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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

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)

How to Enhance Your Exhibitor Communications with Video

Exhibitors are overwhelmed with emails and phone calls, so how can you cut through the noise? Try video! In this session, you will:

- Explain why video is worth incorporating in your exhibitor communications
- Brainstorm appropriate opportunities to incorporate video in your exhibitor communications plan
- List helpful tips and tools to make working with video easier and more effective
- Outline at least one video you can record and share with exhibitors today

** 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)).