

Event Information for Attendee Acquisition Roundtable (AAR) Virtual

Event Date & Times

Attendee Acquisition Roundtable on Zoom

October 15, 2020:

9:45 AM	Welcome; Objectives and Self Introductions
10:10 AM	Kimberly Hardcastle-Geddes, Chief Marketing Strategist, mdg -Attendee Acquisition in a Covid-19 World
10:30 AM	Breakout Session #1 and Reports
11:15 AM	Break
11:25 AM	Skip Cox, Senior Vice President Research & Measurement, Freeman – Attendee and Exhibitor Confidence Trends: Phase 5 Research
11:45 AM	Jacquelyn Wells, Senior Vice President, mdg – Choosing the Right Technology for an Online Event Starts with Marketing
12:05 PM	Lunch Break
12:35 PM	Christine Cullity, Director of Marketing and Public Relations, Convention Data Systems - The Show Went On: Insights from Las Vegas Summer Market (LVM) 2020
12:55 PM	Breakout Session #2 and Reports
1:45 PM	Break
1:55 PM	Speed Round and Summary
2:30 PM	Adjourn

For up-to-the-minute information, please go to [Attendee Acquisition Roundtable](#).

AAR Policies

As of September 2020:

AAR respects the information provided by our customers. This privacy statement discloses the type of information we capture about our customers, how we use it to communicate with our customers and how you can request to no longer receive communications from AAR.

Our Customers:

This policy applies to all customers of AAR, who include, but are not limited to, attendees, speakers, press and sponsors.

Customer Information and Use:

Two primary types of information are gathered about our customers:

- Financial information is used for or gathered during the registration process and includes, but is not limited to, credit card numbers, and expiration dates. This information is used only to process the transaction.
- Professional information includes, but is not limited to, name, title, company name, company address, phone number, and e-mail address. This also applies to questions answered on survey or registration forms, such as demographic information.

Opting Out:

AAR will accept, implement and maintain any customer request to opt out of future e-mail communications from AAR. If you would like to opt out of all e-mail communications from AAR, please contact Sam Lippman at sam@lippmanconnects.com or [703.979.4904](tel:703.979.4904).

Security:

This site utilizes a secure server to protect information.

Cancellation Policy

Full refunds will be allowed until October 8, 2020. After October 8, substitutes that meet AAR Virtual's eligibility requirements will be permitted.