



# 2020 VIRTUAL SE CLASSIC

JULY 23

11 A.M. – 6 P.M.

Due to COVID-19, the Southeastern (SE) Classic will not be held in person this year. However, the IAEE SE Chapter is excited to invite you to our one-day, VIRTUAL SE Classic. This year's event will have great interactive educational components mixed with fun, virtual networking to round out the day.

## PLANNING FOR THE NEW NORMAL

In the new normal we are facing, the VIRTUAL SE Classic will provide information on sponsorships in the age of social media (and COVID-19), driving attendance to your next physical and next online event, and bridging the physical and virtual event gap on how event professionals can reimagine events in new and virtual ways. Our thought leaders will offer insights into these areas with the aim of helping you hone successful strategies to move your event forward. Then, we will round out the day with a virtual HAPPY HOUR where you can meet and talk with your peers in the industry!

The VIRTUAL SE Classic  
will be held  
Thursday, July 23  
from 11 a.m. – 6 p.m.,  
with breaks scheduled  
between the speakers.  
Be sure to invite your  
team to register and join  
us. You will not want to  
miss it!

# SCHEDULE



**11 a.m. – 12 p.m.**

**#Money: Sponsorship in the Age of Social Media (and COVID-19)**

Alex Plaxen, vice president of experience strategy, Nifty Method Marketing & Events

Sponsored by  
**fern** Expositions  
Events  
Experiences



**1 p.m. – 2 p.m.**

**Attendee Acquisition: Driving Attendance to Your Next Physical Event**

Kimberly Hardcastle-Geddes, chief marketing strategist, mdg

**Attendee Acquisition: Driving Attendance to Your Next Online Event**

Jacquelyn Wells, vice president, mdg



**3 p.m. – 4 p.m.**

**Bridging the Physical and Virtual Event Gap: How Event Professionals Can Reimagine Events in New and Virtual Ways**

David Saef, Chief Instigator, Freeman

Ted McGregor, senior business development manager, Freeman

- Discover how a digital-first mindset underscores value of face-to-face
- Apply data-driven decisions to inform what's next
- Create a purposeful event strategy will drive the reimagination of events



**5 – 6 p.m.**

Virtual Happy Hour

## REGISTRATION FEES

- **Members:** \$120 for the entire program or \$50 per education program
- **Non-Members:** \$150 for the entire program or \$60 per education program
- **Sponsor a furloughed member:** \$120. If you are aware of a member who would like to attend the program, any paying member will be able to sponsor that member.

# TOPICS

## #Money: Sponsorship in the Age of Social Media (and COVID-19)

*Alex Plaxen, vice president of experience strategy, Nifty Method Marketing & Events*

Whether you're planning a conference, trade show or event, there's a good chance that you'll have to get sponsors in order to be profitable. Your sponsors are your customers, and it's important to make sure you're selling them the best products. Social media marketing is valuable because it allows companies to directly engage with their customers, build brand presence and ultimately sell more products. Learn what options you have to develop killer social media sponsorship packages that mutually benefit both your sponsors and your organization. Now, more than ever before, social media enables core business objectives and provides so many different metrics and new data streams about customers and their behavior. With the rise in new platforms like Snapchat and new live streaming capabilities, authenticity and shareability have new clout. Learn how to create innovative sponsorships that will appeal to your attendees and show an increase in ROI to your sponsors.

## Bridging the Physical and Virtual Event Gap: How Event Professionals Can Reimagine Events in New and Virtual Ways

*David Saef, Chief Instigator, Freeman*  
*Ted McGregor, senior business development manager, Freeman*

- **Discover how a digital-first mindset underscores value of face-to-face**

Now that events have had to shift to digital, it has put the spotlight on how important and valuable face-to-face events are in the overall marketing strategy. Digital can complement that experience.

- **Apply data-driven decisions to inform what's next**

Event strategies will be re-evaluated to determine what events continue digitally and what programs extend to omni-channel. The new standard will integrate digital into the overall strategy. Data-driven decisions will inform cadence, event formats and content development, as well as digital and physical components.

- **Create a purposeful event strategy will drive the reimagination of events**

Gone are the days of "what we've always done." Event professionals will make conscious decisions on what to do and when, based on the overall business objectives versus a date on a calendar. For those that have been hosting the same event for years, it is an opportunity to rethink, and reinvent.

