



**April Educational Program  
Wednesday, April 7, 2010  
8:30am – 10:15am  
Lloyd's Restaurant  
1 South Wacker Dr., Chicago**

***"Virtual Events: Fad or Fabulous?"***

**PROGRAM**

Many of us are wondering if virtual events are a passing fad or a fabulous event tool that we need to fully embrace. Join us as we discuss its application and bring you the latest insights into the creation, execution and experience of virtual events. During this event, you'll...

- See why you may want to consider a virtual event as part of your overall event strategy
- Experience a guided tour through a live virtual event
- Realize how simple acquiring measurable results for an event can be
- Gather criteria that helps determine when to incorporate a virtual experience
- Collect very practical tips for creating a successful virtual event

**PRESENTERS**

- **Adam Mankoff**, Executive Vice President, *InXpo*;
- **Gary Vlk**, Executive Vice President, *One Smooth Stone*;
- **Dave Weil, CAE**, Sr. Director of Event Services, *SmithBucklin*

**SCHEDULE**

8:30am – 9:00am Registration & Continental Breakfast  
9:00am – 10:15am Program