

# 2019 SOUTHEASTERN CLASSIC

JULY 31 – AUG. 2, 2019

GREENVILLE, S.C.



## HYATT REGENCY GREENVILLE

### RESERVATIONS:

[www.hyatt.com/en-US/group-booking/GSPRG/G-IAEE](http://www.hyatt.com/en-US/group-booking/GSPRG/G-IAEE)

For the past 28 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.

*What Keeps  
You Up at  
Night?*

## WHAT KEEPS YOU UP AT NIGHT?

The implications of changing demographics, effective communication, security concerns, increasing attendance, etc.....Every day, event professionals are faced with a variety of these concerns. This year's SE Classic will address these issues and offer solutions with the aim of helping you hone successful strategies for the years ahead. Our thought leaders at the Classic will take you through various touch points and provide strategies and tactics to help address what keeps you up at night.

## YOUNG PROFESSIONAL MEET AND GREET

Join us for a Young Professional Meet and Greet prior to the Opening Reception of the 28th Annual SE Classic.

Wednesday, July 31, 2019 • 5:00 PM - 6:00 PM

Hyatt Greenville Bar

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.



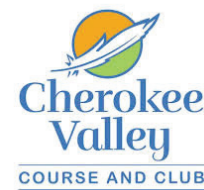
## A CLASSIC COURSE FOR GOLFERS OF EVERY LEVEL

This thoughtfully sculpted course gives golfers a masterfully designed layout with dramatic drops and rises, and incredible views of Glassy Mountain. The 18-hole, 6,728-yard, par 72 course was designed by P.B. Dye and delights golfers with scenic water features, championship greens, and meandering fairways that grant new challenges with every round. Best of all, this is a course that lets you have fun no matter what your age or level of play.

### All Set:

- \$39 plus tax per player (individual pay on site)
- Wednesday, July 31; 10:40 am shotgun start
- Contact Scott Porter (sporter@cobb Galleria.com) to sign up

**Cherokee Valley**  
450 Cherokee Valley Way  
Travelers Rest, SC 29690



<https://cherokeevalleyclub.com/golf/>



# SCHEDULE

## WEDNESDAY, JULY 31

8:00 a.m. – 2:00 p.m.

Golf Outing | Cherokee Valley Course and Club

4:00 p.m. – 5:00 p.m.

Registration | Hyatt Regency Greenville Lobby

5:00 p.m. – 6:00 p.m.

Young Professional Meet & Greet | Hyatt Greenville Bar

6:00 p.m. – 6:45 p.m.

Opening Reception Sponsored by **visitgreenvillesc**

6:45 p.m. – 7:30 p.m.

Walking Tour of Downtown Greenville – Adam Berrios Sponsored by **visitgreenvillesc**

## THURSDAY, AUG. 1

8:30 a.m. – 9:15 a.m.

Breakfast

Sponsored by the Atlanta Convention Center at Americasmart

9:30 a.m. – 10:30 a.m.

Neuroscaping – Ben Moorsom, CEO, Debut Group and Founder & Creator of Neuroscaping™ Consultancy

Sponsored by Georgia World Congress Center

10:30 a.m. – 10:45 a.m.

Break

Sponsored by the Georgia International Convention Center and the Georgia World Congress Center / Savannah International Trade & Convention Center

10:45 a.m. – 11:55 a.m.

Relationships Are the New Investment: How to Effectively Network Through Authentic Engagement – Sherron Washington, CEO, The P3 Solution

Sponsored by **fern** Expositions Events Experiences

11:55 a.m. – 12:05 p.m.

Group Photos

12:05 p.m. – 1:15 p.m.

Lunch

1:15 p.m. – 2:15 p.m.

“What Keeps Young Professionals Up at Night?” – Dale “DJ” Falk, Jr., NETFREQ.TV

2:15 p.m. – 3:15 p.m.

“What Keeps You Up at Night?” General Discussion

Sponsored by the Georgia International Convention Center and the Georgia World Congress Center / Savannah International Trade & Convention Center

3:15 p.m. – 3:30 p.m.

Break

3:30 p.m. – 4:30 p.m.

Pack the Backpack Team Building Event to Benefit Local Charity, United Way

Sponsored by MCI

4:30 p.m. – 4:45 p.m.

Close-out Today's Sessions; Announcements

6:30 p.m. – 7:30 p.m.

28th Annual Celebration Dinner Sponsored by **visitgreenvillesc**

## FRIDAY, AUG 2.

8:15 a.m. – 9 a.m.

Breakfast

Sponsored by the Atlanta Convention Center at Americasmart

9:00 a.m. – 10:45 a.m.

Improving Guest Experience and Event Security through Situational Awareness and Crowd

Management – Mark Herrera, Director of Education, IAVM – International Association of Venue

Managers

Sponsored by **fern** Expositions Events Experiences

10:45 a.m. – 10:50 a.m.

Break

Sponsored by the Georgia International Convention Center and the Georgia World Congress Center / Savannah International Trade & Convention Center

10:50 a.m. – 12:00 p.m.

