

## CHAPTER SPEAKER SERIES 2019



**Patrick Blattner**

Co-Founder  
The Indoor Lab LLC  
(703)282 -7498  
pblattner@theindoorlab.com

**TOPIC:**

**Using Technology to Track Behavior at Events**

Using technology to track behavior at events is on the rise. How do you determine the right technology to use for your event? There are many technologies out there with great use cases for specific needs. What's the best way to assess the right technology for your event? We will provide use cases, examples, and review ways to think about leveraging technologies for tracking at events.

**Learner Outcomes**

- Learn how to assess the right technology for your objectives
- Understand the difference between continuous tracking and point to point solutions
- Understand the pros and cons of the different tracking technologies and what's proven vs not

**Patrick Blattner Co-Founder – The Indoor Lab**

Over the past decade Patrick Blattner has been heavily involved with indoor location analytics for some of the largest retailers, airports, and monuments throughout the world. He was responsible for solutions that tracked over 100mm people in real-time annually. As co-founder of The Indoor Lab, he is building a company focused on delivering new indoor tracking solutions for the event and exhibition industry using Bluetooth and 3D LiDAR. He is among the first to bring 3D LiDAR out of the autonomous driving vehicle and use it for indoor tracking analytics.

Before co-founding The Indoor Lab, Mr. Blattner held key positions with some of the most recognizable brands worldwide including Disney, AOL, and Napster, and iinside. He holds 19 patents and has authored four bestselling Microsoft Excel books sold worldwide across 27 languages.



**Jefferson Davis**

President

Competitive Edge | *Get, Keep & Grow Exhibitors*

Direct: 704.814.7355 | Cell: 704.281.7355

Toll Free: 800.700.6174 | Fax: 704.814.7366

Websites: [www.compedgetraining.com](http://www.compedgetraining.com) [www.exhibitingeffectiveness.com](http://www.exhibitingeffectiveness.com)

Linked-In: <http://www.linkedin.com/in/jeffersonadavis>

**TOPICS:**

**Improve Your Next Tradeshow by Focusing on 7 Key Performance Indicators**

“What gets measured, gets improved” is a sound business maxim. Attend this insightful and highly interactive session to learn and calculate 7 easy to apply metrics tradeshow organizers use to improve their events. You’ll walkaway knowing your KPI’s with practical actions you can take to improve any underperforming areas for your next show.

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**Get, Keep and Grow Exhibitors**

Most associations rely heavily on exhibit revenue to fund their annual operating budget. However, there are some big trends in play, that if left unchecked, can threaten not only exhibit revenue growth, but in some cases survival of a show. Attend this thought-provoking session to learn about key changes under foot, and to discuss practical ways to get, keep and grow exhibitors in your show.



**Melinda Kendall**  
Freeman  
SVP, Sustainability  
t 1 571 814 2832  
freeman.com

**TOPIC:**

**Sustainability: It's not Just About Your Carbon Footprint**

Sustainability used to be expensive, but now there is a clear business case for swapping out materials that are cost-neutral and saving money by eliminating waste. As more organizations, including your board members and exhibitors, tackle social impact issues, both events and exhibits are increasingly reflecting their brand's sustainability vision. Learn how these organizations created sustainable experiences that reflected positively on their brand by implementing cost-effective environmental options and by reducing waste in all areas of their events.

**Learning Objectives:**

- Develop a business case for event sustainability to engage internal and external stakeholders.
- Identify economically and environmentally sustainable building materials and supplies.
- Establish key areas where you can cut costs and help the environment at the same time.



**Chris Baylis**

The Sponsorship Collective  
[sponsorshipcollective.com](http://sponsorshipcollective.com)

#### **TOPICS:**

##### **Sponsorship Proposals that Work**

Are you sure you have a good opportunity but don't know how to communicate it to your prospects? In this session we will look at what the great (and not so great) sponsorship packages include. You will learn exactly what sponsors want to see in a sponsorship package and how to stand out from the crowd.

Topics will include:

- The major mistakes that everyone is making
- How to keep from having your proposal thrown in the garbage
- Why online forms are the kiss of death and how to get around them
- Exactly what to include in your packages and what to avoid
- How to convince your boss and board to do things differently
- How to describe your audience and your opportunity in ways that sponsors love
- The real reason to create a sponsorship package and the right time to use it

You will receive a sponsorship proposal template to guide you through the process, using the principles you learned in the session.

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##### **Valuation Secrets Revealed** - *Learn the Process that Consultants Don't Want You to Know*

Are you tired of guessing at the values in your sponsorship packages? Learn the system that we have used to value millions of dollars in sponsorship deals. You will learn how to value every asset you have to offer and how to find your unique market value.

