCMA Connect

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

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

Ballroom 20A

Chris Ross
Levy Restaurants

Sufi Karainen
Sodexo Live!

Molly Crouch
Sodexo Live!

Steve Simak
Encore

Michael Gregory
Encore

Concurrent
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, “How...

📍 Ballroom 6B

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...

📍 Ballroom 20D

Livestream

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...
Beyond Inclusion: Charting the Path to Equitable Experiences in Events

This session brings together thought leaders and industry experts to unravel the distinctions between...

Ballroom 6A

Veronica Rivera
San Diego Tourism Authority

Jolene Jang

Sherron Washington
The P3 Solution

Austin Whitney
Ten Fifty Entertainment

Joshua Klipp
Made Welcome

Debonair Oates-Primus
Oak View Group

Concurrent

3:00 PM
4:00 PM

CL24 Behind-the-Scenes Sustainability Tour

Please note: 35 seats are filled on a first come first serve base. Adding the conversation starter to your...

PCMA Connect

Amanda Simons
Honeycomb Strategies

Carolina Goradesky
PCMA

Tour
Think Bigger and Be Bold: How Strategy is a Career-Boosting Superpower
If you want your career to evolve and grow, you need to think boldly - and sell your ideas effectively - to creat...

📍 Ballroom 20BC
🕒 3:00 PM
🕒 4:00 PM

Livestream

💬 Rita Barreto
📍 Top Tier Leadership

💬 Aaron Menitoff
📍 Boarderie Cheese & Charcuterie

Concurrent

Backstage Tour 101: Introduction to Event Production Essentials
Peek behind the curtain and see exactly what goes into bringing Convening Leaders come to life. From concep...

📍 Hall F
🕒 3:00 PM
🕒 4:00 PM

💬 Brandon Goodman
📍 Encore

💬 Liz Whittaker
📍 Encore

💬 Xernona Martin
📍 PCMA

Tour
3:00 PM
Solving Conventional Problems with Unconventional Thinking
Delivered in Spanish Join us in this interactive session where traditional challenges in our industry in Latin...

Room 33

Oscar Cerezales
MCI Group Asia Pacific

3:00 PM
Beyond Touchscreens: Unveiling Tomorrow's Interactivity and the Intelligent Future Ahead
If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

Theater 2 Tech Playground

Shawn (Yih-Hsiang) Cheng
Spark Event Collective
Eitan Magid
Popshap

3:00 PM
How To Leverage Real-Time Data-Driven Insights for Unforgettable Event Experiences
If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

Theater 1 Tech Playground

Will Curran
Bizzabo
Anh Nguyen
Spark Event Management
3:30 PM
4:00 PM

**Lost in Translation? The ABC's of Language & Communication at Events**

If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

📍 Theater 2 Tech Playground

- *Lakshman Rathnam*
  Wordly, Inc

- *Shawn (Yih-Hsiang) Cheng*
  Spark Event Collective

**Concurrent**  **Tech Playground**

4:00 PM
5:00 PM

**The District Happy Hour**

Presented by: Visit California Unwind during Happy Hour in The District where you can savor California...

📍 The District

**Networking Experience**

5:30 PM
7:00 PM

**Chair's Reception (Invite Only)**

📍 207 at Hard Rock Hotel San Diego

**Networking Experience**
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

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

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7:15 AM

Volunteer Leadership Appreciation Breakfast (Invite Only)

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

📍 Room 24AB

Networking Experience

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7:30 AM

CMP Breakfast (Invite Only)

📍 Ballroom 6CF

Networking Experience
7:30 AM  
5:00 PM  
Registration and Coat Check Open  
📍 Hall E Foyer  
Networking Experience

8:00 AM  
4:00 PM  
The District Open  
CL24's immersive attendee marketplace.  
📍 Sails Pavilion  
Networking Experience

8:00 AM  
8:45 AM  
Networking Coffee  
📍 Hall F Foyer  
Networking Experience

8:30 AM  
8:45 AM  
MashUp Studio  
Join the MashUp Studio digital-exclusive broadcast featuring not-to-miss speakers, sponsors, and special...  
📍 Hall D Foyer  
👀 Livestream  
MashUp Studio
A Conversation with President Clinton & 67th Secretary of State Hillary Rodham Clinton

Join us as these distinguished figures share their reflections on pivotal moments in history, discuss...

