

The Shows

Must

Go On!

JULY 22 | 9 A.M. – 6 P.M.

The IAEE SE Chapter is excited to invite you to attend our Southeastern Classic, an educational and networking event. For the past 30 years, the SE Classic has been a key event developed by show planners and suppliers from the industry where professionals learn from their peers. This year's event will be packed full of interactive educational components mixed with fun, networking events.

After a year of mostly virtual events, we are excited to host the 30th edition of the Southeastern Classic as a hybrid event in Atlanta!

As we all know, THE SHOWS MUST GO ON...whether they are virtual, hybrid or in person! Our thought leaders will provide information on tips for hosting hybrid events, what's new in the world of sponsorships, staying healthy and productive while setting boundaries, and legal considerations for planning meetings and events in a COVID-19 world. "Unconference" sessions will also be offered with peer-to-peer discussions on the topics YOU choose. Then, we will round out the day with a Networking Meet & Greet where you can reconnect with your peers in the industry!

The SE Classic will only be held Thursday, July 22, in Atlanta at the Atlanta Convention Center at AmericasMart. A full day of learning and networking is planned, so register, bring your team and join us for THE SHOWS MUST GO ON. You will not want to miss it!

SE CLASSIC SCHEDULE

30th ANNUAL SOUTHEASTERN CLASSIC, July 22, 2021
ATLANTA CONVENTION CENTER AT AMERICASMART

9:00 am – 9:15 am
Welcome

9:15 am – 10:00 am

Top Five Tips for Hybrid Events

Carrie Ferenac, President and Co-Founder, CNTV, and
2021 IAEE CEIR Chairperson of the Board

10:00 am - 10:45 am

What's New in Sponsorships *(presented virtually)*

Meg Fasy, Principal, FazeFWD

Sponsored By: **fern** Expositions
Events
Experiences

10:45 am– 11:00 am

Break

Sponsored By: Zimmerman Consulting LLC

11:00 am – 12:00 pm

Unconference Session Part 1: Peer-to-Peer

**Discussions on Topics You Choose (Brainstorming
Activity)**

Robyn Davis, Trade Show Strategy Specialist, Exhibitors
WINH LLC

12:00 pm – 12:15 pm

Photos

12:15 pm – 1:15pm

Lunch

Sponsored By: U.S. Poultry & Egg Association

1:15 pm – 2:15 pm

**Unconference Session Part 2: Peer-to-Peer Discussions on
Topics You Choose (Discussion Groups and Debrief)**

Robyn Davis, Trade Show Strategy Specialist, Exhibitors WINH LLC

2:15 pm – 2:30 pm

Break

Sponsored By: Atlanta Convention Center at AmericasMart

2:30 pm – 3:45 pm

**A Legal Perspective on Planning Events in a Covid-19 World:
Understanding New Contract Clauses for Event Sponsors Going
Forward**

John Foster, Attorney and Counselor at Law, Foster, Jensen & Gulley
Sponsored By: Atlanta Convention & Visitors Bureau, Hilton Atlanta,
Hyatt Regency Atlanta, Sheraton Atlanta Hotel, The American Hotel,
The Omni Atlanta Hotel, The Westin Peachtree Plaza, Georgia World
Congress Center, and the IAEE Education Fund

3:50 pm – 4:50 pm

Survive & Thrive *(presented virtually)*

Kate Patay, Chief Strategy Officer, Patay Consulting

Sponsored By: IAEE Education Fund

4:50 pm – 5:00 pm

Closing Remarks

5:00 pm – 6:00 pm

Networking Meet & Greet

Sponsored By: Atlanta Convention & Visitors Bureau

CE CREDITS

For those seeking recertification, participating in the IAEE SE Classic
could result in 4 CE credits being awarded to attendees.



The health and safety of everyone who attends the SE Classic is a top priority. Guidelines from the Centers for Disease Control and Prevention (CDC), state and local governments and the event facility regarding COVID-19 will be followed. More information will be provided closer to the event.

