

Chapter Speaker Series List for 2022



Megan Bearce, LMFT
Therapist, Speaker, Coach, and Author
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TOPICS:

You Don't Have to Do It All: The Quest for Work-Life Balance©

Society tells us that “We can do anything!”, but many people instead hear, “We have to do everything...perfectly.” We all know that perfection is an unrealistic goal, but the continued quest for it, especially when juggling the responsibilities of home and work, often leaves us overwhelmed from trying to do it all. This presentation will reveal 2 stress-reducing mottos to incorporate into your daily life along with a list of relevant resources to support this shift and participants will engage in a short exercise to learn where to begin.

Learning Objectives:

- Learn how to quiet critical self-talk.
- Discover how to reduce feelings of guilt.
- Shift your thinking from “I should” to “I want to.”

Mental Health & Burnout: Strategies for Increasing Resilience©

Recognizing the associated health risks of burnout is imperative and mental health awareness is important now more than ever. Because of COVID-19, families around the globe are together at home and dealing with the stressors of job insecurity, distance learning, remote work, and the uncertainties and anxieties that come with this new “normal”. A licensed mental health professional, Megan will discuss stress, anxiety, and depression and share strategies for building resilience and reducing overwhelm so you can walk away with concrete tools for yourself, your friends, and your colleagues. It's time to get inspired and educated about ways to increase your self-care and reduce burnout!

Learning Objectives:

- Gain an understanding of ambiguous loss and how it impacts our emotions and behaviors.
- Utilize stress reduction techniques to help reduce feelings of anxiety.
- Identify resources for resilience building and stress management.

Empathy and Leadership: Key Aspects of Workplace Mental Health©

Burnout has grown into a global epidemic and it is important for corporations to expand workplace mental health efforts to include looking at the issue from a systemic perspective. One way to make a longer-lasting impact? Empathic leadership. A licensed mental health professional, Megan Bearce, LMFT will examine the interconnectedness of empathy and successful leadership, discuss some of the new data, and share strategies to bring back to the office as we return to a new type of workplace.

Learning Objectives:

- Describe the multiple factors connecting workplace mental health, burnout, employee retention, and empathic leadership.

- List the potential short-term and long-term impacts of an empathetic leadership style.
- Identify leadership strategies for cultivating a successful post-COVID workplace.

Travel Policy and Mental Health: Strategies for Road Warrior Retention©

Workplace anxiety, depression, and burnout are on the rise and it's costly. Companies depend on their road warriors to deliver significant value, but many firms are unaware of the considerable toll frequent travel takes on them. This session, led by licensed mental health professional, author and speaker Megan Bearce, a road warrior expert, reveals the major causes of traveler friction and offers practical ways that travel managers and HR can reduce the costs of travel friction and increase employee recruitment, retention, health, and wellness.

Learning Objectives:

- Analyze current travel policies for ways to improve road warrior recruitment, retention, and health.
- Describe the two major causes of travel friction for frequent business travelers.
- Identify the effects of travel friction and how they relate to the concept of ambiguous loss.

Together at Home: Strategies for Families Navigating COVID-19

Frequent business travelers often report that relationship challenges are most common when they return home and the family adjusts to living together again. Because of COVID-19, families around the globe are spending weeks together at home and dealing with the stressors of job insecurity, distance learning, working from home, and the uncertainties and anxieties that come with this new “normal”. As a licensed mental health professional, I will share strategies to help you and your employees navigate this new level of togetherness.

Learning Objectives:

- Gain an understanding of ambiguous loss and how it impacts our emotions and behaviors.
- Utilize stress reduction techniques to help reduce feelings of anxiety.
- Identify resources to support employees in resilience building and stress management.

PROFILE:

Megan Bearce is a licensed therapist, speaker, coach, and author of *Super Commuter Couples: Staying Together When a Job Keeps You Apart*. She is a sought-after speaker and writer on workplace mental health, burnout, business travel wellness, and perfectionism and has been interviewed as an expert by SHRM, BBC, Forbes, MarketWatch, and CBS Evening News. She holds a MA in Clinical Psychology, a LMFT license, and is a former CPA, bringing a wide range of knowledge and experience to her presentations and work with clients.



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TOPICS:

Build Your Resilience! Leveraging Emotional Intelligence to Manage Difficult Situations

Track(s): Personal Development/Management/Soft Skills

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Session Description: How ready are you to deal with people who disagree with your decisions or rules? It's reasonable to expect that there will be more situations to manage in the future that require difficult conversations. Whether these are conversations that occur in-person or virtually there are emotional intelligence (also called EQ) tactics that you can deploy to position your conversations to go more smoothly.

In this presentation, Awarding-Winning Leadership Communication Strategist, Shakira M. Brown, will deliver valuable insights to help you manage difficult conversations and get the best results possible out of them. Learn how to hone your ability to use your EQ to connect and manage the emotions of yourself and others, while displaying integrity and modeling the behaviors you want to see in others. Depart this presentation armed with tools necessary to eliminate the headaches that come from miscommunication and misunderstandings.

Learner Objectives:

- Employ emotional intelligence in every day conversations
- Recognize different emotions and how to manage them
- Understand, use, and appreciate the role of emotional intelligence in difficult situations
- Appropriately respond to the world around you and eliminate the stress and frustration that often comes from working with and for others

Living Your Values: Leading with Integrity to Inspire Loyalty and Build Trust

Track(s): Leadership Development/Management

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Session Description: Today's leaders at all levels are no longer expected to be perfect - they are expected to be human. They are encouraged to be vulnerable in front of their teams, share what is on their minds, and listen more than they speak. This type of transparency is necessary in order to build trust that drives growth and fuel innovation. However, this may be easier said than done when the soft skills necessary to display these critical traits are not present in leaders.

In this presentation, Awarding-Winning Leadership Communication Strategist and National Professional Speaker, Shakira M. Brown, will share the skills necessary to exhibit the behaviors of a leader with integrity. She will reveal how to establish a stronger rapport with staff, volunteers and partners by leading authentically and communicating your vision with confidence and charisma to transform profits, performance and team culture.

Learner Objectives:

- Learn to lead with integrity for a powerful, lasting impact
- Recognize and use the four 'I's of transformational leadership
- Practice better self-leadership
- Develop charismatic behaviors and improve your skills of persuasion

Tell Me a Story! Convert More New Business with Strategic Storytelling

Track: Sales & Marketing

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Session Description: Have you noticed that your peers and/or competitors all talk about what makes their organization special and tend to say the same thing? More often than not the people you want to reach and resonate with will not be convinced by facts. They don't just want to know about what you do, serve or sell—they want to know why. Compelling and inspiring stories about you, your stakeholders and your organization will convey the value of your offers more efficiently while making what you do best stand out above the competition.

In this presentation, Award-Winning Branding & Leadership Communication Strategist, Shakira M. Brown, will uncover the value of storytelling through various mediums to market your services in a meaningful way. Discover how to curate and showcase your stories using cost effective tools, in addition to, leveraging social media channels to create a more lasting impact for your brand. Uncover methods to master generating content that engages and inspires your audience to action.

Learner Objectives:

- Understand why you should move to a storytelling centric mindset for your marketing strategy
- Discover effective ways to create, curate and share engaging content to share
- Encourage stakeholders and partners to generate content that tells your story for you
- Gain ideas on how other brands are using storytelling successfully—and what you can learn from their results

Brand You: Listen More to Amplify Your Personal Influence**Track: Personal Development**

Session Length: Up to 60 minutes (includes 10 min of Q&A)

Session Description: As a sales pro, you are tasked with communicating during all stages of the sales cycle. Each of these stages require unique ways in which influence and persuasion can be used to attain the result you want. Whether you are selling goods and services to meeting planners or tasked with securing sponsorships dollars, it is essential for everyone to communicate as clearly as possible – especially with decision makers. Failure to properly communicate during crucial stages of the sales cycle may lead to a lackluster revenue stream and missing your annual goals. During this presentation, Award-Winning Branding and Communication Strategist, Shakira M. Brown, will outline proven strategies for the variety of communication challenges meetings, events and exhibition sales pros face. Participants will learn powerful methods to influence and persuade to take their work plans to new heights. Plus, Brown will examine communication techniques that can be used with clients/prospects to strengthen relationships and to breakthrough to utterly resistant prospects.

