



Event Location

[Virginia Tech Executive Briefing Center](#), 900 N Glebe Rd, Arlington, VA 22203

Program – Thursday, March 10, 2022

- 8:00 AM *Networking Breakfast*
- 9:00 AM Welcome and Introductions — Sam Lippman, President, Lippman Connects
- 9:45 AM **Attendee Acquisition Research Briefing**—Joe Federbush, President & Chief Strategist at EVOLIO Marketing, will provide a top-line briefing of the major findings of recent Attendee Acquisition research
- 10:30 AM *Networking Break*
- 10:50 AM **Working with Your Destination**
- 11:00 AM Breakout Sessions and Reports I: Breakout sessions on a hot topic will be followed by sharing key takeaways.
- 12:00 AM *Networking Lunch*: Make valuable connections with marketing professionals and experts.
- 1:15 PM **10 Big Changes You Can't Afford to Ignore**--Get ready to question everything you thought you knew about marketing to attendees when mdg's VP of Strategic Account Management, Shauna Peters, leads an interactive exercise. Here's just some of what you will take away:
- Understand key marketing developments that are driving attendee response.
 - Learn message and imagery strategies that are in step with COVID-era sentiment.
 - Get a preview of the future of attendee marketing and the trends to watch.
- 2:00 PM **Creating a Hybrid Strategy**
- 2:30 PM **Identifying New Prospects**
- 2:45 PM *Networking Break*

- 3:05 PM Breakout Sessions and Reports II: Breakout sessions on a hot topic will be followed by sharing key takeaways.
- 4:00 PM Speed Round and Summary: The information exchange accelerates to a furious pace when the team shares takeaways.
- 4:30 PM Adjourn

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

Sponsors

EVOLIO Marketing, Gather Voices, mdg, MeetPITTSBURGH, and TSN

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