



**2017** 

**SOUTHEASTERN  
CLASSIC**

**EDUCATIONAL CONFERENCE**



*July 26-28, 2017*



Sheraton Myrtle Beach  
Convention Center

**Myrtle Beach, SC**



*Celebrating 26 years of a classic  
tradition*



# 5 Reasons to *engage* your team to join us at the 2017 Southeastern Classic

Value \* Affordability \* Networking \* Education \* Team Building

## 1 Value

**CUTTING EDGE KNOWLEDGE AFFORDABLY PACKAGED IN A 1.5 DAY, LIFE CHANGING EXPERIENCE. 26 YEARS OF PROVIDING QUALITY EDUCATION TO THE EXHIBITION AND EVENTS INDUSTRY.**

## 2 Affordability

**THE \$225 REGISTRATION FEE INCLUDES 4 GENERAL SESSIONS, 2 BREAKOUT SESSIONS, 1 INTERACTIVE SESSION, 1 OPENING RECEPTION, 2 BREAKFASTS, 1 LUNCH, 1 DINNER CELEBRATION AT A BEAUTIFUL DESTINATION.**

## 3 Networking

**THE ABILITY TO INTERACT AND CONNECT WITH TOP INDUSTRY PROFESSIONALS FROM ACROSS THE SOUTHEAST. CATCH UP WITH OLD FRIENDS, MAKE NEW FRIENDS, BUILD RELATIONSHIPS, THIS IS THE PERFECT ENVIRONMENT.**

## 4 Education

**LEARN FROM 6 EXPERTS WHO WILL PRESENT ON TOPICS INCLUSIVE OF MARKETING, TECHNOLOGY, HEALTH, PERSONAL DEVELOPMENT AND ADVOCACY. TOOLS YOU WILL BE ABLE TO SHARE AND USE IN YOUR PERSONAL AND PROFESSIONAL LIVES.**

## 5 Team Building

**PIRATE RUM DRINK CHALLENGE, A GREAT TEAM-BUILDING ACTIVITY TO INCREASE COMMUNICATION SKILLS, COOPERATION, DELEGATION OF TASKS, AND PERFORMANCE UNDER TIME CONSTRAINTS.**



# General Session Speakers



## **Dahlia El Gazaar, Idea Igniteur + Tech Evangelist, DAHLIA+**

If there's anyone who puts the 'social' into 'networking,' it's Dahlia El Gazaar. As a CMP with more than a decade of experience in the meetings industry, Dahlia has made a name for herself as the ultimate connector of dots between people and their passions. Her passion? Utilizing her out-of-the-box thinking to provide solutions and strategies to the hospitality, travel, meetings and conventions industries that she operates in daily.

Prior to her tenure as VP of Marketing at onPeak, Dahlia worked with Passkey, and many major hotel affiliates such as Starwood Hotels and Resorts, IHG and Marriott Hotels & Resorts. Among her many specialties are international business and global marketing, having spent professional stints in Egypt and Germany as well as other US cities. From the single property level to tourism organizations and travel innovations & technology firms, Dahlia has developed a holistic understanding of the meetings & events industry.

## **Kimberly Hardcastle-Geddes, CEM, President - mdg**

As Owner, President and Chief Marketing Strategist of **mdg**, the nation's leading marketing and public relations agency specializing in B2B events, Hardcastle-Geddes and her team provide solutions that increase attendance and exhibitor participation for several of the largest and most successful trade shows and conferences in the country. Kimberly has worked in both the United States and Europe, holds a Master of Science in Business Administration with an emphasis in Marketing and has 16 years of event industry experience. She is an IAEE Krakoff Leaders Institute alumna, the editor of **mdg's** trade show marketing newsletter, a presenter of industry seminars on strategic market planning and is a recipient of IAEE's Educator of the Year Award and Trade Show Executive's first ever Marketing Genius Award.