Key Takeaways

- Understand how to leverage influential and persuasive communication for new business conversations, networking, prospecting and closing
- Proactively communicate by including different methods of asking the right questions for maximum success
- Use techniques for removing nonverbal barriers to communication (that you likely didn't even know were there!)

PROFILE:

Shakira M. Brown is an award-winning Professional Branding & Business Communication Speaker (<https://shakirabrown.com>) and former network television broadcast journalist. She is the CEO of SMB Strategic Media LLC (www.pradviser.net), a firm that helps businesses get to the heart of why the customers/clients buy their goods and service helping them clarify their message via strategic brand messaging. Her clients have included medium to large medical practices, professional services firms, insurance brokers, national associations, professional organizers, consumer brands, celebrities, personalities and Fortune 500 companies. Shakira is also the lead marketing consultant for America's Small Business Development Center at The College of New Jersey. She has won over 13 industry awards in various disciplines for her work. Shakira frequently shares her expertise at national conferences and corporate workshops and she is a professional member of the National Speakers Association. She shares her thought leadership with the media outlets such as American Express Open, Crain's Chicago, PR Week, Brand Week, Institutional Investor, Smart Money and she is also a contributing writer for Black Enterprise.com.



Ellen Campbell-Kaminski
President & COO
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TOPICS:

Sales and Marketing Alignment

- 30-minute session
 - Session covers why Sales and Marketing teams are often misaligned, three (3) practical techniques to improve alignment and critical success factors that enhance alignment
- 90-minute session
 - Session covers the importance of Sales and Marketing and why Sales and Marketing teams are often misaligned, the barriers to alignment and an in-depth review of six (6) practical techniques to improve alignment as well as critical success factors that foster alignment. Even seasoned sales and marketing professionals are sure to gain a few tips.

Leadership Readiness

- 45-minute session
 - Session geared to new managers discussing the differences between leadership and management, common pitfalls new managers face, and practical guidance for new managers.

PROFILE:

Ellen Campbell-Kaminski is President and Chief Operating Officer at Exhibit Concepts, Inc. (ECI), a custom designer and builder of spaces and experiences for early childhood education, trade shows, museums and commercial interior. At ECI she has primary responsibility for client relations, sales, marketing, strategy and branding. Prior to joining Exhibit Concepts, Inc., Ellen held the position of Vice President of Marketing and Business Development for Datalliance, the leading provider of inventory replenishment software for consumer package goods and industrial markets worldwide. Additionally, Ellen spent twelve years at LexisNexis, a leading provider of information and software serving legal markets, holding a variety of executive positions in marketing and market planning. Before joining LexisNexis, Ellen held several marketing, sales management and product development positions at other leading software and information services companies. Ellen holds a BA in Communications from the University of Pennsylvania and an MBA from Georgetown University. She teaches marketing courses at the University of Dayton and frequently speaks on transforming marketing, marketing operations and marketing effectiveness. She lives in Dayton with her husband, two dogs and the youngest of her three children.



Bob Chain
Account Manager
Swapcard
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TOPICS:

Building Communities That Foster Thriving, Year-Round Engagement

Engagement isn't a means to an end at your event or experience. Rather, it's turned into a year-round mission that's key to retaining, growing and strengthening your communities. But first, you must build these active and collaborative groups to foster communities that advance your engagement strategy.

Building a Personal Brand, a journey to increase your circle of influence.

Pulling from his personal experience founding R_C_Squared, an experiential marketing podcast, as well as his time in business development, Bob Chain details his journey to developing a personal brand from the ground up in a six-month period. This session will explore learnings including how to avoid being late to the game, being efficient in your development, strategies to expand your circle of influence and ways to expedite growth.

Driving digital revenue: How virtual experiences relate to digital advertising?

We will need to adjust our mentality from potentially unrealistic "event" objectives like interactions or direct engagement to an evolution aimed for "content" objectives like minutes watched, reusability and impressions made in a digital format. Organizers can now become threats to digital ad providers.

PROFILE:

Bob is a skilled experiential marketing professional and event producer with expertise in live and virtual channels. With over a decade in the in-person and virtual sides of the industry currently as a Strategic Account Manager at Swapcard, he focuses on the strategy to develop multiyear events for association and corporate clients to transform attendee experiences and drive business results. Bob has partnered & supported brands such as SXSW, NAMM, Dell and IAAPA in developing and executing experiential marketing activations for target customers. He has spoken at events like Expo! Expo!, EduCon, and Exordocon, as well as is the voice & host of the Inside Events podcast powered by Swapcard & a member of PCMA's class of 20 in their 20s, and Conference New's 30 under 30.



Robyn Davis, CPTD
Trainer/Consultant
Exhibitors WINH LLC
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TOPICS:

Peer-to-Peer Brainstorming: How to Improve Your Event-Related Productivity

Event professionals on both sides of the aisles are being tasked to do even more with even less... fortunately, with your peers by your side, you can! In this highly interactive session, you will:

- Meet other ambitious event professionals who also want to improve their event-related productivity
- Exchange insights and brainstorm new ideas to improve in three key areas: personal/professional growth, working with stakeholders, and effective goal setting
- Share your takeaways and map out clear next steps to apply what you've learned right away

Quick Tips to Create an Even More Effective Exhibitor Communications Plan

Communication is essential for healthy relationships, including those between an organizer, their supplier partners, and their exhibitors – in this session, you will:

- Identify valid reasons why exhibitors don't always read your emails or heed your advice (and learn how you can overcome those challenges)
- Create a roadmap for your future communications, outlining specific topics/themes, timing, and communication methods that align with your goals
- List extra tips and tools to help you execute your plan properly, even if your resources are very limited

*** Want a more collaborative session with extra examples and interaction? Choose just 1-2 takeaways above to focus on with your chapter.*

Every Event Professional can be an Effective Advocate – Especially You!

Now more than ever, our industry needs your help – in this session, you will:

- Discuss the importance and value of choosing to become an advocate for the exhibitions industry (including your favorite events and event professionals)
- Identify the top two ways you can help our industry today and every day
- Demonstrate how to be an advocate (outlining a super simple five-step plan and practicing advocacy with a quick and easy activity)

Yes, You Can Support Every Single Exhibitor and Sponsor Effectively – Here's How!

Every single exhibitor and sponsor deserve your support – in this session, you will:

- Identify 8+ categories of exhibitors and sponsors who each need your help in their own ways
- List 7 types of help your exhibitors and sponsors need, plus 3 levels of service you should consider providing
- Outline a simple 3-step action plan to immediately implement what you've learned (to better support all of your exhibitors and sponsors moving forward)

*** Want a more collaborative session with extra examples and interaction? Choose just 1-2 takeaways above to focus on with your chapter.*

PROFILE:

Known for her fresh perspective and process-driven approach to exhibitor success, Robyn Davis, CPTD is IAEE's 2021 "Educator of the Year." She serves on the national membership engagement committee and her local chapter's board of directors.

Through her company, Exhibitors WINH, Robyn creates custom exhibitor success programs for major American trade show organizers – teaching their exhibitors the strategies required to "win" at their trade shows and, as a result, often improving their exhibitor engagement, satisfaction/results, and retention.

Robyn's certification is in talent development (training) and her degree is in Aerospace Engineering. To learn more, please visit ExhibitorsWINH.com or request to connect with her on LinkedIn ([linkedin.com/in/whenineedhelp](https://www.linkedin.com/in/whenineedhelp)).



Meg Fasy
Principal
FazeFWD
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TOPICS:

Digital Sponsorship Possibilities

When we return to an in-person event landscape, incorporating some sort of digital experience will be commonplace, if not mandatory. Learn best practices and innovative ideas on how to maximize your sponsorship dollars to deliver an amazing event.

- Learn how to build a strategy to monetize your digital events
- Understand opportunities and pitfalls
- Discover new paths monetization

The Dollars & Sense of Sponsorships

Attendees will walk away with a strong basic understanding of how to build their sponsorship strategy

- Create realistic Goals
- Prospectus Development
- Building Strong Ecosystem

Building Your Sponsorship Strategy

Attendees will learn how to look at their sponsors, prospectus, expo as part of their event strategy not just revenue drivers.

