



**Orlando, Florida**

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

**September 11-14, 2023**



## The Quad – Learning Pods

Our first full day at Elevate is all about education – the bite-sized kind with immediate applications.

### **The “New” Business of Events**

As costs skyrocket, event professionals are tasked with ensuring they get the most bang for their buck today – and know how to budget for events tomorrow. Leading industry experts weigh in on pricing, leisure vs. group business, and where the industry is heading. Candid conversation, pointed questions, and a little bit of tough love make this a must-attend session for anyone who touches event sourcing and/or budgets.

*Mary Casey – Enterprise Vice President, Sales and Marketing – Maritz*

*Daryl Cronk – Director of Hospitality Analytics – CoStar*

*Lee Jones – Vice President of Revenue Management US and Canada – Marriott International*

*Dave Minnelli – Senior Director, Event Analytics – Maritz*

### **The Gen Z U-Turn**

As millennials graduate to elders (ahem), we must now get ready for serving and working with Generation Z – and they are indeed a very different breed. Dr. Corey Seemiller has dedicated the better part of her career to researching and understanding Gen Z – their behaviors, preferences, likes and dislikes. During this engaging session, Dr. Seemiller will present information and facilitate a discussion around how we might adapt our events and our workplaces to best attract and retain this exciting and complex new generation.

*Corey Seemiller, PhD – Educator, Researcher, Author, Speaker*



## **Presenting Your Best Self**

While we are all thrilled to see the resurgence of in-person events, there is no doubt that virtual presentations, pitches, meetings and events are now permanently woven into the fabric of society. There are many aspects to showing up well in the digital space, whether presenting to thousands or attending an internal meeting. During this session Cat Mulvihill will help you bring out your best during virtual presentations and meetings through proven techniques. Learn how to build connection through a screen, keep your audience's attention, and create a "wow factor" every time. You, in turn, can then become the teacher to your stakeholders, helping them up their game as you have yours.

*Cat Mulvihill – Roger Love Method™ Certified Speaking Coach*

## **Elevating Events: You + AI**

AI won't solve all our problems, at least not yet. But when harnessed effectively, it will make our lives a lot easier and our events even better. Learn from experts about the different types of AI, how they can be used and what they can accomplish. This session will also specifically explore the different ways AI can be utilized to improve the quality of your events while saving you time and money 😊!

*John Wahle – Enterprise VP – Maritz*

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

*Robbie Sawyer, Experience Designer – Red Button*

*Sam Stanton – Founder/Experience Designer – Red Button*