



2021 Exhibition & Convention Executives Forum (ECEF) Information

[Hyatt Regency Crystal City at Reagan National Airport](#)

2799 Richmond Hwy.

Arlington, VA 22202

ECEF will abide by all applicable health and safety regulations.

Monday, November 1 (Eastern Time)

8:00 am ECEF Platform opens with access to networking and content

Tuesday, November 2

6:00 pm *In-person Registration*

7:30 pm *In-person Welcome Reception*

Wednesday, November 3 - Exhibition & Convention Executives Forum

8:00 AM *Breakfast*

9:00 AM **Welcome**

5 Key Data Points in 5 Minutes—Sam Lippman, President, Lippman Connects will share his take on the most recent data and insights from Freeman's Event Research

A Conversation with John Hoffman - John Hoffman, CEO of GSMA will be interviewed by Robert Mesirow, Partner & Leader Connected Solutions/IoT, PwC

Self-introductions

10:00 AM **Meet the Speakers**—John Hoffman and Robert Mesirow

ECEF-TV Interviews

Book Signing —Gary Shapiro, President and CEO, Consumer Technology Association (producers of CES), will sign his book, [Ninja Future - Secrets to Success in the New World of Innovation](#).

11:00 AM **HLTH and Money 20/20 Case Studies** —Monique Ruff-Bell, Event Director of Money20/20 USA and Richard Scarfo, President of HLTH share their success strategies.

Venues of the Future - Robert Svedberg, Principal at TVSDSIGN

12:00 PM *Lunch*

- 1:00 PM **Envisioning the Event Industry in the Future. How Your Business Will Change** - John Cordier, CEO and Co-Founder of Epistemix Inc.
- 2:00 PM **Meet the Speaker** –John Cordier
- ECEF-TV Interviews**
- Book Signing**—Ben Chodor, President, Digital Media Solutions, Intrado will sign his book, [Transitioning to Virtual and Hybrid Events](#)
- 3:00 PM **Digital Event Reporting: Standards, Data Ownership & Certification** What you need to know and require of your digital event platform provider. Join us for a sharing of key findings of BPA’s “Reporting Standard for Digital Events (RSDE)” working group.
- Moderator:** David Adler, Chairman & Founder of BizBash, a Tarsus Company
- Panelists:** Robyn Davis, CEO of Exhibitors WINH and Rhonda Wunderlin, Senior Vice President, Performance Marketing at Questex
- 4:00 PM Adjourn
- 8 AM-4 PM **In-Person TechDemo**—TechDemo provides time-efficient introductions to event-ready technologies from up to 20 industry-leading partners. [TechDemo Solutions Directory](#)

Thursday, November 4

11:00 AM-1:00 PM **TechDemo on the ECEF Platform**

Friday, November 5

11:00 AM-1:00 PM **TechDemo on the ECEF Platform**

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

Cancellation Policy

Full refunds for cancellations through October 29, 2021, or transfer to a colleague anytime.

ECEF Policies

Privacy Statement

As of January 2021:

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.

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.

Opting 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 contact Sam Lippman at sam@lippmanconnects.com or 703.979.4904.

Security: This site utilizes a secure server to protect information.