Together we will cover:

- Building a strong inventory of assets
- How to determine the value of every one of those assets
- The cost of things like logos on signs, e-mails, speaking opportunities, samples etc.
- Understanding the difference between tangible and intangible assets
- A sample valuation calculator along with instruction on how to use it for your organization
- A simple technique to value social media assets
- What to charge for those items that seemingly have no independent market value
- How to negotiate with sponsors and put the calculator into action
- Not only will you learn exactly what to do, but you will receive a valuation calculator template to use as your own personal master calculator.



Claire Billingsley  
Billingsley Consulting Group, LLC  
214.289.8802  
<http://www.billingsleyconsultinggroup.com/>  
VCard - <http://www.cwc.123look.com>

## TOPICS:

**Change Management:** By the end of this workshop, participants will:

1. Understand change and identify factors that necessitate change
2. Recognize the emotional reactions to change
3. Learn how to strategize ways to facilitate change

**Communication/Leadership:** By the end of this workshop, participants will:

1. Learn the definitions and responsibility of Leadership
2. Engage in leadership driven activities demonstrating proactive leadership in action
3. Understand the power of the positive when leading groups and organizations.

**Networking:** By the end of this session, participants will:

1. Understand the value of preparing properly prior to a networking event
2. Practice key element activities that produce results when followed consistently
3. Learn the power of simple follow up techniques that work!

Claire Billingsley is a dynamic speaker who has trained groups in the US and abroad. Her focus of concentration is bringing the skills of improvisational comedy into the language of the workforce. Claire customizes her work according to the need of the organization, and facilitates a fast-paced, high energy class that keeps all participants on their toes. With 17 years' improvisational comedy experience, and 25 years in the corporate world, Claire brings together the energy of improv to the often overlooked, but extremely critical, soft skills in the workplace.

Claire was named one of the "Twenty Five Women to Watch" by the Dallas Business Journal in 2010, and owns a business called Billingsley Consulting Group. She is the published author of three books, Circle Up!, Spirit Fed Entrepreneur, (which went to the Amazon best seller list in two days) and The Owner's Manual; a certified personal and professional life coach, and a certified Laughter Yoga Leader. Claire is the host of "Coffee with Claire", an internet tv show that interviews entrepreneurs, people who give back to the community, and people who like to have fun. Claire resides in Dallas, Texas.

**Also, a Fern sponsored speaker**



**Bob Phillips**

Consultant to the Texas Travel Industry Association

[bob@improvingyoursuccess.com](mailto:bob@improvingyoursuccess.com)

972 467 1965

**TOPIC:**

**Improving Your Success**

Bob Phillips will lead you on a fun and interactive session that introduces four simple, yet powerful practices that anyone can learn to use to create amazing customer service using the FISH! Philosophy.

The FISH! Philosophy has helped millions of people bring team work, engagement, and a positive attitude not only to their work place, but to their personal lives as well.

Microsoft, Zappos, AT&T, and Harley Davidson are a few of the thousands of organizations worldwide who have adopted this vital philosophy and are providing amazing customer service, making their customers want to come back, again and again.



Steven G. Foster  
Managing Partner  
Foster + Fathom  
Email: [stevenfoster@foster-fathom.com](mailto:stevenfoster@foster-fathom.com)  
Website: [www.foster-fathom.com](http://www.foster-fathom.com)

#### TOPICS:

##### **Full-Throttle Goodness: Fueling Events with Passion, Power & Purpose**

Full-Throttle Goodness focusses on ways Giving Back can influence loyalty, increase brand awareness and create profound engagement in the communities where we live, work and meet. Steven says it best; *“purpose-filled work is not just another route to discovering personal satisfaction; its also the fuel that powers growth, relationships and influence, and that’s what meetings and events are supposed to do.”* How much more bottom-line, positive business impact could you generate at a meeting or event that gives back, changes lives, builds community, and educates and elevates everyone who participates in creating a real sense of purpose and meaning.

##### **Learner Outcomes**

- Identify the impact of giving back to your organization’s growth and business strategy
- Develop, plan, promote and execute a sustainable community service event
- Activate a “Full-Throttle Goodness” culture that engages attendees and stakeholders

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##### **Full-Throttle Leadership: Passion, Power & Purpose**

Provides organizations and individuals a leadership roadmap inspired by the many people he met across the county whose remarkable courage and resilience overcame unimaginable tragedies and challenges. Full-Throttle Leadership is the fuel that powers lasting impact and success through purpose-filled work, encouraging others on their own personal and professional ride. It’s finding passion in the many opportunities we have every day to give back in the communities where we live, work and meet.