**Tracy Stuckrath, CSEP, CMM, CHC** is a certified event planner and meetings manager whose personal mission is to "make the world healthier one event at a time." She is also one of 15 million Americans with food allergies. Combining her more than 20 years of event planning experience and food allergies, Tracy founded Thrive! Meetings & Events in 2010 to educate the hospitality industry on how to successfully accommodate dietary needs at events. Tracy is also one of 277 people in the world to hold the designation, Certified Special Events Professional.

Prior to opening Thrive!, Tracy spent her career in corporate America creating and managing events for two Olympic Games, consumer and trade magazines, an auto auction company and two trade associations. She is an active member of the International Special Events Society, Meeting Professionals International, Women Chefs, and Restaurateurs, International Association of Culinary Professionals, National Association of Women Business Owners, Gluten Intolerance Group and the Food Allergy & Anaphylaxis Network. In her spare time, Tracy works part-time at Cook's Warehouse working and interacting with local and national chefs.

**Roger Rickard** has been an advocate for citizen involvement since the age of 13. He was elected to public office as a young man, later served as a legislative staffer for the Pennsylvania State Legislature, and has worked on many local, regional and state campaigns as well as numerous Presidential campaigns.

His work spans a cross-section of local, regional, national and international organizations. In 2011, Roger authored The DMO Advocacy Toolkit for Destination Marketing Association International. In 2013, Voices in Advocacy® built a grassroots meetings industry advocacy platform for the Convention Industry Council called the CIC AdvocacyHub™.

In 2013, Successful Meetings Magazine named Roger one of the Six People Worth Watching in the Meetings Industry. In 2014, Meetings Focus Magazine named him to their inaugural list of Meetings Trendsetters.

His education, experience and enthusiasm enlighten audiences on key issues and relationships that turn passion into action.



**Matt Mayberry**, a former NFL linebacker for the Chicago Bears, is currently one of the most read columnists for [Entrepreneur Magazine](#), as well as an acclaimed keynote speaker and peak performance strategist. As the CEO of Matt Mayberry Enterprises, a training and consulting company, he specializes in maximizing the performance of individuals and organizations all over the world.

Matt delivers [keynote speeches](#) with a strong focus on delivering actionable ideas and strategies designed to maximize business and personal performance. He addresses hundreds of thousands of men and women each year – on the subjects of peak performance, overcoming adversity, motivation, culture, and teamwork.

Matt's first book, [Winning Plays](#), released on September 6, 2016 and is available in stores everywhere.

# Schedule at a Glance

## WEDNESDAY, JULY 26, 2017

|                   |  |
|-------------------|--|
| 8:30 AM - 4:00 PM | CEM COURSE - <i>Kimberly Hardcastle-Geddes, Instructor</i>   |
| 9:00 AM - 1:00 PM | GOLF OUTING - <i>additional fee, Pine Lakes - 5603 Granddaddy Dr, Myrtle Beach, SC 29577</i>                         |
| 4:00 PM - 5:00 PM | REGISTRATION - <i>Sheraton Myrtle Beach Convention Center Hotel</i>  |
| 5:00 PM - 6:00 PM | YOUNG PROFESSIONAL MEET & GREET - <i>M Bar, Sheraton MBCC Hotel</i>  |
| 6:00 PM - 7:30 PM | OPENING RECEPTION - <i>Sheraton MBCC Hotel</i><br><i>Sponsored by: Sheraton Myrtle Beach Convention Center Hotel</i> |
| 8:00 PM - Until   | ENJOY MYRTLE BEACH ON YOUR OWN   |

