



**Kimberly Hardcastle-Geddes, CEM**  
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## Topics

### **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.

And Kara isn't just about her shows, she's about her people. Kara knows people do business with people, so she focuses on understanding the needs of clients, staff and suppliers. Even in difficult times and with difficult people, Kara uses her superpower of positivity and compassion to find the right solutions to every challenge. Kara enjoys being with family and growing pretty things. She loves to cook for others and can turn any leftovers into something brand new and super tasty. A graduate of George Mason University, Kara studied psychology. She is certified by the Institution of Occupational Safety and Health (IOSH) and has earned her Certification in Exhibition Management (CEM) and Digital Event Strategist (DES).