

2020 Exhibition & Convention Executives Forum (ECEF) Information

Monday, November 16

8:00 am ECEF Platform opens

Wednesday, November 18 - Exhibition & Convention Executives Forum

9:00 AM TechDemos and Networking—TechDemo experts will give demonstrations of 16 event-ready technologies. Also the networking module will be open and ready for appointments.

9:50 AM 18 Years of ECEF

10:00 AM Welcome and 5 Key Data Points in 5 Minutes— Sam Lippman, President, Lippman Connects will start the day with his take on the most recent data and insights from Freeman's Event Research.

10:10 AM Opening Keynote: Post-Pandemic Winner or Loser? Choose!—There is a tech-empowered, data-driven path through the pandemic . . . and beyond. Those that choose this path will be in the best position to grow and thrive. In his keynote, Shelly Palmer, CEO of The Palmer Group, will show you how to proactively leverage your data and your existing infrastructure to create value for your business.

10:30 AM Question and Answer

10:50 AM Networking Break

11:00 AM Breakout Sessions— Facilitators lead groups of 20 in 30-minute sessions on the following topics:

- **Aimee Gabel**, Chief Experience Officer, Solar Energy Trade Shows, *Creativity vs. COVID*
- **Ken Holsinger**, Senior Vice President Strategy – Digital & Data, Freeman, *Event Evolution Discussion: Using Research to Design*
- **Tiffany Moore**, Senior Vice President of Political and Industry Affairs, CTA/CES, *What Election 2020 Means for the Exhibitions and Conventions Industry*
- **Carrie Freeman Parsons**, Chair of the Board, Freeman, *The Power of Leading with Heart*
- **David Peckinpugh**, President, Maritz Global Events, *Adaptability*
- **Karalynn Sprouse**, Executive Vice President, Emerald, *Empowering/Creating Next Gen Leaders*
- **Greg Topalian**, CEO, Clarion UX, *New Revenue Streams*

11:30 AM Keynote: 3 Branding Rules for the Pandemic: TWISTING Uncertainty into Opportunity - Part 1 – These are scary times for the events business, but one silver lining is that disruption can actually breed significant innovation. That is why global branding expert, Julie Cottineau, Founder and CEO, BrandTwist, will talk about in her keynote - How to Boost Your Brand Immunity by Twisting Uncertainty into Opportunity. Julie's TWIST technique looks at branding challenges from new angles and offers actionable tips and tools to create fresh solutions for

our industry. You will learn how to: TWIST your offering - deliver products/services in line with what your customer's need right now. TWIST your touch points—create rich brand experiences with a mixture of virtual and tangible touches. TWIST for the greater good - show you care about your clients, while communicating your brand promise.

11:50 AM **Question & Answer**

12:00 PM *Networking Break*

12:10 PM **What a Rebound Looks Like: View from Asia and Europe**—In other parts of the world nations are getting enough control over COVID-19 to allow large scale in-person events to resume. Kai Hattendorf, Managing Director/CEO, UFI and Mark Cochrane, Regional Manager Asia/Pacific, UFI will discuss how these events offer the hope of a rebound even before a vaccine is available. What conditions must be present and what precautions must be observed to satisfy health officials, exhibitors, and attendees?

12:30 PM **Brown Bag Lunches**—Destination hosts will lead discussions with 20 executives over lunch on the following topics:

- **Brad Kent**, Chief Sales & Services Officer, VisitDallas, *The Future of Your Show*
- **Troy Love**, Senior Sales Manager, Visit San Antonio, *Enhancing Engagement and Experience: New WOW Factor*
- **Carol Motley**, Director of Convention Sales, Destination DC, *Positioning Your Show in a Destination Facing Social Justice Issues*
- **Lisa Phelps**, Sales Executive, Las Vegas Convention and Visitors Authority, *Las Vegas: Meet Smart*
- **Melissa Riley**, Vice President, Convention Sales and Services, Destination DC, *How Destinations Are Working Together in This Climate*
- **John Schreiber**, Vice President, Business Sales, Las Vegas Convention and Visitors Authority, *Las Vegas: Meet Smart*
- **Ed Simon**, Senior Vice President, Convention Sales & Services, Greater Fort Lauderdale CVB, *Working with Your Destination to Increase Attendance*
- **Steve Walker**, Executive Director, Citywide Sales, MGM Resorts International, *Status of Business in Las Vegas*

TechDemos and Networking also available.

1:30 PM **Breakout Sessions**— Facilitators lead groups of 20 in 30-minute sessions on the following topics:

- **Lori Anderson**, President & CEO, International Sign Association, *Staff Alignment & Collaboration When Your World Has Been Flipped*
- **Steve Basch**, CEO, Shepard, *Cash Conservation*
- **Le'Ann Callihan**, Director for NAPE Expo, NAPE, *Driving Exhibitor Value at a Virtual Event*
- **Bergitta Cotroneo**, Deputy CEO, Alliance for Academic Internal Medicine, *5 Reasons Your Organization's DEI Strategy May Not Be Working*
- **Susan Friedman**, Head of Field Marketing for Americas Cable & Media verticals, Cisco, *Driving Exhibitor Value at a Virtual Event*
- **Kerry Gumas**, President, Metacommet, *Forecasting Virtual, Hybrid & Live Event Revenues*

- **Kimberly Hardcastle Geddes**, Chief Marketing Strategist, mdg, *How Integrated Models Will Evolve in 2021 and Beyond*
- **Don Kline**, CEO, MYS, *Moving to Hybrid Events and Providing ROI with Reduced Attendance*
- **Megan Murphy**, Director Channel Sales & Partnerships, Freeman, *Driving Exhibitor Value at a Virtual Event*

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| 2:00 PM | Keynote: 3 Branding Rules for the Pandemic: TWISTING Uncertainty into Opportunity - Part 2 |
| 2:20 PM | Question and Answers |
| 2:25 PM | Summary and TechDemo Briefing |
| 2:30 PM | TechDemo and Networking —TechDemos provides time efficient introductions to 16 event-ready technologies from industry-leading partners. TechDemo Solutions Directory |
| 4:00 PM | Adjourn |

Thursday, November 19

11:00 am - 1:30 pm **TechDemo**

Friday, November 20

11:00 am - 1:30 pm **TechDemo**

For up-to-the-minute information, please go to [Exhibition & Convention Executives Forum](#).

ECEF Attendees

ECEF is exclusively for top-level executives (CEOs and vice presidents) from associations and independent event-producing organizations. Executives should have strategic decision-making responsibilities and a primary objective of your organization is to produce the event that the organization owns.

ECEF Policies

Privacy Statement

As of September 2020:

ECEF 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 ECEF.

When you register for ECEF you agree to have your contact information shared with other ECEF 2020 registrants. If you do not want your information shared, please email ecefconciierge@lippmanconnects.com.

Our Customers:

This policy applies to all customers of ECEF, 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.

Opt Out:

ECEF will accept, implement and maintain any customer request to opt out of future e-mail communications from ECEF. If you would like to opt out of all e-mail communications from ECEF, please [click here](#) to manage your subscription.

Security:

This site utilizes a secure server to protect information.

Cancellation Policy

Full refunds for cancellations through November 16, 2020, or transfer to a colleague anytime.