

# Convening Leaders 2024

Wednesday, January 3, 2024

9:00 AM  
9:45 AM

## CL24 Know Before You Go Webinar

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  
5:00 PM

## Registration Open

Marriott Marquis

Networking Experience

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

12:00 PM  
5:00 PM

### Registration Open

📍 Hall E Foyer

Networking Experience

## Sunday, January 7, 2024

7:00 AM  
2:30 PM

### 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

Networking Experience

9:00 AM  
7:30 PM

### Registration Open

📍 Marriott Marquis

Networking Experience

9:00 AM  
12:00 PM

### Hospitality Helping Hands

\*PRE-REGISTRATION REQUIRED, manage your registration here\*Join your PCMA colleagues at this...

Networking Experience



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



1:00 PM  
4:00 PM

## ELI Live Training: Enhancing Events with AI & How to Hack the Adoption Curve

\*PRE-REGISTRATION REQUIRED, manage your registration here\* Please bring your laptop to get the...

 Room 24C



**Nick Borelli**  
Zenius

Workshop

1:00 PM  
4:00 PM

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

\*PRE-REGISTRATION REQUIRED, manage your registration here\*Unlock the potential of your expertis...

 Room 23C



**Tammy Moore**  
PCMA

Workshop



1:00 PM  
4:00 PM

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

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

 Room 24B



**Zoe Moore**  
Moore Consulting Agency LLC



**Tony Gladney**  
MGM Resorts International

Workshop



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



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



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

12:00 AM  
+ 1 day

### 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



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: All Fitness Levels Bootcamp

Join us for a "sweatworking" opportunity to meet industry friends. Walk along the Bay on the...

Networking Experience

7:30 AM  
5:00 PM

## Registration and Coat Check Open

📍 Hall E Foyer

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...

📍 Room 5A

Networking Experience



8:00 AM  
5:00 PM

## The District Open

CL24's immersive attendee marketplace.

📍 Sails Pavilion

Networking Experience

8:00 AM  
8:45 AM

## Networking Coffee

📍 The District

Networking Experience

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

video ▶ solutions  
by somebody

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





10:15 AM  
11:00 AM

## Networking Break

 The District

Networking Experience

10:15 AM  
11:00 AM

## MashUp Studio

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

 Hall D Foyer

 Livestream

MashUp Studio

video ▶ solutions  
by acorn/fourday

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

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...

📍 Ballroom 20A

📺 Livestream



**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



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...

 Ballroom 20D



**Meg Fasy**  
eventsGIG & FazeFWD



**Jeanne Robb**  
DocuSign



**Michelle Kann**  
Michelle Kann & Associates

Concurrent



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  
12:00 PM

## 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.

Concurrent

11:00 AM  
11:30 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**

Simpl.AR

Concurrent

Tech Playground



11:00 AM  
11:30 AM

## In Memoriam: A Goodbye to Excel as We Embrace the Joi 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...

 Theater 1 Tech Playground



**Keith Johnston**  
13 Events



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

Concurrent

Tech Playground



11:30 AM  
12:00 PM

## 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...

 Theater 1 Tech Playground



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



**Jonathan Easton**  
GEVME



**Vamshi Velmajala**  
GEVME

Concurrent

Tech Playground



11:30 AM  
12:00 PM

## 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

Concurrent

Tech Playground



12:00 PM  
1:15 PM

## Networking Lunch

 The District

Networking Experience

12:00 PM  
1:00 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

 FALCON EVENTS

12:45 PM  
2:45 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

12:45 PM  
1:00 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

1:30 PM  
2:30 PM

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

Findings from the advancing women in business events research study

 Ballroom 20A

 Livestream



**Lindsay Williams**  
GES



**Kati Quigley**  
Smartsheet



**Tammy Moore**  
PCMA



**Lyn Lewis-Smith**  
Business Events Sydney



**Kati Quigley**  
Smartsheet

Concurrent



1:30 PM  
2:45 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...

 Ballroom 20D

 Livestream



**John Gainer**  
TorchStone



**Stuart Ruff-Lyon**  
RIMS



**Kate Colberg**  
Alert:24



**Gary LaBranche**  
RIMS, the risk management society

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...

 Room 33



**Kathleen Warden**  
Scottish Event Campus (SEC)



**Panos Tzivanidis**  
International Olympic Committee

Concurrent

1:30 PM  
2:30 PM

## 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 th...

 Ballroom 6A



**Don Welsh**  
Destinations International



**Julie Coker**  
San Diego Tourism Authority



**John Lambeth**  
Civitas



**Erik Evjen**  
Tourism Economics

Concurrent

1:30 PM  
2:30 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...