- Learn how to build a 3 Year Sponsorship Strategy
- Discover how the right strategy will impact your entire meeting
- Learn how to incorporate the examples and opportunities that will be shared in the session

Sponsorship Trends

Attendees will learn what is new in the world of sponsorships:

1. How and When to Incorporate New Ideas
2. How to Build a Strong Sponsor Eco-System
3. Learn What's Next

PROFILE:

Meg has worked for (or with) some of the biggest brands you know. Her career spans several markets including hotel, CVB, industry associations, event technology and strategic partnerships, where she has been both a buyer and seller. Meg is best known for motivating sales and marketing teams, driving strategy and connecting people. She started FazeFWD, a sponsorship management company, because she saw the need to elevate the conversations between organizers and brand partners for the mutual goal of increasing attendee engagement.

Meg is a well-known speaker who has been a featured expert in all the major meeting and event industry publications, including MPI's The Meeting Professional and PCMA's Convene. When she's not focused on creating the next big thing in the meeting and event industry, you'll often find Meg on the water as a world champion dragon boater—she was a

member of the gold medal-winning team at the International Dragon Boat Championships in Italy in 2016 and Hungary in 2018.



Danny Friedman
Danny Inc.
www.dannyinc.com

TOPICS:

Seeds of Success! Growing, Cultivating and Managing Your Customer Base

(class for anyone new to industry and advanced also)

- Learn what it takes to get started in a sales career
- How to work "Smart" not just hard
- How to maintain and build on your current customer base

Close That Deal! Master Closing Skills and Making More Money (class for all levels)

- How closing is not just for the sale
- Learn the ABC's (Always Be Closing) of closing
- How clients expect you to close

Price Wars! Dealing with Price Objections and Coming out Ahead (New and advanced)

- Learn how an objection is a positive
- How not to give away money if you don't have to
- How to train your prospects/clients to do business how you want to do business (Win-Win scenario not adversarial)

3 P's of Success! Prepared, Practice and Positive: Are You Ready to Be the Best Sales Professional You Can!

(All levels of experience)

- How learning the 3 P's are essential to your sales success
- What to do to get into the right mind set
- How mastering these skills will advance your career

Sales is a Contact Sport: Are You on The Top of Your Client's Mind? (class for all levels)

- How to master TOM(Top of Mind) Relationship building
- Learn techniques on how to be the 1st person your client thinks of for any situation
- Learn about HOT BUTTONS of your client

Are You Stuck in a Rut? How to Get Your Business Reenergized Fast! (All levels of experience)

- How to jump start activity when you're in a rut
- How "Activity breeds Activity"
- Learn how getting back to the basics will get you out of a rut

PROFILE:

Danny Friedman is a multimillion-dollar sales professional with over 30 years of experience. He has achieved success in the office equipment, commercial real estate, sporting goods and the promotional products industries. In 2007, Danny started DANNY, Inc. which is a sales training company which features Danny's highly energized style of speaking that is not only educational but inspirational. He is recognized as an expert in the world of sales and his sessions are a "must see". His pragmatic style delivers a winning message to each one of his audiences whether it's 25 or 1,000 people.

Danny speaks at national association tradeshow as well as corporate functions and is demand both domestically and internationally. Danny lives in San Diego.



Dana Freker Doody

VP of Marketing Communications

JUNO Live Inc

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TOPIC:

From Events & Trade Shows to Online 365 Communities

In the era of digital transformation, how are you incorporating technology into your value equation? Tech is a catalyst, organizers can use to grow reach and revenue, as well as optimize a connected community. All events are hybrid with the prevalence of technology. Let's discuss event and engagement models for virtual and hybrid offerings that make sense of new consumer behaviors, from the why down to the how.

PROFILE:

Dana Freker Doody is an industry leader, creating impactful community opportunities for 20 years and serving as a frequent speaker and moderator to share those insights. She is one of the #Expochat cofounders, launched and hosted the Exposure Podcast, and most recently launched the Hybrid Event Happy Hour with Danica Tormohlen. She is passionate about creating high engagement experiences and connections. Having built her career in all aspects of events from show management to exhibitor to general service contractor, Dana is now Vice President of Marketing & Communications for JUNO, a single destination platform for events, learning, networking and analytics.



Kimberly Hardcastle-Geddes

Chief Marketing Strategist

mdg

kimberly@mdg.agency

TOPIC:

Attendee Acquisition: What's Working to Drive Attendance in Today's New Marketing Reality.

Program Description:

Kimberly will discuss the tools, tactics and technologies that are moving the attendance needle for trade shows and conferences across the country.

Learning Outcomes:

- Discover what's actually working to drive attendance in today's new media landscape.
- Get inspiration and ideas that can be immediately applied for your next campaign.

PROFILE:

Kimberly Hardcastle-Geddes is president and chief marketing strategist at mdg, a 110+-person agency with offices in Southern California, Chicago and Washington, D.C. Specializing in event and association marketing, mdg brings together marketing researchers and strategists, digital specialists, data experts and a robust creative team to provide complete marketing solutions that help clients achieve their objectives. Kimberly is a CEM faculty member, a Krakoff Leaders Institute alumna, a monthly columnist for PCMA Convene, a presenter of industry seminars on strategic planning and, most importantly, an integral collaborator for several prominent association and event clients across in the country.



Dr. Jennifer Hesterman (Colonel, U.S. Air Force, retired)

Vice President, Security Education Services
Watermark Risk Management International
jennihesterman@gmail.com

TOPICS:

Emergent Security Threats: What Leaders Need to Know

This fast-paced briefing provides up-to-the-minute information on emergent threats to leaders, managers, operators, and analysts better assess vulnerabilities and develop a targeted security plan for their facilities and event venues. Presented to the International Association of Healthcare Security and Safety (IAHSS) Virtual Leadership Forum in May, 2021 and the State Department's International Visitor Leadership Program in September, 2021.

Learning objectives:

- Understand the human factor in security and how complacency, denial, distraction, radicalization et al behaviors of the citizenry impact security planning
- Increase awareness of current threats from international and domestic terror groups, violent criminals, lone actors and insiders
- Explore emergent threats and plots, such as the targeting of first responders and use of human shields as an asymmetric tactic
- Understand the vulnerability of soft targets and why they are attractive to bad actors
- Learn about the latest asymmetric hardening tactics and targeted recommendations to lower vulnerability

Securing Public Spaces: A Practical Exercise

Attendees arrive with a public space or mass gathering in mind. After an overview of current threats, the presenter, a soft target hardening expert, introduces an assessment tool used by law enforcement to help organizations determine their vulnerability to acts of violence. Lessons learned from recent attacks and other tactical information is interwoven into the session to add context. Participants leave with a scored assessment and unique ideas for securing their operating location. Presented as part of the National Safety Council's Impact Track in April, 2021.

Learning Objectives:

- Learn how to conduct a thorough and accurate vulnerability assessment
- Know how to use a completed vulnerability assessment to prepare a safety, security and crisis response plan
- Understand how emergent threats and recent attacks impact vulnerability assessments and ongoing security activities

Insider Threat: Cross-applying Government Strategies to the Private Sector

As if securing our organizations wasn't already complex enough with myriad bad actors and tactics, we now must factor in the growing insider threat to organizations. The U.S. government has a new insider threat program to protect can't-fail national security programs, including those in the nuclear realm. Information and lessons learned from the government sector can easily be cross-applied to all organizations struggling to address insider threat challenges. Presented live at the ASIS GSX Global Security Conference in Orlando, September 2021.

Learning Objectives:

- Define the 5 insider threat categories

- Identify key challenges to detecting insider threat
- Understand how the Internet is fueling insider threat
- Learn how the government establishes benchmarks and continuously evaluates employees and their activities to lower the possibility of, detect and mitigate insider threat

Why People Radicalize: An Inside Look at Domestic Violent Extremism

According to Department of Homeland Security Secretary Alejandro Mayorkas: “Domestic violent extremism poses the most lethal and persistent terrorism-related threat to our country today.” Security teams are understandably concerned about the heightened potential for ideologically-motivated violence from Domestic Violent Extremists (DVEs) in the United States. Actors are motivated by a variety of ideologies, whether political, economic, religious or single issue, such as environmental. Understanding motivations and the threat to your organization by external and internal actors is critical to inform your security planning. Presented as part of Topo.ai’s 2021 Educational Webinar series for corporate security professionals.