Five Tips for Hybrid Events

Carrie Ferenac, President and Co-Founder, CNTV, and 2021 IAEE CEIR Chairperson of the Board

In this session, you will walk away with five ideas on how to make your hybrid event more engaging for attendees, exhibitors and speakers. We'll show you how to incorporate an emcee, as well as how to bridge the gap between your face-to-face event and your virtual audience.

What's New in Sponsorship

Meg Fasy, Principal, FazeFWD

In this session, you will learn what is new in the world of sponsorships, including:

1. How and When to Incorporate New Ideas
2. How to Build a Strong Sponsor Eco-System
3. Learn What's Next



Survive & Thrive

Kate Patay, Chief Strategy Officer, Patay Consulting

The current climate has caused many of us to really examine what we do, what's meaningful to us, and how we continue to grow business in an unstable economy. 2001 and 2008 were warm-ups for 2020. Physically separated from our teams and clients, it is essential to adapt to this new reality.

In this session you'll learn tips for staying productive, healthy and setting boundaries, as well as not getting into a funk (or snapping out of it) and scheduling yourself to make the most of the time.

Unconference: Peer-To-Peer Discussions on Topics You Choose

Robyn Davis, Trade Show Strategy Specialist, Exhibitors WINH LLC

Part 1 – Introduction, "Rules," and Topic Brainstorming Activity | Part 2 – Discussion Groups and Debrief

If you're like most event professionals, you attend events (like this one) to get inspired, find solutions, and form real relationships. However, in these uncertain times, you know better than anyone how tough it can be to predict which topics will provide the most relevant and actionable takeaways further than a few weeks, days, or even hours in advance... you also know that decisions like these have to be made much further in advance (or else you wouldn't have this session description to read now). So, these "unconference" sessions are your time: your time to ask for advice on a big challenge you haven't quite figured out how to overcome, your time to help others avoid making the same mistakes you've already made, and your time to connect with your peers about the topics that matter most to you – not months in advance, but in the moment, during this event.

In other words: if you've ever wanted to swap the slide decks and sales pitches for actionable insights and valuable peer-to-peer collaboration, these sessions are for you! Specifically, if you choose to participate, you will:

- Discover a new session format that you can bring back to your organization and events
- Quickly identify the most common challenges and opportunities your peers are facing right now
- Contribute to productive small group discussions on the topic(s) you choose; asking questions, sharing ideas and insights, disagreeing respectfully, and supporting one another
- List top takeaways from each discussion group and this experience, overall

A Legal Perspective on Planning Events in a COVID -19 World: Understanding New Hotel Contract Clauses for Event Sponsors Going Forward

John S. Foster, Esq., CHME, Attorney, Speaker, Author and Legal Counsel, FOSTER, JENSEN & GULLEY

Although vaccines are here, coronavirus is still with us and meeting contracts have forever changed. Planners must be diligent in understanding their role as risk managers in adding wording to facility and other vendor contracts that protect the event sponsor legally and financially. This presentation will discuss how event sponsors can manage risk and liability by ensuring that facilities comply with proper health and safety guidelines and practices; hold harmless, indemnification and insurance requirements; and well-written force majeure clauses. We will also discuss the use of waivers of liability and what they should say, and how to handle deposits. Industry legal expert John Foster, Esq., CHME, will present this topic and answer your questions at the end.

Issues addressed:

- The four legal duties meeting and event sponsors have to their attendees
- How to address the duty of facilities to comply with safety and health industry guidelines
- The purpose and proper wording of Hold Harmless and Indemnification and Force Majeure clauses

Carrie Ferenac

Carrie and her business partner, Marcelo Zolessi, co-founded Convention News Television (CNTV) in 2007 after seeing a need for digital content and live production in the exhibitions and events industry. Now, the company produces live and remote for more than seventy clients annually. In 2020, they made the switch to virtual events, and have helped dozens of their clients take their events online. They now have a virtual platform called CNTVnow and are producing hybrid events for the industry. CNTV is proud to partner with IAEE, PCMA, ECEF, TSNN and Tradeshow Executive to produce video content and live coverage of industry events throughout the year.