 Ballroom 20BC



**Avinash Chandarana**  
MCI

Concurrent

1:30 PM  
2:15 PM

## 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**  
13 Events



**Will Curran**  
Bizzabo



**Anh Nguyen**  
Spark Event Management



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



**Joel Olandesca**  
Simpl.AR



**Veemal Gungadin**  
GEVME

Concurrent

Tech Playground



2:15 PM  
3:00 PM

## Networking Break

 The District

Networking Experience

2:45 PM  
3:00 PM

## 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

PCMA Connect

2:45 PM  
3:00 PM

### 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

PCMA Connect

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...

 Ballroom 20A



**Chris Ross**  
Levy Restaurants



**Sufi Karaien**  
Sodexo Live!



**Molly Crouch**  
Sodexo Live!



**Steve Simak**  
Encore



**Michael Gregory**  
Encore

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...

📍 Ballroom 6B



**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...

📍 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...



**Howard Givner**  
PCMA

Concurrent



3:00 PM  
4:00 PM

## 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  
4:15 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

3:00 PM  
4:00 PM

## 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

 Livestream



**Rita Barreto**  
Top Tier Leadership



**Aaron Menitoff**  
Boarderie Cheese & Charcuterie

Concurrent



3:00 PM  
4:00 PM

## 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



**Brandon Goodman**  
Encore



**Liz Whittaker**  
Encore



**Xernona Martin**  
PCMA

Tour



3:00 PM  
4:15 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  
3:30 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

Concurrent

Tech Playground



3:00 PM  
3:30 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

Concurrent

Tech Playground





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



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



7:15 AM  
8:15 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



7:30 AM  
8:30 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

video ▶ solutions  
by sonicfoundry

8:45 AM  
10:15 AM

## 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**

Main Stage



10:30 AM  
11:15 AM

## Networking Break

 The District

Networking Experience

10:30 AM  
11:15 AM

## MashUp Studio

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

 Hall D Foyer

 Livestream

MashUp Studio

**video solutions**  
by sony | hankson

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



11:15 AM  
12:00 PM

## 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



11:15 AM  
12:15 PM

## 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



11:15 AM  
12:30 PM

## 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...

📍 Room 33



**Edward Koh**  
Singapore Tourism Board



**Lauren Parr**  
American Geophysical Union (AGU)



**Amanda Simons**  
Honeycomb Strategies



**Samantha S. Veneruso**  
American Geophysical Union

Concurrent

11:15 AM  
12:00 PM

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

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

📍 Ballroom 20A

📺 Livestream



**Rosemarie Horcher**  
Choose Chicago



**Blythe Hess**  
Freeman



**Stuart Ruff-Lyon**  
RIMS



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

Concurrent

**Freeman**

11:15 AM  
12:00 PM

## 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



11:15 AM  
12:00 PM

## 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  
11:45 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...

 PCMA Connect

PCMA Connect

12:00 PM  
1:15 PM

### Networking Lunch

 The District

Networking Experience

12:00 PM  
1:00 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

 FALCON EVENTS

12:45 PM  
1:00 PM

### 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

PCMA Connect

1:30 PM  
2:30 PM

## 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



2:45 PM  
3:30 PM

## Networking Break

📍 The District

Networking Experience

2:45 PM  
3:00 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

3:00 PM  
3:30 PM

## 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

Concurrent

Tech Playground



3:00 PM  
3:30 PM

## 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**  
JabbarYak

Concurrent

Tech Playground



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...

 Ballroom 20A

 Livestream



**Patrice Webb**  
Indwelling Consulting

Concurrent

3:30 PM  
4:30 PM

## 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

Concurrent

3:30 PM  
4:15 PM

## 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

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...

📍 Ballroom 6B



**Amy Walter**  
Atlassian



**Paul Coulter**  
Priority Concepts Group



**Jeanne Robb**  
DocuSign



**Jeremy Youett**  
Smartsheet

Concurrent



3:30 PM  
4:15 PM

## 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



3:30 PM  
4:15 PM

## 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

Concurrent

3:30 PM  
4:45 PM

## 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**

13 Events



**Shawn (Yih-Hsiang) Cheng**

Spark Event Collective



**Anh Nguyen**

Spark Event Management



**Nick Borelli**

Zenus



**Mack Baniameri**

JabbarYak



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

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 Westgat...

 The Westgate Hotel - 1055 2nd Ave



5:30 PM  
7:00 PM

### 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

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

8:00 AM  
12:00 PM

### Registration and Coat/Luggage Check Open

📍 Hall E Foyer

Networking Experience

8:00 AM  
8:45 AM

### Networking Coffee

📍 Ballroom 20 Foyer

Networking Experience

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  
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

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...

 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

video▶solutions  
by sonicfoundry

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,...

📍 Hall F

📺 Livestream



**Mayim Bialik**  
Jeopardy! Host, Neuroscientist, Author

Main Stage

VISIT  
**seattle**  
THE OFFICIAL MAGAZINE OF THE METRO AREA'S CONVENTION

# My bookmarked companies



**ELI Career Coaching Center Powered by Soundings**  
Career Coaching