Learning Objectives:

- Understand the definition of extremism and explore why and how people radicalize
- Learn about the primary Domestic Violent Extremist (DVE) groups, motivations and tactics
- Comprehend specific threats DVEs pose and how might they bring danger to your doorstep
- Explore current government activities to counter DVEs

Women in the Workplace: How to Achieve Balance and Remove Barriers to Success

Women have a unique set of challenges, whether working in male-oriented workplaces or C-Suite positions - yet they can be extraordinarily successful! We discuss the unique traits women bring to the workplace and how to harness and leverage them for success. Using her own journey navigating a fast-track military career, marriage to another senior military officer and parenthood, the speaker will help identify barriers, some we unknowingly create, and provide solutions for making them turnstiles to success. In order to achieve our greatest potential, we must seek to understand what drives us towards leadership roles, develop a compass, prioritize our time, make life and work decisions around what is most important and obtain balance for personal and professional well-being and enhanced success. This session is for women and men who work with, for and supervise women - everyone! Presented as part of a military women's panel at the ASIS GSX Global Security Conference, September 2021.

Learning Objectives:

- There are plenty of difficult obstacles in your path; don’t allow yourself to be one of them!
- There are unique stresses on women in the workplace
- Knowledge of self is key: as women, we must be introspective and honest about our difficulty achieving balance – and how this ultimately impacts our success
- We must take control of our most precious and ever-dwindling resource: time
- Mentoring is key, and successful cross-gender mentoring is not only possible, but a powerful tool

PROFILE:

Dr. Jennifer Hesterman is a retired Air Force colonel who served in three Pentagon tours and commanded in the field multiple times. Her last assignment was Vice Commander at Andrews Air Force Base, Maryland, where she led installation security, force support, and the 1st Helicopter Squadron, and regularly escorted the President and other heads of State on the ramp. She is the recipient of the Legion of Merit, the Meritorious Service medal with 5 oak leaf clusters and the Global War on Terrorism Service medal.

After her military retirement in 2007, Dr. Hesterman started working as a private contractor in Washington, DC studying international and domestic terrorist organizations, transnational threats, organized crime and the terrorist and criminal exploitation of the Internet. She is presently Vice President, Watermark Risk Management International, advisor to the Crisis Response Journal and advises the Homeland Security Training Institute at the College of DuPage in Chicago. In addition to providing soft target security assessments, she designs and instructs graduate level security courses for the Defense Counterintelligence and Security Agency, Department of Defense.

She holds a doctoral degree from Benedictine University, Master of Science degrees from Johns Hopkins University and Air University, and a Bachelor of Science degree from Penn State University. In 2003, she was a National Defense Fellow at the Center for Strategic and International Studies in Washington, D.C. where she studied the terror-crime nexus; her resulting book, *Transnational Crime and the Criminal-Terrorist Nexus*, won the Air Force Research Award for 2004. She is a 2006 alumnus of the Harvard Senior Executive Fellows program and was a senior fellow at the Center for Cyber and Homeland Security at George Washington University from 2016-2018.

An academic author for the Taylor & Francis Group, Dr. Hesterman's book *Soft Target Hardening: Protecting People from Attack* was the ASIS Security Industry Book of the Year for 2015. The second edition received the same honors in 2019 and was the Social Sciences Book of the Year for Taylor & Francis. She also authored *Soft Target Crisis Management* (2016) and *The Terrorist-Criminal Nexus* (2013).

Dr. Hesterman is a sought-after public speaker, with over 60 keynotes, guest speaking and training events in the U.S. and abroad since 2007 for ASIS, FBI, DHS, DoD, state and local law enforcement, Fortune 100 companies and Major League Baseball.



Ginger Johnson

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TOPICS:

- Have A Seat at The Table: Bringing Leaders & Teams Together
- Ignite Connection: Re/Connecting with Purpose and SuperPowers
- Powered by Connection, featuring the Connecting Growth Model

Ginger's teaching is based on the foundation and elements of human connection. Every class is classic structure + tailored for the specific group. Guests are invited to interact as soon as we engage, including short kickoff & review meetings to set up for best success, and a request to reply to 1 - 3 primary questions in advance of the session, to guide specifics to fit the groups.

PROFILE:

Life is Powered by Connection. And it's all about a deep sense of belonging.

Myriad experiences have fueled Ginger's desire to teach the world the profound and fabulous possibilities meaningful human connection offers. She studies and teaches the Power of Connection across the globe, via keynotes, professional development and books.

Ginger has quickly become a conference favorite and delivers a boost of positive energy, big-thinking and practical tactics. Stories, interaction and unique experiences help her client partners think and rethink, helping them achieve every outcome they want.

She's the author of 2 books including the Connectivity Canon: Why and How to Connect with People on Purpose with a Service Mindset, and a proud member of IAEE. Ginger lives in Montana with her Fine Husband and their dogs and is often hosting dinner parties.



Jim Kelley

Vice President, Marketing & Industry Relations

Fern

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TOPIC:

YOU SEE LIMITATIONS I SEE OPPORTUNITIES TO INNOVATE...

Our industry has long been one full of innovation and operating with an underlying principle of not ever believing in can't. 2020 and 2021 are years that will forever shape our industry and, in many cases, will have a significant impact on how we think about our approach in dealing with limitations to bring innovation and change in both our professional and personal lives.

The ability to see beyond the limitations that may be in front of you and navigate around it should be seen as an opportunity to innovate, not a stop sign. Organizational innovation is no longer the responsibility of the C-Suite; it is the obligation of everyone within the organization. An innovation mindset will help you reach your goals professionally and personally while also keeping you focused on what can occur and the future you want to happen.

Learner Outcomes:

- Establish a methodology for innovation
- Craft a pull vs. push approach that supports innovation
- Understand the value of perspective, time, and mindset to overcome limitations

PROFILE:

Jim is a 30 plus year industry veteran who approaches each day looking out the front windshield and not in the rearview mirror; there is a reason windshields are so much larger than mirrors. Having been fortunate to work and gain perspective working in various industry segments to include audiovisual & production along with time on the facility side both at hotels and convention centers, Jim returned to his roots in the Official Service Contractor space in 2019. He is currently the Vice President of Marketing and Industry Relations for Fern. Additionally, Jim is an active member of the industry operating in various volunteer leadership roles with IAEE, PCMA, the Corporate Event Marketing Association and the Incentive Research Foundation, currently serving as the 2022 Board Chair.

As a life-long learner, Jim has leaned on his academic background in Political Science and Higher Education Administration to build an approach and philosophy of "Be for something, not against something." Based on this, he believes strongly in the power of positive thinking and perspective. Much like the bourbon he loves so much his approach to life and work recognizes the importance of the right ingredients, a robust process, some patience, and a willingness to share your knowledge to help others. With that perspective, you are sure to move forward in the pursuit of your own goals in ways you could never imagine.



Jennifer Kerhin, CEM, MBA
President
Sponsorship Boost
jkerhin@sponsorshipboost.com

TOPICS:

Creating innovative sponsorships

Tired of tote-bags, advertising, and just basic sign sponsorships? Learn how to create new and innovative opportunities that reflect what sponsors actually want, not what your event planner wants to sell. We will talk through many new sponsorship options that fit your potential sponsors as well as your mission and culture.

Virtual or Hybrid Sponsorships

How to combine your in-person sponsorships with the virtual platform? Learn how to create new advertising and sponsorship opportunities on your virtual platform that can be combined with in-person opportunities for a genuinely hybrid sponsorship.

Sponsorship activations on the tradeshow floor

Liven up your exhibit hall with interactive sponsorships on the tradeshow floor. Sponsors get action and visibility by their booth for maximum exposure and Attendees get an interactive experience! Learn how to create your own sponsorship activations based upon sponsor needs.

Integrating sponsored content into programming

Why keep your education and exhibit halls separate? Incorporate thought leadership from your exhibitors into the overall programming. Learn how to create sponsored content that will fit into your programming.

Event budgets that reflect your vision

Budgets don't need to be painful! Just match your expectations with reality. In a post-COVID event world, your resources and budget need to match your vision when creating an event. If they don't, then change your budget or vision. We will create an event budget that accurately reflects potential revenue and expected costs utilizing both your staff and trusted partners.