Carrie has an extensive background in broadcast journalism and management. She spent 11 years at the NBC affiliate in Orlando (WESH-TV). Now, she is entrenched in the events industry. She is the current chair of the CEIR Board of Directors, and incoming chair of the IAEE Board. She volunteers her time and energy to projects that forward the industry, including Exhibitions Day, Exhibitions Mean Business campaign and the Diversity, Equity and Inclusion committee of IAEE. She was a finalist for PCMA's Supplier of the year in 2017 and 2019 and was recently featured on the cover of Trade Show Executive magazine.

Meg Fasy

Meg's career spans several markets including hotel, CVB, industry associations, event technology and strategic partnerships, where she has been both a buyer and seller. She has worked for (or with) some of the biggest brands you know. Meg's clients turn to her to help them with their In-Person & Virtual event strategy, where she has helped to create some of the most engaging & immersive experiences for their attendees. Meg is well known for motivating sales and marketing teams, driving strategy, and connecting people. She started FazeFWD, a sponsorship management company, because she saw the need to elevate the conversations between organizers and brand partners for the mutual goal of increasing attendee engagement.

Meg is an energetic speaker who has been a featured expert in most of the major meeting and event industry publications, including MPI's The Meeting Professional and PCMA's Convene. When she is not focused on creating the next big thing in the meetings and events industry, you will often find Meg on the water where she is an international dragon boat racer.

Robyn Davis

Award-winning exhibitor trainer, Robyn Davis has earned the Certified Professional in Talent Development (CPTD) certification and Bachelor of Science degree in Aerospace Engineering. She is a new board member of the IAEE Southeastern Chapter and an active member of IAEE's national Advocacy Committee. Robyn has presented educational sessions at industry events like ExhibitorLive, IMEX America, and Expo! Expo! and written articles for industry publications like the CEIR blog, Exhibitor Magazine, and TSNN. Though her company, Exhibitors WINH LLC, she is a CMP Preferred Provider (which means some of the classes Robyn teaches are preapproved for CMP CE credits).

Robyn's company, Exhibitors WINH LLC provides strategic training and consulting services to exhibitors through their event organizers. Robyn partners directly with shows like RSNA, the Offshore Technology Conference, AAPEX, and the SHOT Show to improve exhibitor engagement, satisfaction/results, and retention through custom exhibitor success programs and EAC facilitation services.





Kate Patay

Kate Patay, CPCE, is the Chief Strategy Officer of Patay Consulting, a firm designed to help businesses and individuals discover and amplify their authentic brand and image. She is an international speaker, brand strategist, image consultant, industry influencer, SEARCH Foundation Chairwoman and Ambassador for the Meetings Mean Business Coalition and AllSeated.

Kate has been a recognized industry professional and sought after thought leader for over 20 years in many facets of special events and has served on and advised the boards of numerous associations and organizations. She currently speaks for and coaches some of the top leaders and companies in the hospitality industry and beyond, while mentoring countless individuals, inspiring upcoming leaders and advocating for numerous charitable causes. . In 2021 Kate was named one of the Top 25 Women Who Run the Event World by Eventcombo. 2020 has brought Kate recognition as a Top Changemaker from MeetingsNet and Top 99 Keynote Speaker Globally by Hubilo, as well as one of the Top 100 Most Influential People in Global Events. She is in the Smart Meetings Hall of Fame and was honored with the coveted Pacesetter Award from Events Industry Council.



John Foster

John S. Foster, ESQ. CHME is an attorney, speaker, author and legal counsel whose firm, FOSTER, JENSEN & GULLEY, specializes in the legal aspects of meetings and conventions, trade shows and events, and association management. He has been an associate or general counsel for more than 400 national and regional associations and companies since 1986 and has been named nine (9) times as one of the 25 most influential people in the meetings industry by MeetingNews.