## THURSDAY, JULY 27, 2017

|                     |   |
|---------------------|---|
| 8:00 AM - 9:15 AM   | BREAKFAST<br><i>Sponsored by: Atlanta Convention Center @ AmericasMart</i>  |
| 9:15 AM - 9:25 AM   | WELCOME<br><i>Deb Ferbrache, CEM, Classic Co-Chairs</i>   |
| 9:30 AM - 10:30 AM  | OPENING SESSION<br><i>Dahlia El Gazaar, Dhalia+</i><br><i>Sponsored by: A grant from IAEE Educational Fund</i>  |
| 10:30 AM - 10:45 AM | BREAK<br><i>Sponsored by: GA International Convention Center, GA World Congress Center/Savannah Int'l Trade &amp; Convention Center</i>                   |
| 10:45 AM - 11:45 AM | SESSION II: YOUR TRADESHOW - FROM FARM-TO-TABLE: DEMYSTIFYING THE ATTENDEE MARKETING PROCESS<br><i>Kimberly Hardcastle Geddes, CEM, MDG</i>               |
| 12:05 PM - 1:10 PM  | LUNCH<br><i>Sponsored by: Sheraton Myrtle Beach Convention Center Hotel</i>   |
| 1:15 PM - 2:00 PM   | SESSION IIIA: HEALTHY CHOICES: HOW TO MAKE A TRADESHOW A HEALTHY EXPERIENCE<br><i>Tracy Stuckrath, CSEP, CMM, CHC, CFPM, Thrive! Meeting &amp; Events</i> |
| 2:15 PM - 3:00 PM   | SESSION IIIB: BREAKOUTS -<br>1. YP ROUNDTABLE - CHALLENGES IN THE WORKPLACE OR<br>2. MP ROUNDTABLE - SUCCESSION PLANNING                                  |
| 3:00 PM - 3:15 PM   | BREAK<br><i>Sponsored by: GA International Convention Center, GA World Congress Center/Savannah Int'l Trade &amp; Convention Center</i>                   |
| 3:15 PM - 3:45PM    | SESSION IV: IAEE INSIGHT - WHAT'S THE BOARD UP TO?<br><i>Daniel McKinnon, CEM, Chairperson Elect - IAEE Board of Directors</i><br><i>Freeman XP</i>       |
| 3:30 PM - 5:00 PM   | SESSION V: TEAM BUILDING EVENT: PIRATE RUM DRINK CHALLENGE  |
| 6:00 PM - 9:00 PM   | 26 <sup>TH</sup> ANNUAL CELEBRATION DINNER<br><i>Sponsored by: Myrtle Beach Convention Center &amp; Visit Myrtle Beach!</i>                               |

## FRIDAY, JULY 28, 2017

|                     |   |
|---------------------|---|
| 8:15 AM - 9:00 AM   | BREAKFAST<br><i>Sponsored by: Atlanta Convention Center @ AmericasMart</i>  |
| 9:00 AM - 10:00 AM  | SESSION VI: CHANGING POLITICAL ENVIRONMENTS<br><i>Roger Rickard, Voices in Advocacy</i>   |
| 10:00 AM - 10:15 AM | BREAK<br><i>Sponsored by: GA International Convention Center, GA World Congress Center/Savannah Int'l Trade &amp; Convention Center</i> |
| 10:15 AM - 10:45 AM | SESSION VII: BRAINSTORMING ROUNDTABLE: HOW TO MAKE EXHIBITIONS DAY PERSONAL<br><i>Facilitator: Roger Rickard, Voices in Advocacy</i>    |
| 10:50 AM - 12:00 PM | CLOSING SESSION: WINNING PLAYS: TACKLING ADVERSITY & ACHIEVING SUCCESS IN BUSINESS & IN LIFE<br><i>Matt Mayberry</i>                    |
| 12:00 PM - 12:15 PM | CLOSING REMARKS & ADJOURNMENT   |



## SESSION I: THE IMPACT OF TECHNOLOGY ON YOU. YOUR TEAMS. YOUR EVENTS. YOU READY?

*Dahlia El Gazaar, Idea Igniteur + Tech Evangelist, DAHLIA+ Agency*

The future of technology is now - from artificial intelligence to wearables, technology will no doubt play an important role in your workflow and events. Join Dahlia El Gazaar for this session to learn about the productivity solutions that will change the way you work and the latest technology trends that will transform you, your team's productivity, and attendees' event experiences!

Please bring your smartphone or tablet so you can follow along and jot down notes from group discussions to get the most out of this session! Here are some topics you can look forward to hearing about:

- Project management solutions for event teams
- Event management platforms
- Role of virtual and augmented reality
- Utilizing artificial intelligence
- And more!