PROFILE:

Jennifer Kerhin, President of Sponsorship Boost LLC, has more than 20 years of experience working with association tradeshow and business development functions. Jennifer has a certification of exhibition management (CEM), a MBA from the Johns Hopkins University and substantial executive level association experience. She founded Sponsorship Boost to support the mission of associations by increasing their non dues revenue through exhibits and sponsorships. Sponsorship Boost helps associations create non-dues-based revenue through exhibits, sponsorships, advertising and corporate partnerships. With their core strength of trade show management, Sponsorship Boost helps associations create non-dues-based revenue and corporate partnerships.



Dee O'Neill

Speaker | Author | Coach
Licensed Professional Counselor
Board Certified Fellow in Neurofeedback
Cogmed Working Memory Qualified Coach
Licensed HeartMath Certified Trainer
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Sampling of speaking: TEDX - <https://www.youtube.com/watch?v=8Q2aPmNdh18>
YouTube Playlist -
<https://www.youtube.com/playlist?list=PLgA5Gz2soGKi49LaoyWkW6paDc3Pdx-SK>

TOPICS:

What is Your Brain Wired For?

3 Distinct yet interwoven talks exploring how your brain works and how to make it work better.

- Wired for Wonder – Rewire Your Brain for Reverence – Signature Speech
- Wired for Wellness – Rewire Your Brain for Resilience
- Wired for Work – Rewire Your Brain for Reasoning

Wired for Wonder:

Harnessing the Brain Science of Awe and Wonder to Optimize Your Resilience to Stress and Maximize Performance

What is your brain wired for? Where does your mind go when left to its own devices? Stress, worry, and status quo? Or happiness, joy, even awe? Using what we know and applying it to life and work allows the communities of people we serve to benefit from this growing body of scientific knowledge.

Awe and wonder have seemed to be a mystery historically, aligned more with highly unusual or rare experiences. Recent findings highlight that awe is a fundamental human emotion. We are learning that not only do humans naturally experience awe but that we are, in all likelihood, wired to do so. This means we can improve upon and increase the awe in our lives and in the lives of our communities. The positive effects are vast for personal lives and for advancing the causes and strategic objectives of organizations.

Participating in this session will allow you to:

- Explore how the mindset of wonder and the resulting experience of awe can be transformative
- Expand knowledge on how awe benefits psychology and physiology
- Experience more awe personally and professionally, shifting from awe-deprived to awe-inspired

Wired for Wellness:

Hardwire Healthy Habits: Break the Brain Pain Cycle, How Your Brain Works and How to Make it Work Better

In her interactive and conversational keynote speaking engagements, Dee engages participants in fun, interesting, and inspiring ways to enhance learning and adoption of insights gleaned from her book “Brain BASICS.”

Participating in this session will allow you to:

- Explore what defines a “fit brain” and why is it so important for overall health and wellbeing
- Expand knowledge on how advances in brain assessments such as brain mapping can show areas of strength as well as areas for improvement, including brain wave patterns of depression, stress, insomnia, head injury, etc
- Experience interventions that can help improve brain health and fitness at any age

Wired for Work:

Translating the brain science of wellness and awe to harness a brain healthy workplace: Your Brain is Your Competitive Advantage

People show up at work at their best when their body and brain are functioning in their optimal range. What if there were simple tools, strategies, and resources that could be implemented in the workplace to enhance staff professionally, but also personally? In this talk, Dee will share actionable ways to maximize performance and results, particularly in team connection and collaboration.

Participating in the session will allow you to:

- Explore how easily our brains are impacted by lifestyle factors, stress, and burnout
- Expand knowledge on practical tools, strategies, resources available to enhance performance
- Experience improved collaboration and teamwork with deeper understanding of brain science

PROFILE:

Dee is a Licensed Professional Counselor in Texas. Dee is trained in the Results Systems Coaching Model and is a graduate of Fielding University's Evidence Based Coaching Certification Program. She is a Board-Certified Associate Fellow in Neurofeedback (BCN) by the Biofeedback Certification International Alliance (BCIA). Neurofeedback is a specialized EEG-Guided biofeedback. She is a member of the American Psychological Association (APA), the International Society for Neurofeedback and Research (ISNR), and the Mid Atlantic Society for Biofeedback and Behavioral Medicine.

Dee has specialized training and experience in neuroscience and consults on many areas of counseling and coaching, psychology, general brain fitness, and neurotherapy. Dee graduated from Chaminade University of Honolulu in 2001 with a master's degree in Counseling Psychology, with a specialization in Marriage and Family Therapy. Her undergraduate work was in Human Health and Exercise Science at the University of Hawaii.

Dee has worked for more than eight years in a variety of mental health settings to provide support services to families, as well as individuals with developmental disabilities and neuropsychological concerns. Past training and experience include working with Victor Valcour, MD, and Pamela Poff, PhD, on the "Memory Study," a project of the University of Hawaii NeuroAIDS Specialized Neuroscience Research Program (NINDS, NIH), and an HIV-related dementia research study. She has an extensive background in conducting testing for neuropsychological assessments with children, adolescents, and adults with a wide variety of neurodevelopmental disorders, attention and learning disorders, psychiatric problems, neurological difficulties, conduct problems, and personality disorders. Dee worked closely with neuropsychologist and mentor William R. Stixrud, PhD, and Robb Mapou, PhD, in Silver Spring, Maryland. She is also certified through Dr. Stixrud's "Strategies That Work" Tutor Training Program.

Dee was a research coordinator in traumatic brain injury research with the Neuroscience Research Center of the National Rehabilitation Hospital in Washington, DC, coordinating research projects with William Garmoe, PhD, and Tresa Roebuck-Spencer, PhD.



Brooke Passy, CMP, DES
Senior Meeting Manager
Association Headquarters, Inc (AH)

TOPICS:

Scalable Hybrid Events - What does Hybrid mean? How much will it cost? Is it double the work? These questions are scaring organizations from even discussing hybrid events moving forward but by not having the discussion you miss out on new opportunities. Hybrid is not a one size fits all thing. Join us to talk about how you can pick a part "hybrid" and strategize and discover some great ways to expand your audience and the reach of your event.

Evolution of Virtual Events - Virtual events are here to stay but they need to evolve with you and your needs. Talking about all elements of virtual and the strategy behind each event can lead to a great discussion about how virtual events can help you as we look to a new normal in the event world.

Event Experience Curation in all settings (In-Person, Virtual, Hybrid) - Attendees participate in events for many reasons, but they come back because of the experience. Focus on how to cultivate a true event experience for all of your event stakeholders and you will create a loyal customer that returns year over year.

PROFILE:

Brooke Passy, CMP, DES is a Meeting Manager at Association Headquarters, focused on the Wound, Ostomy and Continence Nurses Society (WOCN). In the past few years Brooke led WOCN to a rebrand of their annual event and was challenged to pivot this event from a large face-to-face meeting with exhibits to a completely online experience in just eight weeks at the onset of Corona Virus pandemic. She has been a part of the WOCN team via AH for thirteen years and has worked in all areas of the meeting planning process. Brooke is a certified CMP (Certified Meeting Professional) and recently received her DES (Digital Event Strategist) certification. Over the last two years Brooke has spoken for ASAE, PCMA and IAEE.

Brooke's dedication to customer service and execution of events comes from her varied professional background of multiple years working in the food industry and experience in the performing arts. Brooke believes that running an event is just like a show; everyone must do their part and work together to create a seamless experience for the attendee/audience. No matter what, Brooke always knows that "the show must go on!"

Brooke is currently honing her ability to multitask while working from home and juggling her four-year-old twins.

**Kate Patay**

Chief Strategy Officer, [Patay Consulting](#)

Chairwoman, [SEARCH Foundation](#)

Ambassador, [Meetings Mean Business](#)

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TOPICS:**Critical Leadership**

Whether leading a team remotely, solo-preneuring, building client relationships or managing volunteer's success comes down to one key factor: communication. In this session we'll discuss and answer your questions on properly marketing yourself and your company in this new climate, as well as keeping both clients & staff engaged, and how to set yourself up for success on the other side of the crisis.

Defining & Communicating Your Brand

Every employee in an organization is key to having a strong brand, and should be recognized as a salesperson, regardless of their actual title. They represent YOU. This session will help you identify your brand voice and how to properly communicate it through all channels, while creating a culture of sales within your team.