##### **Learning Outcomes**

Passion: Position doesn’t make you a leader. Action makes you a leader

Power: Conditions Change. Learn to Ride in the Rain

Purpose: Never mistake horsepower for staying power

Steven G. Foster, CMP, is Managing Partner of [Foster + Fathom](http://www.foster-fathom.com), a Leadership Training and TRIBE-Building Group in Dallas, Tx. An award-winning speaker, writer, consultant, entrepreneur and advocate for giving back to communities where we live, work and meet; Steven’s roadmap for success is simple and straightforward; *“outlook always determines outcome, so “Full-Throttle.”*

**Also, a Fern sponsored speaker**





**Eric Mistic**  
VP, BD and Co-Founder  
Bear Analytics  
eric@bearanalytics.com  
571-259-4193

**TOPIC:**

**Got Growth? How Two Companies are Leveraging Data to Enhance Attendee Acquisition**

**When Data Met Strategy: A Love Story**

Eric Mistic is the VP of Business Development and Co-Founder of Bear Analytics. Serving as Bears' data evangelist, he uses his 15 plus years of trade show, conference and large association event experience to ensure Bear's solutions are actionable for the marketplace and can be easily translated to accelerate growth in marketing, attendee acquisition, and sales activity.

**Also, a Fern sponsored speaker**







Mary Ellen Sokalski, MAS  
The Scarlet Markteer Standout Marketing  
[maryellen@scarletmarketeer.com](mailto:maryellen@scarletmarketeer.com)  
[www.scarletmarketeer.com](http://www.scarletmarketeer.com)

#### TOPICS:

**The Secrets to Building Stronger Relationships - *From Door-Opening Networking to Door-Closing “Not Nows”* - Session Description:** An interactive session that engages even the most seasoned business professionals on how they can build new and existing relationships to accomplish even more goals, whether they are in the client or service partner role. The first part of the session concentrates on learning how to better network in the sea of prospects and service providers, no matter if you’re a shy introvert or a smooth salesperson. All levels will leave with their networking power tools sharpened to enter every event more strategically and purposefully than ever before. The remainder of the session covers best practices in building and firming relationships, creatively following up on opportunities, and learning to say no or not now (and respond to those cues professionally when presented.)

- The right way to approach networking (Yes, there is a correct way!)
- Developing a powerful elevator speech
- Preparing for your networking encounter
- Creative ways to follow up
- How to keep those relationships going with going overboard
- How to avoid time-suckers
- The best practices in saying and responding to NO or NOT NOW

#### **Learner Outcomes:** Participants will:

- Learn best practices in networking and building relationships
- Practices to avoid
- Learn and practice a new twist on a more productive elevator speech
  - Have fun practicing tips and secrets to improving their networking exchanges with new prospects and existing contacts.
- Discover why it’s important to follow up creatively
- Understand how to say NO, and respond to NO
- How to manage your networking space and time

#### **Tying the Trust Knot in the Workplace - Session Description:**

You spend 1/3 of your day with your coworkers. That’s a lot of time together with people from different backgrounds, personalities, job titles. So how do you get along better? Strengthen those ties? This session includes several physical exercises and fun, interactive trust-building sessions so participants can better understand how others feel, and see what it’s like to walk in someone else’s shoes. Exercises are appropriate for all.

#### **Learner Outcomes**

- Understand what trust means in the workplace

- Realize that more trust = better performance for all players
- Experience what it's like to see others you work with from a different perspective
- Discover what it feels like to play different roles in a company
- Be able to open talk about expectations from teammates

Mary Ellen Sokalski is known as the most award-winning and animated speaker in the Promotional Branding Industry, earning top audience scores and packed houses for the last 30 years. According to former SAAGNY Executive Director Jonathan Reigel, she "could make a reading of the phone book fun," but prefers to use her Mary Poppins bag of tips, tricks, props and colorful stories to leave audiences learning and laughing on a variety of topics. By work day, she led the marketing of two huge corporate giants (ASI & Bodek and Rhodes) – growing each 500% in her tenure - while also winning more creativity and results awards than any other individual. In 2014 she launched her own “stand out” marketing agency called The Scarlet Marketeer, and credits its first 4 years of success to good old-fashioned NETWORKING, roll-up-your-sleeves grass roots marketing, and her own secret sauce! She hopes to give you a taste during a fun, interactive networking adventure.

- Trained professional speaker with over 30 years presenting and facilitating sessions, from 10-3000
- Consistently rated “Top 5 Speaker” and facilitator at industry conferences on a dozen different topics
- Awarded both PPAI Speaker of the Year (one of only 6 ever presented) and PPAI Lifetime Achievement in Education (one of only 2 presented,) plus dozens of creativity-with-results marketing awards and service awards, including the PPAI Woman of Achievement in 2018.

**Also, a Fern sponsored speaker**

