



Event Location

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

Program – Thursday, October 27, 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 **Session 1**
- 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 **Session 2**
- 2:00 PM **Session 3**
- 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

CDS, EVOLIO Marketing, Gather Voices, mdg, TSNM, and VisitDallas

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