Learner Objectives:

- Identify your unique brand voice
- Create a culture of sales
- Effectively communicate your brand
- How to properly present yourself in any setting

Powerful Communication Tools for Women in Business

Walking the line of being a #BossBabe without being "Bossy" can be a fine line to navigate. Long time respected industry veteran Kate Patay openly discusses the pitfalls you may encounter and how to overcome them in the lively and frank conversation. This session will help you to discover & amplify your unique voice, properly present yourself in any setting, and tackle more direct sales and negotiation language.

Learner Objectives:

- Discover & amplify your unique voice
- How to properly present yourself in any setting
- Tackle more direct sales and negotiation language

Survive & Thrive

The current climate has caused many of us to really examine what we do, what's meaningful to us, and how we continue to grow business in an unstable economy. 2001 and 2008 were warm-ups for 2020 & 2021. Physically separated from our teams and clients, it is essential to adapt to this new reality to thrive in 2022 and beyond.

Learner Objectives:

- Learn tips for staying productive
- Gain tips on being healthy & setting boundaries, as well as not getting into a funk (or snapping out of it)
- Discover how to schedule yourself to make the most of the time.

PROFILE:

Kate Patay, CPCE, is the Chief Strategy Officer of Patay Consulting, a firm designed to help businesses and individuals discover and amplify their authentic brand and image. She is an international speaker, brand strategist, event consultant, industry influencer, SEARCH Foundation Chairwoman and Ambassador for the Meetings Mean Business Coalition and AllSeated.

Kate has been a recognized industry professional and sought after thought leader for over 20 years in many facets of special events, and has served on and advised the boards of numerous associations and organizations. She currently speaks for and coaches some of the top leaders and companies in the hospitality industry and beyond, while mentoring countless individuals, inspiring upcoming leaders and advocating for numerous charitable causes.

Her list of achievements and recognition is immense, but some highlights are: The coveted Pacesetter Award from the Events Industry Council, the Smart Meetings Hall Of Fame, and numerous other organizational awards.

In 2021 she was recognized as the NACE Icon, BizBash Top 500, Untethered Most Inspiring #EventProf and one of the Top 25 Women Who Run Events, as well as a Top 20 Global Professional to Follow by Cvent; 2020 brought her praise as one of the 100 Most Influential People in Global Events, Top Keynote Speaker and a Top 14 Changemaker.



Debbie Peterson

Debbie Peterson of Getting to Clarity
Business Keynote Speaker, Career Growth Strategist, Mentor

See [Debbie in Action](#)

[Book Debbie to Speak](#)

Check out the [Getting to Clarity Podcast](#)

Watch [Debbie's Videos](#)

TOPICS:

From Frustrated to FOCUSED: A Road Map to YOUR Career

In this highly interactive program, you'll learn the 5 steps that increase your clarity of direction in your career. You'll discover how to focus on the right opportunities, maintain your momentum and results, all without losing who you are and why you chose this profession in the first place.

The Successful Mentoring Mindset: Where Passion, People & Performance Intersect

Mentoring is a powerful process, but it isn't always what you think it is. Discover the subtle nuances of mentoring and how you can put this powerful tool to work for you. Get Clarity on all of the different methods that can be utilized and walk out the door with a plan to implement a mentoring relationship that grows your career in ways you've never considered.

From Chaos to Calm: Strategies to Navigate the Constantly Changing New Normal (Virtual & Workshop)

Have all your routines been thrown out the window? Does it seem like the confidence in what you know to be true has evaporated? You're not alone. In this highly interactive presentation, you'll discover techniques to deal with your stress and anxiety, strategies to regain productivity, and processes to calm the chaos and start to feel confident as you move forward in your career once again.

Step Up, Speak Up & Show Up

Whether you own your own business or work for a corporation —every aspect of your professional life involves how you step up, speak up, and show up with others. Confidence and internal and external communication skills are vital for you to succeed but are you aware of what may be sabotaging them? Confident communications is so much more than the words you speak and navigating your career or business is so much more than the skills you have. Take charge of your personal thoughts and experience the professional results that you deserve!

Communicating with Clarity: Showing Up as Your BEST Self for Clients, Customers & Co-Workers

In any organization, you need your team to work for the dream to work! But when communication and collaboration don't happen, then productivity, performance, and profits don't either. If you want your audience to be able to take their communication to the next level, then this is the program for you. Good communication is so much more than the words they speak. Allow them to take charge of their personal communications and experience the professional results that they deserve!

PROFILE:

Debbie Peterson

Business Keynote Speaker, Career Growth Strategist, Mentor

Debbie Peterson runs a *speaking* and *coaching* business to help her audiences and clients develop a *focused* mindset for *fulfilling* professional results by harnessing the power of their own answers.

Her audiences and clients have shared that they experience more *clarity* of career direction, producing better self-aligning decisions; an increased *focus* for clearer, consistent action; and more *momentum*, keeping them motivated and achieving the next level of success *on their terms*.

- Debbie is the creator of “**Clarity Success Circle Mastermind**,” and the “**The Way Forward in Leadership & Life Breakthrough Weekend**,” for *women leaders* and *emerging leaders* who want to create next level success without the sacrifice that usually comes with it.
- She is the host of the **Getting to Clarity Podcast**, for busy women leaders who want to create MORE Success with Less Sacrifice in their life, and also The **Clarity Community**, launching soon!
- She is a professional member of the National Speakers Association, Women’s Speakers Association
- And, an author with her book, **Clarity: How Smart Professionals Create Career Success on Their Terms**.

Debbie has long been an advocate for professional women leaders and aspiring leaders. In 2015 she stepped onto the board of **ATHENA International**, a global organization committed to supporting, developing, and honoring women leaders. She is also a member of the **International Women’s Forum, Women’s Business Collaborative, Network of Executive Women**, and a mastermind facilitator for **NAWBO**.

On a personal note, Debbie boycotts winter and chases sunshine from Pennsylvania to Florida each year with her husband, Tom.

“Over my 30 years of producing large corporate events, I have worked with many motivational speakers. I would put Debbie Peterson in the very top tier of that group. She connects closely with her audience through real-life experiences, stories, and examples. I would highly recommend her!” - Tim Everitt, SilverBack Production Group



Dawn Rasmussen, CMP and certified résumé writer

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TOPICS:

THE FUTURE OF WORK IS HERE NOW – New topic

Covid-19 has shifted the gears of most companies in terms of where and when people work. Combined with the “Great Resignation,” there’s a giant yet silent revolution happening in the workplace. To coin a phrase from the famous rock band, Twisted Sister: “We’re Not Gonna Take It!” – workers and even bosses are reimagining the workplace. When you add in the boundary-less mindset of GenZ where the borders of work and personal lives blur all the time, how we work is significantly shifting. What does this mean for you? And how you are going to be successful? Career management expert Dawn Rasmussen will guide participants on how to capitalize on this new mindset, including incorporating how you want to work and when into negotiations when settling for a new job.

LEARNING OUTCOMES:

- * Get insights on how to negotiate your next job so it is better aligned to your work /life balance goals.
- * Prepare yourself for success in sometimes ambiguous work situations.
- * Find your workplace culture and bond with your team when everyone is remote

RETURNSHIPS: THE NEW RETURNING WORKFORCE – New topic

Many people have left the workforce for a variety of reasons... perhaps to care for an aging parent, or to raise children, or even move overseas for a spouse/partner’s job assignment. There are tons of reasons why people may leave the workforce, but now, there are many more to return to the workforce... known as “RETURNSHIPS” which helps adults re-enter the workforce in an internship-like format that helps them brush up on skills rather than starting all over again. Learn from career management expert Dawn Rasmussen on proactive steps to take to freshen up those resumes and be ready to jump back in!

LEARNING OUTCOMES:

- * Discover ways to position yourself for a returnship.
- * Gain critical networking tools to find the right person who can open the doors to a returnship.
- * Learn how to get returnships and what they can do for your resume.

PROFILE:

Dawn Rasmussen, a certified résumé writer, is the president of Portland, Ore.-based Pathfinder Writing and Career Services and author of **“Forget Job Security: Build Your Marketability”** which is the first-ever book that provides a complete roadmap on how manage your career.

Instead of continuing this speaker introduction with a long, boring list of career accolades or high-profile media outlets where she has been featured, I am going to share with you the one thing that makes Dawn “tick”: a relentless and tireless desire to help everyone understand the importance of actively managing their career every minute of every day.