📍 Hall F
🚀 Livestream

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

President Bill Clinton
Founder, Clinton Foundation and 42nd President of the...

President Clinton

Hillary Rodham Clinton

10:30 AM
Networking Break

11:15 AM
📍 The District

Networking Experience

10:30 AM
MashUp Studio

11:15 AM
Join the MashUp Studio digital-exclusive broadcast featuring not-to-miss speakers, sponsors, and special...

📍 Hall D Foyer
🚀 Livestream

MashUp Studio
10:40 AM
3:10 PM

**ELI Career Coaching Center**
Enhance your Convening Leaders learning experience by visiting the ELI Career and Mentoring Hub, proudly...

📍 Room 30

Career Coaching

11:00 AM
12:30 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...

📍 Ballroom 6B

**Eric Bickel**
Walker Department of Mechanical Engineering, The...

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...

📍 Ballroom 20BC

👀 Livestream

 Deborah Caldwell
Bank of America

 Lori Allen
MetLife

 Rachel Andrews
Cvent

 Ajith Krishnankutty
Capital Group

 Rose P. Strickland
Neuberger Berman

Concurrent

Innovative Event Experience Design: Choose to Experience one Trend turned Truth

Please note: 100 seats are filled on a first come first serve base. Adding the conversation starter to your...

📍 Ballroom 6A

 Gladys O’Mahony
Marriott International

 Claus Raasted
The College of Extraordinary Experiences

Concurrent
Your Datasets are a Start: Leveraging Your Data to Advance Sustainability

Integrating sustainability into your events planning is no longer just a business choice, but now is a commercial necessity. In this session, you will learn how to:

- Identify key sustainability metrics
- Develop a sustainability action plan
- Measure and report on sustainability progress

This session is co-hosted by Edward Koh, Singapore Tourism Board, Lauren Parr, American Geophysical Union (AGU), Amanda Simons, Honeycomb Strategies, and Samantha S. Veneruso, American Geophysical Union.

![Room 33](image)

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

Citywide events present opportunities for brand activations, organizational alignment, and participant engagement. In this session, you will:

- Explore the latest citywide event trends
- Discuss best practices for event management
- Network with industry leaders

This session is co-hosted by Rosemarie Horcher, Choose Chicago, Blythe Hess, Freeman, Stuart Ruff-Lyon, RIMS, and Michele Cole, Environmental Systems Research Institute (ESRI).

![Ballroom 20A](image)
**The Human Heroes vs. AI Wizards: The Ultimate #EventProfs Battle for Excellence**

If you’re curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

📍 Theater 1 Tech Playground

- **Shawn (Yih-Hsiang) Cheng**
  Spark Event Collective

- **Jonathan Easton**
  GEVME

- **Vamshi Velmajala**
  GEVME

**Concurrent**  Tech Playground

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**The State of Global Travel and Its Impact on Business Events**

What travel trends will shape the meetings and events industry in 2024? What major opportunities and...

📍 Ballroom 20D

- **Geoffrey Freeman**
  U.S. Travel Association

- **Ben Goedegebuure**
  Maritz

- **Lyn Lewis-Smith**
  Business Events Sydney

- **Holly Ransom**
  Emergent Global

**Concurrent**
11:30 AM
Get to Know: Spark Demo
Join us at PCMA Connect and get to know the hottest member benefit of 2024 – Project Spark! Generative A...
The Great Reimagination: Think Bolder
The business world has fundamentally changed forever. Client and employee expectations have been pushed...

Hall F
Livestream

Shawn Kanungo
Innovation Strategist

Main Stage

Networking Break

The District
Networking Experience

Get to Know: PCMA City Meet Up Program
Get to Know PCMA City Meet Up Program. Join us in room 23A for an informal info session to learn more...

Room 23A
PCMA Connect
Event Ghost Stories: Are You Afraid of the Data?

If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

📍 Theater 1 Tech Playground

Anh Nguyen
Spark Event Management

Nick Borelli
Zenus

Stop the Small Talk: Designing a Human-Centric Networking Strategy that Transforms Interests into Insights

If you're curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

📍 Theater 2 Tech Playground

Shideh Doerr
JabberYak

Shawn (Yih-Hsiang) Cheng
Spark Event Collective

Mack Baniameri
JabberYak
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...

📍 Ballroom 20A
📍 Livestream

Patrice Webb
Indwelling Consulting

Neuro-Design: Crafting Events That Resonate with the Adult Mind

Have you ever found yourself engrossed in a story left on a cliffhanger, yearning for its conclusion? This...