## SESSION II: FROM FARM-TO-TABLE: DEMYSTIFYING THE ATTENDEE MARKETING PROCESS

*Kimberly Hardcastle-Geddes, CEM, President, mdg*

### **From Farm-to-Table: Demystifying the Attendee Marketing Process**

Whether launching a new event, repositioning an existing one or simply striving to increase overall participation, there are vital seeds that must be planted, nurtured, and monitored throughout the attendee marketing process to deliver a plentiful bounty of both people and profits. This session will challenge event professionals to cultivate their attendee marketing process, from soup to nuts, covering how to ...

- identify strategic insights that should serve as the platform on which your event and campaign is built
- translate those insights into event features, campaign creative, messaging strategies, and tactics that get results
- break down *internal* silos to ensure sales, operations, education, and other departments of your organization are aligned behind common objectives
- break down *external* silos and build a network of influencers, fire starters and advocates that will help you extend your campaign reach

Furthermore, you'll see real life examples and hear case studies that bring it all to life. You'll leave with forward-thinking, envelope-pushing strategies and tactics that will help you develop new markets, build your brand, engage your audience and, most importantly, grow attendee participation. .



## Session III: Healthy Choices - How to Make a Tradeshow a Healthy Experience

*Tracy Stuckrath, CSEP, CMM, CHC, CFPM, Thrive! Meeting & Events*

When it comes to the success of trade show, a lot of hard work, effort (and stress) goes into it—months of strategizing, marketing, selling/selecting space and more—for you, your exhibitors and your participants.

As a result of the hard work and constant stress going into the event by all your stakeholders, it's essential that you create a safe and healthy environment for everyone to make the most of their experience. The last thing you want to happen is to invest time and money into the show, but by the time everyone gets there they are already burned out.

In this session, we'll talk about ways to help your stakeholders maintain their energy levels while at your show so they can present their best selves, increase revenue and build relationships.

### **Essential Learning Components**

- Realize how face-to-face interactions impact the well-being of your stakeholders.
- Digest ways to use food to energize and create a sense of inclusivity.
- Learn how to incorporate and encourage wellness practices into your show.

## SESSION IV: IAEE INSIGHT - WHAT'S THE BOARD UP TO?

*Daniel McKinnon, CEM, VP Freeman XP; IAEE Board Chair-Elect*

The IAEE Board of Directors plays a crucial role in setting the direction for the association, ensuring necessary resources are in place for carrying out the mission, values and vision. They establish IAEE policies and priorities based upon the mission; represent member needs; ensure the financial stability and growth of the association; and promote the broad exhibitions and events industry. Along with the IAEE Board of Directors, the association is comprised of councils, committees and task forces, all created to fulfill IAEE's strategic initiatives.

Led this year by Chairperson Ryan Strowger, CEM, the Board is off to a great new year. Join us to learn what the Board has been working to accomplish this year and where Ryan sees the IAEE Board going forward – including what challenges and opportunities face IAEE and the industry. Just what do they do and what does that mean for you? Come learn the insights to the IAEE Board, as well as engage in a dialogue of how IAEE can best serve you, its member constituents.



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## SESSION V & VI: HOW IAEE IS ADVOCATING FOR YOU AND HOW YOU CAN JOIN THE EFFORT

*Roger Rickard, Voices in Advocacy*

How do we create the influence needed to support the long-term viability of the Exhibitions Industry? How can we educate and engage others to support our activities?

Learn what IAEE is doing to support our exhibitions and events industry through Exhibitions Mean Business, a multi-faceted advocacy campaign that highlights the important role exhibitions and events have in driving business success and generating economic value. Exhibitions drive sales and profitability for business and enable organizations of all kinds to deliver on key strategic sales and service objectives.

This session raises advocacy awareness to engage and activate you. The objective is to make one aware of the diversity of advocacy strategies that enable you to drive influence and garner support for your industry.