So, if Dawn makes you uncomfortable during today’s presentation, that’s great! That tells her that she has pushed your envelope (in a good way) and helped make you think, and means that this is the first step in the journey where you to begin to actively manage your career destiny.

When she isn't busy working with résumé clients, speaking to conference groups internationally and nationally, writing articles / blogs, or teaching, Dawn is hiking in Oregon's spectacular outdoors, kayaking, or plotting her next adventure.



Ross Sudentas
CEO
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TOPIC:

The Changes in Floor Plans You Can't Afford to Miss

Interactive event floor plans have changed dramatically in the last few years. They became the main entry point for selling booths. Exhibitors see in real time what booths are available and what companies have reserved the booths nearby. They can reserve the booths, complete their listing, purchase sponsorships, exhibitor extras and map advertising options - all by themselves without ever asking organizers for support

In addition to finding the location of exhibitors on the map, attendees can now see the navigation routes (including handicap accessible), see their current location on the map, plan their visit and see media-rich exhibitor information. Organizers have the new tools to create interactive floor plans in minutes and start collecting payments right away. They can see attendee traffic patterns and have the booths priced appropriately. Multiple map advertising options allow organizers to turn the floor plans from an expense to a healthy stream of extra revenue. All at a fraction of the cost of the traditional event mapping systems.

Even for virtual events the floor plans are still used to visually organize exhibitors into groups, display company information and serve as a starting point of communication with the company.

PROFILE:

Ross was as a software developer, became a serial entrepreneur and started a number of successful technology businesses like: SQLBackupAndFTP – a database backup utility has over one million installations to date, it is the most popular database backup tool ever created. Scrin.io – one of the leading services in a time, screenshot and productivity tracking software that remote and office teams use to accurately track their work. ExpoFP.com - interactive floor plans for events for attendee navigation and for selling booths



Gretchen Thielen, CMP, CEM

Senior Manager, Exhibits & Partnerships

American Academy of Neurology

gthielen@aan.com

TOPICS:

Using ROI Methodology to Show Your Event Is Worth Every Penny

Face-to-face meetings are no question important for companies to engage with their customers, but many companies are beginning to look more closely at conference spend and will start to eliminate trade shows from their future schedule if they do not feel they are getting the return on investment they expect. To ensure the exhibits and events industry continues to grow, we need to work together with our exhibitors to help make sure they are able to prove that their spend at our conference was valuable to the company and improved the overall bottom line. This presentation will explore how organizations use Phillips ROI methodology to prove ROI in trade shows and events and how you can use its principles to ensure future revenue from your exhibitors.

Learning Objectives:

- After participating in this session, attendees will be able to orient themselves to the Phillips ROI Methodology and how it captures measurement.
- After participating in this session, attendees will be able to identify ways they can use this methodology to help exhibitors justify their spend for attendance.
- After participating in this session, attendees will be able to identify ways they can help their exhibitors ensure that they have appropriate measure built into their exhibit space to show what their customers gained from visiting them onsite.

Using Case Studies to Understand How Your Exhibitors Think

This session will take a hands-on approach by looking at several case studies of what exhibitors may experience when they attend your trade show or exhibition. How do they make sure they see value in your program? How can you use this to ensure your exhibitors see success at your show and keep coming back?

Learning Objectives:

- After participating in this session, planners will have a better sense of what exhibitor's experience looks like coming to their conference and how to help them see value in exhibiting.
- After participating in this session, planners will be able to have better conversations with their exhibitors on how to get a return on participation and better upsell them on additional items.
- After participating in this session, planner will be able identify data that will help exhibitors see a greater reason for exhibiting at their show.

PROFILE:

Gretchen Thielen has been in the events and exhibition industry for over 6 years. She currently holds a position as the Senior Manager of Exhibits and Partnerships at the American Academy of Neurology. Her background is in sales and customer relationship management, and she is passionate about seeing our industry grow. Currently focused on medical trade show, she works on several shows of varying sizes throughout the year. Gretchen is a proud member of IAEE for 6 years and is currently the Vice Chair of the Midwest Chapter executive board.



Chuck Underwood
Founder/Principal
The Generational Imperative, Inc.

TOPIC:

Generational Membership/Event Strategies

- Generations are living more isolated "silo" lives than at any time in American history and have less in common with other generations.
- There are six generations of living Americans, and a once-every-two-decades event is occurring NOW: the newest generation is arriving.
- So: one-size-fits-all membership/event planning and marketing is dead.
- How do you craft and then market events that will successfully lure your targeted generation(s)?

Two fundamental truths help to explain the dramatic differences amongst the generations and the strategic *imperative* for ALL event marketers to understand *what's behind* those differences:

- **TRUTH # 1:** Between birth and our early 20s, we form most of the core values and beliefs we'll embrace *for life*. What we *experience* during our Formative Years, and are *taught*, will largely dictate our basic value system. And the age cohort that shares the same formative years' times and teachings will share the same core values and become a *generation*.
- **TRUTH # 2:** Generational Core Values guide consumer decisions. So, marketers must understand each generation's unique core values and the times and teachings that shaped them.

Backed by three-plus decades of research - and with an uncommon passion for the subject - Chuck Underwood helps you to understand the core values and attitudes that drive each generation's unique preferences, needs, and expectations for the shows they attend.

Bottom Line: generational strategies must become a *permanent filter* in your brain through which you run your creative work and final decisions on:

1. Membership/Event Marketing
2. Consumer and Market Research
3. Event Development, All Aspects
4. Event Marketing, Advertising, Promotion
5. The Event-Participant Experience
6. Post-Event Research
7. ... and more.

PROFILE:

- Chuck Underwood is one of the half-dozen-pioneering scholars - the so-called Lightning Bolt Six - who actually created and then popularized the field of generational study. His own original principles are a permanent part of this discipline.
- As the founder and principal of Ohio-based The Generational Imperative, Inc., a generational business consultancy, he trains American business, government, education, religion, and all other sectors in the full list of generational strategies. Three-plus decades of research and front-line application with an A-List of clients.

- His second book, *America's Generations In The Workplace, Marketplace, And Living Room*, is the most comprehensive presentation of generational dynamics and business strategies ever published.
- And he is the star of the PBS national-television series, *America's Generations With Chuck Underwood*, the first such series in the history of national television.
- He is formally trained in qualitative research methodology and focus-group moderating and conducts proprietary generational research for his clients, including for the Events industry.
- Chuck had spent his earlier career in the mass media of radio and television, first as an award-winning broadcast journalist and national sports play-by-play announcer, and then as a creator and producer of original programming.



Ed Wallace
Managing Director
AchieveNEXT Human Capital

Introduction

Times sure have changed in the past year. Businesses changed and people always seem to be changing. What doesn't change is the value of building trusted relationships with customers colleagues, vendors. In a world where practically everything can be automated, commoditized or outsourced, trusted relationships are the constant – the North Star – that change the growth trajectories of individuals and companies.

Are you wanting to improve your business relationships and deepen opportunities to connect with your clients, customers and teams to maximize your value propositions? We've teamed up with Business Relationship Expert, Ed Wallace to bring your chapter three 3 powerful workshops which we hope will bring you the knowledge, tips and useful recommendations for developing your sales and relationship building skills and allow you to grow your business opportunities!

Create Competitor-proof Relationships

Join Ed Wallace, author of the #1 best seller *The Relationship Engine*, for this fast moving, immediately actionable, workshop on transforming contacts into high performing relationships. You'll never take another relationship for granted after this workshop.

Learner Objectives:

- Learn about Max the taxi driver's competitor-proof approach to business relationships
- Focus on improved relationship skills for in-person and virtual environments – listening, proactive problem solving, building trust, effective communication, and ensuring that a real personal connection is made with members, customers, and prospects;
- Understand and apply the foundational Relational Capital Concepts;
 - Displaying Worthy Intent;
 - Understanding the essential qualities of Credibility; Integrity; Authenticity
 - Locating the Relational GPS (Goals, Passions, and Struggles) of every business contact
- Use the Relational Ladder® to transform contacts into high performing relationships

Build Relationships with Your Ideal Buyers

Business relationship expert, Ed Wallace, shares how to advance relationship up the Relational Ladder® - developing credibility for yourself and your offerings through strong discovery and qualifying questions targeted at your ideal buyers' Relational GPS®.

