



## Event Location

[Hyatt Regency McCormick Place](#) - 2233 South Dr. Martin Luther King Jr. Drive, Chicago, IL, 60616-9985

## Program – Thursday, July 28, 2022 (all times are CT)

- 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** – Tamara Jones, Senior Director, Choose Chicago
- 11:00 AM      Breakout Sessions and Reports I
- 12:00 AM      *Networking Lunch:* Make valuable connections with marketing professionals and experts.
- 1:15 PM      **Harnessing the Power of Content to Drive Attendance** – Christine Johnson, Director of Content - mdg, A Freeman Company
- 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
- 4:00 PM      Key Take-aways and Summary
- 4:30 PM      Networking Reception at THE TAP Powered by Xfinity at McCormick Place

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

## Sponsors

ASP, Choose Chicago, EVOLIO Marketing, Gather Voices, Hyatt Regency McCormick Place, mdg, and TSNN

## **Trusted Conversational AI Partner**

42Chat

### **Cancellation Policy**

Full refunds will be allowed until July 21, 2022 – or substitute an eligible colleague from your organization at any time.

### **AAR Policies**

#### **As of January 2022:**

AAR 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 AAR.

#### **Our Customers:**

This policy applies to all customers of AAR, 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:**

AAR will accept, implement and maintain any customer request to opt out of future e-mail communications from AAR. If you would like to opt out of all e-mail communications from AAR, please contact Sam Lippman at [slippman@lippmanconnects.com](mailto:slippman@lippmanconnects.com) or [703.979.4904](tel:703.979.4904).

#### **Security:**

This site utilizes a secure server to protect information.