It's Showtime Using Social Media to Increase Your WOW Factor!

– Sherron Washington, CEO, The P3 Solution Sponsored by **fern**

Expositions Events Experiences

12:00 p.m. – 12:15 p.m.

Closing Remarks

## SPEAKERS

### BEN MOORSOM

Ben Moorsom is the world's leading practitioner of neuroscaping.™ Since founding the Debut Group in 1997, Ben has made it his mission to challenge and disrupt ineffective conventions of business communications, pioneering new approaches that engage people and truly capture their attention. By applying advances from psychology and neuroscience, Ben and his team turn audiences into participants. They use neuroscaping techniques to cut through the noise and competition at the gateway to the human mind, placing business messages near the front of the line. Ben is a frequent keynote speaker and co-conspirator at global conferences on communication thought leadership.



### SHERRON WASHINGTON

Sherron Washington, M.A., is the founder and CEO of The P3 Solution a full-service marketing and communication (marcomm) firm that specializes in providing simple strategy, design and social media marketing solutions for SME's, associations and entrepreneurs. She has built her firm around the principle of "marketing simple," which instruct clients to embrace simplified methods to promoting their business. She has imparted her marketing wisdom and expertise for nearly 20 years and has been deemed by many as "The Marketing Whisperer" due to her uncanny ability to assist clients in developing innovative, results driven, yet simple solutions for their business. She has also been a Business Communication professor for more than 13 years at Trinity University in Washington, D.C. in which she has taught undergraduate and graduate students. Sherron's goal is to educate businesses on how to develop and execute better marketing strategies that will help them to grow. Sherron holds a Bachelor of Arts and a Master of Arts in Communication from Trinity University in Washington, DC.



### MARK HERRERA

Mark Herrera is the Director of Education for the International Association of Venue Managers. As part of his duties, Mark teaches Situational Awareness-Mindset training aimed at giving venues the tools to be safer and more secure. In addition, as the Director of Education for IAVM, Mark represent the Public Facility Assemblies Council on the National Fire Protection Association Committee and the Department of Homeland Security Sub-Sector Council. As a representative of the Public Assemblies Facilities Sub-Sector Council, he works in collaboration with the Department of Homeland Security and the Protective Security Advisor to ensure that information is provided to protect our Public Facility Assemblies and all Critical Infrastructures. Mark is also a seasoned law enforcement officer and trainer, having spent twenty years with the Hobbs New Mexico Police Department in numerous roles including Patrol Officer, Detective for the Gang and Narcotics unit, Supervisor of the Crime Prevention Division, Field Training Officer, Honor Guard Commander, and Entry Team Leader and Tactical Sergeant of the S.W.A.T. unit. During this time, his responsibilities also included the development and implementation of security policies and procedures and security awareness programs for the Community of Hobbs. Upon retiring from the police department, he leveraged his training background to implement security policies, procedures and training programs for the oil and gas industry, then later worked as an instructor for the DHS, training 3,000 armed pilots to defend against acts of terrorism.





## REGISTRATION INFORMATION

Hotel discount  
rate of **\$134** is  
good through  
**July 21, 2019**

### Check-in and Check-out

- Check-in: 3:00 PM
- Check-out: 12:00 PM

BOOK YOUR HOTEL  
GROUP CODE: G-IAEE

### BOOK ONLINE:

[www.hyatt.com/en-US/group-booking/GSPRG/G-IAEE](http://www.hyatt.com/en-US/group-booking/GSPRG/G-IAEE)

### BOOK BY PHONE: HYATT RESERVATION

1-800-233-1234 OR 1-864-298-2439  
THEN PRESS "1"

### REGISTRATION TYPE

Classic Registration - New Member (Show managers who joined IAEE in 2019)

### FIRST ATTENDEE

FREE

### ADDITIONAL ATTENDEE

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Classic Registration - Member (Before July 15, 2019)

\$250

\$225

Classic Registration - NON MEMBER

\$300

\$300

Students

\$50

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LATE FEE (After July 21, 2019)

ADD \$50

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Spouse/Guest - each (Includes Opening Reception and Celebration Dinner Only)

\$65

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## 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 24, 2019 at 5 pm 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).

### PARKING:

Valet parking is available at Hyatt Regency Greenville. Indoor self-parking is also available in Commons Parking, the four-level parking garage adjacent to our hotel. Please note that the maximum garage clearance is 6'8". We have limited parking available for oversized vehicles; please contact the front desk to make arrangements.

#### **Self-Parking**

Indoor self-parking with in-and-out privileges | \$7.00 /Overnight

#### **Valet Parking**

Valet parking with unlimited in-and-out privileges | \$20.00 /Overnight

### DRIVING ADDRESS FOR DIRECTIONS

Hyatt Regency Greenville

220 North Main Street

Greenville, SC 29601

Phone: (864) 298-2439

GPS Address: 60 Beattie Place, Greenville,  
South Carolina, United States, 29601

## CONFERENCE EDUCATIONAL PARTNERS



## CHAPTER SPONSORS

