



Orlando, Florida

*JW Marriott Orlando, Grande Lakes
& Ritz-Carlton Orlando, Grande Lakes*

September 11-14, 2023



Masterclasses

These longer-form sessions, staged on September 13, are designed to help round out your “whole self,” with a variety of offerings that focus on both personal and professional growth.

Battling Burnout the Wellbeing Way

Let’s face it, there are very few in the events industry who aren’t experiencing fatigue. Long hours, unreasonable demands and high stress have certainly compounded in the last three years, leaving many at a crossroads. In this Masterclass, you’ll learn how to battle burnout using a variety of wellbeing and mindfulness techniques to help calm those nerves, level-set on demand and bring better balance to your professional and personal lives. A permanent change of mindset is your key to true wellbeing, and you will learn from an expert a self-care system that actually works!

Maria Marciano – Owner – Somatic Burnout Recovery for Women

Time: 2:00 – 4:00 PM

Maximum Audience Size: 50

Caricatures, Cartoons & The Creative Process

The use of visuals helps us effectively communicate, and the creative process used for caricatures and cartoons can be applied in many ways to business challenges, i.e. this session is fun but by no means fluffy! Keelan Parham has garnered major awards and built an impressive enterprise around his and others’ ability to communicate well through cartoons and caricatures. During this Masterclass, you’ll get expert instruction around the basics of bringing characters to life using your own hands and the tools of the trade. Naturally, you’ll be able to take your drawings with you to share with friends and colleagues (or not).

Keelan Parham – Co-Owner/VP – Artistic Talent Group

Time: 2:00 – 3:15 PM

Maximum Audience Size: 30



Do We Really Have to Get the Lawyers Involved? (The short answer is, of course, yes.)

It's never been easy to navigate internal stakeholders to produce a great event, but our clients have told us that in the last few years it's gotten even harder. In a post-pandemic world, legal, procurement, finance and risk management teams are more involved in event planning and contracting than ever before, and too often those stakeholders don't understand the events industry. Maritz's Deputy General Counsel, Jill Blood, and Managing VP of Sales, Dave Caldwell, will lead an interactive discussion on industry contracting and risk mitigation trends they're monitoring, and suggestions for how to best navigate and educate internal stakeholders in this new risk-averse world. There will be plenty of time for Q&A, so come prepared with tough questions.

Jill Blood – VP, Deputy General Counsel – Maritz

Dave Caldwell – Managing VP, Sales – Maritz

Time: 2:00 – 3:35 PM

Maximum Audience Size: 40

Fast Forward: Emerging Event Technologies

We get it! Keeping up with technology is tough, and once you think you know it all, along comes the next “game changer.” In this session, our favorite geeks will show and tell you everything they can (and then some) about what's new and what's next. Learn about the latest tech, how it can make your life easier and how to avoid the empty promises that are so often lurking around the next corner. Be a geek for the afternoon, and then flex your new knowledge to your friends back home.

John Wahle – Enterprise VP – Maritz

Aaron Dorsey – VP Product Management, Information Security & Privacy – Maritz

Rob King – Product Engineering – Maritz

Time: 2:00 – 4:00 PM

Maximum Audience Size: 40



High Performance Communications: Listening First

Rarely do we get access to keynote speakers for in-depth learning. During this engaging, interactive session loaded with immediately applicable tools, you'll learn from Victoria Labalme how to take your communication talents to new heights, beginning with the most important element of effective communication – listening. With this critical skill in place, you'll be even better positioned to craft and deliver messages that resonate deeply with your audiences. This laughter filled, tactical, and transformational session will uplevel your communications skills not only in your professional life, but in your personal life as well. Join us for this truly unforgettable Masterclass experience.

Victoria Labalme – Performance Strategist

Time: 2:00 – 4:00 PM

Maximum Audience Size: 50

Mastering the Art and Science of Event Design

You asked, and the answer is yes. Design Studio by Maritz is opening its playbook for a select few. Drawn from our own Master Designer Course exclusive to Maritz team members, we will share:

- The behavioral science that guides our practice
- Our proprietary frameworks and how to use them
- Guidance around how to use design thinking in most any situation

We promise a session that is useful, applicable, thought provoking, has actionable takeaways, and is based in all the characteristics of design thinking.

Claire Lester – Design Studio Strategist – Maritz

Time: 2:00 – 4:00 PM

Maximum Audience Size: 30



Par and Pickled: How to Incorporate Golf and Pickleball into Your Events

Pickleball is the fastest-growing sport in the United States, and resorts are turning their tennis courts into pickleball palaces at a breakneck speed. Learn the basics of the game (and try your hand at it!), and see why it's perfect for wellbeing, teambuilding and more. Our experts will then take you from the courts to the greens for a "sip and chip" where we'll talk about what golf looks like at today's events (hint: it's not four-plus hours spent playing 18 holes).

Ritz-Carlton Orlando, Grande Lakes Staff

Time: 2:00 – 3:00 PM

Maximum Audience Size: 40

Powerful Persuasion

Event executives often need to sell – whether a new direction, fresh elements or (gulp) higher costs – and speculative stakeholders can often get in the way of productive or necessary change. Learn how to master the art of persuasively presenting change to bosses, partners and other stakeholders that might otherwise thwart progress. This session covers the basics of presenting well, then elevates to the techniques and words that can help create buy-in with any audience.

Cat Mulvihill, Roger Love Method™ Certified Speaking Coach

Time: 2:00 – 4:00 PM

Maximum Audience Size: 40

Simplicity Meets Efficiency: Hello, Generative AI!

Most of us have heard about or dabbled with artificial intelligence. It's time to learn more – much more! Welcome to the new world of professional productivity and efficiency, brought to you by the power of Generative AI. This interactive session takes you through the basics of AI and its transformative power. We'll demonstrate why it's a game-changer and how you can start using it immediately. Discover how artificial intelligence can supercharge your daily routine, enhance your communication and ultimately gift you the time to focus the things that matter the most.

Robbie Sawyer, Experience Designer – redbutton.tv

Sam Stanton, Founder/Experience Designer – redbutton.tv

Time: 2:00 – 4:00 PM

Maximum Audience Size: 40