### **Learner outcomes:**

- \* Get the latest on IAEE advocacy actions including Exhibitions Day
- \* Learn how to engage key elected officials at the local level or at your exhibition
- \* Identify key issues that affect the exhibitions industry
- \* Understand the Seven Actions of Highly Effective Advocates

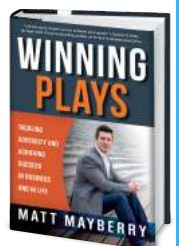


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## SESSION VII: WINNING PLAYS: TACKLING ADVERSITY AND ACHIEVING SUCCESS IN BUSINESS AND IN LIFE

*Matt Mayberry, CEO, Matt Mayberry Enterprises*

In this paramount message, former professional athlete Matt Mayberry shares his personal story of being on a downward path to destruction, struggling through drug addiction and a career-ending injury in which he eventually transformed into meaningful and lasting success. Matt introduces key insights and techniques about personal motivation, overcoming adversity, goal setting, and turning circumstantial hardship into opportunities for winning plays. He provides actionable strategies and thought-provoking dialogue that is sure to maximize the performance of individuals and teams.



# Breakout Sessions: Roundtables

## MATURE PROFESSIONALS (MP's): SUCCESSION PLANNING

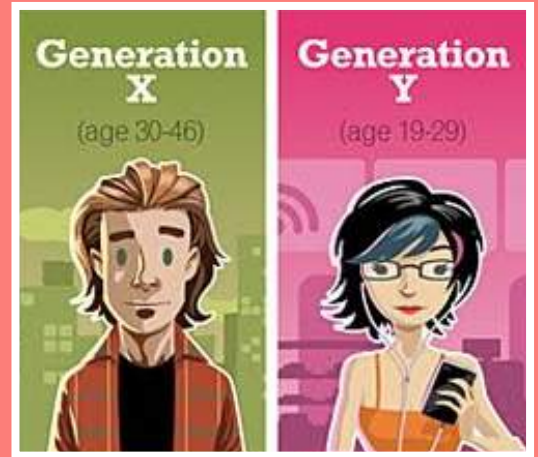
A Young Professional in today's society means so much more than the stigmatized "millennial" adjective that is too often placed upon us. Join us for an honest discussion about navigating the roadblocks of career advancement, and collaborate with other Young Professionals on charting your best course for success.



## YOUNG PROFESSIONALS (YP's) : CURRENT CHALLENGES

Did you know some studies indicate that as much as 40% of the current work force will retire in the next 10 years? How do we, as maturing professionals, set up our future company leaders for success?

Join this break out session for a discussion on succession planning and how we can set up our organization for future success.



## Bring the Family & Experience Myrtle Beach



# More Educational & Networking Opportunities



**CEM LEARNING  
PROGRAM**  
CEM WORKS FOR YOU!

Certified in  
Exhibition  
Management

**CEM**

made possible by a  
generous grant from

**F R E E M A N**



## Event Marketing

The Certified in Exhibition Management™ (CEM) designation is a globally recognized designation that demonstrates the highest professional standard throughout the exhibition and event management arena. It was first created in 1975 to raise professional standards in the event industry and it continues to be the premier mark of professional achievement.

*Marketing is not an exact science. It includes a number of strategies and tactics that are constantly evolving so they can address changing social, cultural and economic circumstances effectively. The creation of a marketing plan that includes core practices as well as new ideas, innovations and unique points of view allows for the creation of an exhibition that may have begun as just a concept. The goal of an exhibition is to provide an appropriate environment in which buyers and sellers can come together face to face. Today's technology increasingly permits the show organizer to extend the useful life of an exhibition by employing digital tools, thus further enriching the show experience.*



## Young Professional Meet and Greet



Join us for a Young Professional Meet and Greet prior to the Opening Reception of the 26<sup>th</sup> Annual SE Classic.

**When:** Wednesday, July 26, 2017

**Time:** 5:00 PM - 6:00 PM

**Where:** M Bar, Sheraton Myrtle Beach Convention Center Hotel

**Who:** Young hospitality professionals. This event is open to ANYONE in the hospitality and events industry, especially the YOUNG at heart. Our goal is to ignite a new era of young professionals that are eager to engage with others, gain a unique perspective of the IAEE community and further their professional development. Please pass this invitation along to YP's between the ages of 21 and 40 who wish to build their network and become active members of the meetings industry.



