

Program and Schedule at the J. W. Marriott, Washington DC

Tuesday, June 1, 7:30 PM – 9:30 PM, Welcome Reception

Wednesday, June 2

- 7:00 AM Breakfast
- 7:30 AM Self introductions
- 8:00 AM Keynote – Pictures at an Exhibition: **Peter Weedfald**, President, Gen One Ventures, explains how exhibitions improve customer care and must be repositioned as “opportunities to increase exhibitors’ productivity.”
- 9:00 AM Peer-to-Peer Executive Learning: Jacobs and Lippman facilitate a session on a topic selected in advance and driven on-site by live audience polling.
- 9:15 AM Creating an International Partnership – Water Quality Association & Amsterdam RAI: **Peter Censky**, Executive Director, Water Quality Association, tells how to manage divergent “cultures” – a U.S. association and an overseas media company – to create a profitable international event.
- 10:00 AM Networking break
- 10:30 AM Peer-to-Peer Executive Learning: Wayne Jacobs and Sam Lippman
- 11:00 AM If You Don’t Ask, You Don’t Know! **David Etzler**, CEO of OutsourceWorld, reveals how market research rebranded his exhibition and shocked his staff.
- 11:50 AM Networking lunch
- 1:10 PM Business Travel Update: **Roger Dow**, President, U.S.T.A., and **Helen Marano**, Director, DOC’s Office of Travel and Tourism Industries, provide the outlook on business travel to the U.S. by attendees and exhibitors.
- 2:00 PM Exhibitions as Your Industry Mouth Piece: **Kathleen Schmatz**, President & CEO, Automotive Aftermarket Industry Association, reveals how she uses her exhibition to amplify efforts in government affairs and Wall Street recognition.
- 2:30 PM Peer-to-Peer Executive Learning: Wayne Jacobs and Sam Lippman
- 2:50 PM Networking break
- 3:10 PM Closing Keynote - Finding Blue Oceans in the Exhibition and Convention Industry: Strategist **Roch Parayre**, a consultant and Fellow at the Wharton School, will tell you how to innovate away from your competition.
- 4:10 PM Key Findings and Summary: Wayne Jacobs and Sam Lippman
- 4:30 PM Adjourn