



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 **Three Best Practices to Increase Attendee Acquisition**—Your registration process and data are more powerful attendee acquisition tools than you currently realize. Learn three best practices from Mara Kolter, Vice President, Business Development, Convention Data Services (CDS), that every marketer should know about, but relatively few do. You can easily implement them to generate leads, identify opportunities, and deliver more qualified attendees to your event. In this interactive session, you will take away the following actionable information:
- How to engage current registrants and influencers using a familiar tool in new, creative ways.
 - The reg data almost everyone is overlooking—and missing valuable insights.
 - What to do with that data.
- 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 **Digital Marketing Magic**—Is your digital campaign so 2019? Learn about audience-builder tactics that are cost-effectively reaching and converting new prospects across a wide spectrum of events. From setting digital performance

goals to choosing the right channels to learning how to build experimentation and testing into a campaign and more, mdg's digital marketing expert, Erin Lee, will be sharing all of mdg's best secrets.

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

CDS, EVOLIO Marketing, Gather Voices, mdg, *TSNN*, and VisitDallas

Trusted Conversational AI Partner

42Chat

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