# Golfing at the Beach

## MYRTLE BEACH'S FIRST GOLF COURSE

Since 1927, Pine Lakes Country Club has been a favorite of Myrtle Beach golfers. Nestled in the heart of Myrtle Beach, the graceful Southern architecture of the Clubhouse symbolizes the deeply rooted history and tradition of the Grand Strand.

Pine Lakes was originally built upon natural dunes less than a half mile from the ocean and featured numerous freshwater lakes and rolling fairways. Designed by architect Robert White, the first president of the Professional Golfers' Association (PGA) of America and a co-founder of the American Society of Golf Course Architects, Pine Lakes has surpassed its initial glory after a complete restoration.

After an extensive renovation to the golf course and clubhouse, you can now experience the Granddaddy as it was in the spirit of the 1920s. The back nine reflects White's original design and the front nine was renovated to enhance the elegant experience golfers from around the world associate with Pine Lakes Country Club.

To golf, please contact Mark Sussman at [msussman@connectionshousing.com](mailto:msussman@connectionshousing.com)



## "THE GRANDDADDY"



# Pirate Rum Team Building Challenge



Team building activities can be fun, challenging and a great learning exercise. Building on the success of the 2016 Margarita Challenge, 2017 Summer Classic participants will break into teams, don their pirate hats and eye patches, create the winning Rum Drink and present it to our panel of esteemed judges. But it doesn't stop there. Get your creative juices flowing as you give your team a name and present a team song or cheer for all to hear. ARRGH...

# Registration Information

| REGISTRATION TYPE  | First Attendee | Additional Attendee |
|--|----------------|---------------------|
| Classic Registration - New Member (Show managers who joined IAEE in 2017)    | <b>FREE</b>    |                     |
| Classic Registration - Member (Before July 15, 2017)                         | \$225          | \$200               |
| Classic Registration - NON MEMBER  | \$295          | \$295               |
| Students   | \$50           |                     |
| CEM only   | \$299          |                     |
| CEM & Classic (with discount on Classic registration)                        | \$474          |                     |
| <b>LATE FEE</b> (After July 15, 2017) <b>ADD</b>                             | \$50           |                     |
| Spouse/Guest - each (Includes Opening Reception and Celebration Dinner Only) | \$65           |                     |

## Online Registration, Payment Methods, & Confirmations

All registrations must be made online. To register online, go to [www.iaeese.org](http://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 19, 2017 at 5:00pm ET.

Registration fees may be paid by check, money order, or credit card. You may register online and pay by credit card, or register online to generate an invoice to mail with your check or money order. 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 770-433-4137 or send an email to [info@iaeese.org](mailto:info@iaeese.org).



**BOOK YOUR HOTEL @ 1-888-627-8203 or online at <https://www.starwoodmeeting.com/Book/IAEE2017>**

## Hotel and Driving Information

Experience the warmth and beauty of Myrtle Beach from the perfect setting at Sheraton Myrtle Beach Convention Center Hotel.

Whether you're visiting for business or pleasure, our full-service hotel brings the best of Myrtle Beach right to your doorstep, from the adjacent Myrtle Beach Convention Center to Broadway at the Beach, Myrtle Waves Water Park, Tanger Factory Outlets and world-class golf courses. Settle in and relax in one of 400 contemporary rooms and suites equipped with the Sheraton Signature bed and free Internet. Stay connected with complimentary Link@Sheraton Internet-equipped workstations. Let our 250,000 square feet of function space set the stage for an impressive business gathering or social occasion. **Hotel discount rate of \$159 is good through July 12, 2017.**

## Check-in and Check-out

- Check-in: 4:00 PM
- Check-out: 11:00 PM

## Parking:

Complimentary Self Parking

## Driving Address for Directions

**Sheraton Myrtle Beach Convention Center Hotel**  
2101 N. Oak Street  
Myrtle Beach, SC Phone: 843-918-5000



# CONFERENCE SPONSORS

## Opening Breakfast



## Celebration Dinner



## Lunch & Venue



## AV



## Breaks



## Speakers



*IAEE Educational Fund*



# CHAPTER SPONSORS