Learner Objectives:

- Help utilize the concept of Relational GPS® to align some of your most important business relationships.
- Create targeted conversations aligned with the Relational GPS of each targeted buyer persona;
- Deliver strong discovery questions – stop asking “What's keeping you up at night?”;
- Qualify your prospect using the simple B.A.N.T. approach.

Deliver Impactful Value Propositions

The biggest challenge for sales professionals is to translate their product and service benefits into the 'language of the customer.' Critically acclaimed author and business relationship expert, Ed Wallace, shares a simple three-step process to develop and deliver a value proposition 'in the moment' for any sales opportunity.

Learner Objectives:

- Identify your business' true sources of value;
- Translate your sources of value into the language of the customer;
- Learn a simple, three-step process to create value propositions based on specific customer opportunities.
- Deliver impactful, consistent value propositions for each business opportunity;

PROFILE:

Ed Wallace, Managing Director, AchieveNEXT Human Capital

Ed consults with and speaks for corporations and associations across the globe with a client list that is a Who's Who of Fortune 500 companies. He is the author of *Fares to Friends, Creating Relational Capital business Relationships That Last*, and his most recent, the #1 best seller, *The Relationship Engine*. Ed was recently published in the Harvard Business Review. In addition, he is currently on the Executive Education faculty for Drexel's LeBow College of Business and Villanova University's Human Resources Master's program.

<https://www.linkedin.com/in/edwallace007/>



Sherron Washington
Found and CEO
The P3 Solution
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TOPICS:

Marketing Topics

Content Is the New Spam: How To Create Posts That Do Not Annoy in the Next Normal

The idea of social media being king has been around for a while. It provides the myth that businesses should post a ton of articles, products and service offerings with the hopes of getting noticed for more leads and sales. However, constant posting often ends up getting scarcely consumed and leaving users disappointed with the results. In fact, as the popularity of social media grows, the more crowded the platforms become, making it even more challenging for content to be retained, which leads to diluted messaging that is unnoticed and unwanted, causing a “spam-like” effect. To combat this affect, businesses must learn build content that will create excitement and make an impact, without having their audience tune-out or turn off. This interactive session teaches businesses how to maximize and leverage social media marketing content effectively.

Learning Objectives

- Learn how to build succinct and compelling effective marketing messaging
- Determine which social media platforms maximize content performance
- Discover how to activate your audience’s buying power

Pivot Simple: Practical Strategies for Shifting Your Marketing

How is your company remaining nimble throughout this new phase of marketing? Because, marketing tactics that have worked in the past might not be currently viable, your business will need to pivot its marketing to better align with the times. This session will provide simple hacks designed to help you pivot your marketing efforts to effectively assist in aligning your brand and promotion during times of transition.

Learning Objectives

- Identify and discuss how agility and flexibility in marketing can expand your reach
- Examine how to maintain authentic and engaging visibility in a crowded space
- Uncover how to remix traditional and digital marketing methods successfully

Communication Topics

Unmasking and Managing Bias in the Workplace

This training is designed to teach basic principles involving how to understand and manage diversity and bias within the workplace. Participants will discover how the influence of culture, and differences in values, ethics and assumptions has a direct impact on effective communication. In addition, participants will also learn how to understand the importance of diversity and how it can be used as an advantage to facilitate positive intergroup interaction, reduce prejudice and discrimination by creating an environment of inclusive positivity within the workplace.

Learning Objectives

- Identify and discuss the origin of implicit bias
- Uncover and discuss our own bias and how that can impact communication
- Learn best practices in how to manage our own bias to effectively communicate

The Leadership Pivot: Amplifying Your Communication to Lead Successfully During Change

This session is designed to examine how leaders can establish and enhance more vibrant leadership communication to magnify their influence. This interactive session will help participants identify vital skills in amplifying leadership qualities in order to confidently drive change, motivate and inspire engagement, teamwork, cohesive decision-making and communication in the workplace. This interactive session will identify key techniques that help professionals to show-up and show-off their WOW star power to help to lead confidently to drive change, motivate and inspire engagement, teamwork, cohesive decision-making and communication in the workplace.

Learning Objectives

- Examine how they can amplify their influential leader genius
- Learn how to create more meaningful professional relationships
- Gain best practices on how foster a productive work environment during change

The Blueprint to Regaining Your Sanity: Bite Sized Goal Setting

The current state of affairs has ushered in a frenzy of panic and overwhelming frustration that has created a paralyzing effect on society. Many professionals are experiencing a weakened sense of mobility that has created barriers that have dampened optimism, blocked ideas, paused plans and deterred goal setting. This session is designed to help overcome those barriers by providing tools and techniques that ease anxiety, motivate action and manage time effectively.

Learning Objectives

- Understand how to organize goals efficiently and succinctly
- Learn how to create manageable, bite-sized action plans
- Obtain best practices on how to locate resources to assist with reaching goals

PROFILE:

Sherron Washington, M.A. is a marketing and communication (marcomm) professional who has imparted her wisdom and expertise for over two decades. She has been deemed “The MarComm Whisperer” by many, due to her uncanny ability to assist businesses in developing innovative, results-driven, yet, simple marketing and communication solutions. Sherron is the founder and CEO of the P3 Solution, a full-service marketing and communications (marcomm) firm located in the Washington, DC Area, that specializes in providing intergrated marketing and communication solutions for organizations.

As a leading expert in the marcomm industry, Sherron provides innovative, solution-driven insight, that is coupled with an elite keenness for effectively communicating using theories, technologies and strategies to create a perfect fusion of communication and marketing efforts that assist in creating an impactful professional presence that increase growth opportunities for companies.

A sought-after international speaker, trainer and facilitator, Sherron’s energetic passion permeates the crowd and creates an unforgettable electrifying experience. Her “market simple” and “simply communicate” messages have been delivered across many stages worldwide, including: Inbound, Yello Media Group Digicon, International Association of Venue Managers and the Association for Training Development to name a few. She also trains and facilitates sessions for multi-million-dollar corporations such as: Goldman Sachs, Events DC and Corenic Construction, instructing them on everything from generating leads and sales, to managing bias and conflict.

Sherron’s training style has been described as engaging, fun and interactive. She is tremendously skillful at creating and cultivating authentic interactions that generate synergy among her audience. She uses a combination of wit, theory and exemplary business acumen to create a distinctive and lasting presence that encourages and influences others to be more willing to build and maintain integral relationships creating positive organizational outcomes.



Greg Winslow
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TOPIC:

RFID Applications for Event Management

Room occupancy and density management have long been important issues in the event industry but have taken on a fresh new importance in the last year. Radio Frequency Identification (RFID) plays an key role in those areas, but its benefits extend beyond just health and safety or regulatory compliance. It can help streamline operations, provide key performance metrics and lead to reduced costs and lead to greater revenue generation.

This presentation compares the relative merits of beacon, barcode and RFID technologies and presents case studies showing how the data obtained from these systems has been used to increase exhibition space, reduce cost, and provide improved return on investment for stakeholders.

PROFILE:

Greg Winslow is a co-founder of ExpoTools, a leading event technology supplier established in 2004. He has over fifteen years' experience with RFID, complex software solutions and data collection in the events industry. Having successfully executed projects ranging from a few hundred attendees to over eighty thousand across North America, he has become an evangelist for tracking solutions and the event insights they provide.



Michelle Wyatt

President, Event & Video Technology
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TOPIC:

Technology Options for Virtual, Hybrid and Face to Face Events

An outline of terminology and needs associated with using technology in your events as well as some of the pitfalls to avoid.

PROFILE:

I graduated from the University of Delaware with a Bachelor's Degree in Chemical Engineering and began working for DuPont in a New Business Initiative called Somos, the name of a chemical used in 3D Rapid Prototyping. Shortly after joining, the Somos business was acquired by a large European chemical company called DSM. As a Sales Engineer at Somos, I went to numerous events where I observed how conference education was managed and delivered. While working on my MBA at the University of Maryland, my husband, Peter Wyatt, and I launched CadmiumCD. CadmiumCD's first clients included events that I exhibited at while at Somos, and they remain customers today.

CadmiumCD was bought by a private equity group, STG, in January 2020. We have now rebranded and are known as Cadmium. I am responsible for Cadmium's sales and marketing functions at the company. I work with and talk to over 100 meeting planners a year about the goals and challenges in managing and distributing content for their meetings.

I am also the mother of two young men, two cats and two dogs.