📍 Ballroom 20BC

Avinash Chandarana
MCI
Elevating Association Events: Strategies for Leading Innovation and Overcoming Internal Roadblocks

Gain insights from business event strategists on how to craft, implement, and maintain an impactful event...

📍 Ballroom 20D

📺 Livestream

Jennifer Covington
American Society of Plant Biologists

Lisa Block
Velvet Chainsaw Consulting

Heidi Henning
National Association of Realtors

Jennifer Covington
American Society of Plant Biologists

Concurrent
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...

📍 Ballroom 6B

Amy Walter  
Atlassian

Paul Coulter  
Priority Concepts Group

Jeanne Robb  
DocuSign

Jeremy Youett  
Smartsheet

Concurrent

Backstage Tour 201: Strategic Insights in Advanced Event Production

Peek behind the curtain and see exactly what goes into bringing Convening Leaders come to life. From concep...

📍 Hall F

Liz Whittaker  
Encore

Brandon Goodman  
Encore

Xernona Martin  
PCMA

Tour
Critical Relationship-Building Essentials to Help Produce Successful International Events

When going international, all relationships are personal. Whether you are trying to recruit sponsors and visitor...

Room 33

Anna Nash
ASM Global

Diane Vidoni
eMerge Americas, LLC

Diane Vidoni
eMerge Americas

Innovative Event Experience Design: (Continue to) Choose to Experience one Trend turned Truth

Please note: 100 seats are filled on a first come first serve base. Adding the conversation starter to your...

Ballroom 6A

Gladys O'Mahony
Marriott International

Claus Raasted
The College of Extraordinary Experiences

Concurrent
3:30 PM
4:00 PM

**Tech Playground Wrap Up**

If you’re curious about this topic, come even if it says the session is full. Space is limited, but seating is first...

📍 Theater 2 Tech Playground

- **Will Curran**
  Bizzabo

- **Keith Johnston**
  I3 Events

- **Shawn (Yih-Hsiang) Cheng**
  Spark Event Collective

- **Anh Nguyen**
  Spark Event Management

- **Nick Borelli**
  Zenus

- **Mack Baniameri**
  JabbarYak

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4:30 PM
5:15 PM

**Imagining Event Innovation: Showcasing the winning event concepts from the PCMA Global Student Competition**

Get an inside glimpse at the future of business events emerging minds with the winning teams from the 202...

📍 Room 33

 Concurrent

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5:00 PM
7:00 PM

**LGBT MPA Networking Reception**

Join us for the LGBT MPA Networking Reception at PCMA Convening Leaders in San Diego at The Westgate...

📍 The Westgate Hotel - 1055 2nd Ave
Global Diversity Alliance Inaugural Event
Join us for the Global Diversity Alliance Inaugural Event at PCMA CL 2024! It's going to be an epic gathering of...

📍 Moonshine Flats - 344 7th Ave

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

Wednesday, January 10, 2024

Registration and Coat/Luggage Check Open
📍 Hall E Foyer

Networking Experience

Networking Coffee
📍 Ballroom 20 Foyer

Networking Experience

MashUp Studio
Join the MashUp Studio digital-exclusive broadcast featuring not-to-miss speakers, sponsors, and special...

📍 Hall D Foyer
📍 Livestream

MashUp Studio
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...

📍 Ballroom 20BC
Livestream

Sherron Washington
The P3 Solution

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...

📍 Ballroom 20D
Livestream

Sarah Michel, CSP
Velvet Chainsaw Consulting

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

Concurrent
9:00 AM
9:45 AM
**First Look: Exclusive Data on Attendee Motivators**
With event attendees being more selective than ever in choosing which events to participate in, event...

📍 Ballroom 20A

**Howard Givner**
PCMA

**Ken Holsinger**
Freeman

Concurrent

10:00 AM
10:30 AM
**MashUp Studio**
Join the MashUp Studio digital-exclusive broadcast featuring not-to-miss speakers, sponsors, and special...

📍 Hall D Foyer
📍 Livestream

MashUp Studio

10:30 AM
11:30 AM
**More Than a Luxury – Why the Path to Professional Fulfillment Starts with Your Mental Health**
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**Mayim Bialik**
Jeopardy! Host, Neuroscientist, Author

Main Stage
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