Professional Convention Management Association (PCMA) members voted John special recognition as its "Author of the Year" for his frequent contributions to Convene magazine. His peers have also voted John a Special Recognition Award as "Corporate Member of the Year" through the Georgia Society of Association Executives (GSAE). He has also been selected as a Subject Matter Expert (SME) for the Meeting Professionals International (MPI) peer-to-peer assistance program, a select member of the MPI Advisory Panel, and a Platinum Speaker for Meeting Professionals International (MPI) and a former outside counsel for Meeting Professionals International (MPI) on industry contracts and other legal issues. John is a MPI Best in Class speaker and has been nominated for a Lifetime Achievement Award / Hall of Fame member by the MPI Georgia Chapter. He is also the author of the soon to be published book, "Hotel & Facility Contracts: A Field Guide and Best Practices for Meeting & Event Professionals."

John's professional experience includes 12 years as a director of sales and marketing for Hyatt Hotels and Resorts and Marriott Hotels and Resorts. He holds the Certified Hospitality Marketing Executive (CHME) designation from HSMIAI. John is also a volunteer with the Georgia Volunteer Lawyers for the Arts and a member of the Christian Legal Society.

REGISTRATION FEES

**Classic Registration -
Members (in-person or virtual): \$175**

**Classic Registration -
Non-Members (in-person or virtual): \$225**

Sponsor a furloughed member: \$175

**If you are aware of a member who would like to attend the program,
any paying member will be able to sponsor that member.**



ONLINE REGISTRATION, PAYMENT METHODS & CONFIRMATIONS

All registrations must be made online. To register online, go to www.iaeese.org and click the "Register Now" link on the homepage under the CLASSIC event. Additional attendee registration from the same company should be submitted with payment at the same time. Online registration will close on Wednesday, July 21, 2021 at 5 pm ET.

Registration fees may be paid by credit card. You should receive confirmation of your conference registration by email immediately after your registration is completed. If confirmation is not received, please call the IAEE SE Executive Office at 404.474.0944 or send an email to info@iaeese.org.



HOTEL ACCOMMODATIONS

The American Hotel is graciously providing a \$99 discounted room rate for those wishing to come in before the SE Classic or stay a few days after.

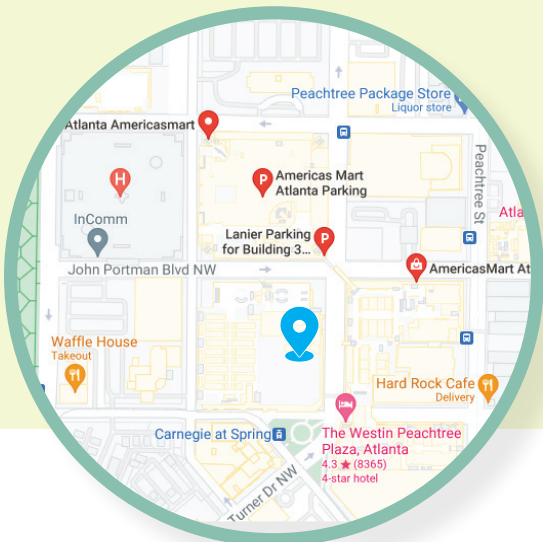
The American Hotel Atlanta Downtown
– a DoubleTree by Hilton
Hotel discount rate is \$99 and is good from
July 20 – 24, 2021.

Check-in and Check-out
Check-in: 3:00 p.m.
Check-out: 12:00 p.m.

Book Your Hotel Group Code: IAEE SE CLASSIC 2021

Book Online: <https://group.doubletree.com/wceqt>

Book by Phone: 1.866.568.0896



DRIVING ADDRESS FOR DIRECTIONS:

Atlanta Convention Center at AmericasMart
Bldg. 2, 4th Floor, 230 Ted Turner Drive NW, Atlanta, GA

PARKING PRICING:

Atlanta Convention Center at AmericasMart - Complimentary
A Code will be provided at conference for exit.

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