## Attendee Acquisition: Driving Attendance to Your Next Physical Event

*Kimberly Hardcastle-Geddes, chief marketing strategist, mdg*

As COVID-19 changes the world in significant, unprecedented ways, attempting to revert to 'business as usual' could have devastating consequences on trade shows and conferences. Event marketers who make the necessary pivots (and investments), however, have an opportunity to expand their reach, capture market share and increase loyalty and engagement. In this session, you'll learn to minimize lingering concerns about travel and mass gatherings and maximize the pent-up demand for the commerce and community associated with live events

## Attendee Acquisition: Driving Attendance to Your Next Online Event

*Jacquelyn Wells, vice president, mdg*

Creating an audience for an online event requires a specialized approach. Learn how to customize the right strategy, tactical plan, creative and messaging to attract a sizable and relevant audience to your virtual offering. From awareness to consideration to conversion and participation, you'll learn how to achieve the ROO and ROI you desire.

## Virtual Happy Hour

Join us for a virtual HAPPY HOUR where you can catch up with friends and meet and talk with your peers in the industry!



**Alex Plaxen:**

Plaxen is the founder of Little Bird Told Media and current vice president of experience strategy at Nifty Method Marketing & Events. He graduated with a Masters in Tourism Administration with a focus on event and meeting management from the George Washington University School of Business. Plaxen is actively involved in leadership roles within the meetings and events industry. Currently, Plaxen holds the title of a Meetings Mean Business Ambassador and also has the honor of being a 2020-2021 Board Director of Meeting Professionals International Potomac Chapter. Plaxen is an international speaker recognized for his expertise in digital communication strategies. He created and teaches the Crisis Communications certificate course for Meeting Professionals International and is one of IAEE's preferred speakers in their Premier Chapter Education Series in 2020. In addition to his work in the events industry, Alex has been honored locally and internationally as an emerging thought leader. Honors include having been recognized as one of Meetings & Conventions magazine's Rising Stars of 2019, the recipient of Meeting Professionals International's RISE Award for Young Professional Achievement in 2018, and named to the inaugural BizBash Top 500 People in Events in 2018 and Top 1000 in 2019 and Meetings Today magazine's 2018 Meetings Trendsetters.

**Ted McGregor:**

McGregor's background in event technology, management, sales and marketing is complimented by his creativity and strong desire to challenge the status quo. His resourcefulness and expertise lends itself across a diverse field of customers and industry colleagues allowing him to build strong consultative relationships.



McGregor's current customer engagement is centered on growth and opportunity development, supported by a robust consultation and communication approach. He possesses the ability to drive new connections and areas of engagement to support customer growth strategies and objectives, thus providing enormous value to the range of his expertise. Ted is proud to work with trail blazing groups and leading associations such as the Consumer Technology Association, National Business Aviation Association and American College of Cardiology.

McGregor has maintained a strong presence and network among industry colleagues, and actively supports and advocates for event industry advancement through professional memberships with PCMA and IAEE. He is a former chair of Strategic Partnerships and Sponsorship for AWE (The Association for Women in Events); former vice president of Rugby Quebec, a not for profit sports organization encompassing more than 6,500 members provincially; and current mentor to young athletes aspiring to compete professionally or at an elite level.



**Kimberly Hardcastle-Geddes:**

As chief marketing strategist of mdg, the nation's leading marketing and public relations agency specializing in audience acquisition, Hardcastle-Geddes and her team provide solutions that increase attendance and exhibitor participation for live and online events. 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 19 years of event industry experience. She is an IAEE Krakoff Leaders Institute alumna, a columnist for PCMA's Convene magazine and a frequent presenter of industry seminars on strategic marketing planning. She's also a mom, runner, reader and Peloton-addict.

**Jacquelyn Wells:**

Wells is vice president and senior strategist at mdg, a 110+ person agency with offices in Atlanta, Southern California, Chicago and Washington, D.C. Specializing in event and association marketing, mdg brings together content marketers and online event experts, digital and interactive media specialists, marketing strategists and data analysts with a robust creative team to provide complete marketing solutions that help clients achieve their objectives. Jacquelyn has managed campaigns for several of Trade Show Executive's Gold 100 trade shows, including SuperZoo, the International Baking Industry Exposition and World of Concrete and is now leading the agency's online event marketing division.



**David Saef :**

David is a leader of Freeman's strategic advisory practice to association executives, event organizers and corporate marketers. As associations lead, David has directed engagements to develop multiyear event and association strategies that transform experiences and deliver business results. Prior to Freeman, David led the GES Global Strategy team from 2007 to 2018. Through his leadership, GES Strategy launched new strategic planning, audience research and acquisition, experience design, portfolio planning, event audits, sponsorship strategy and activation, measurement and event intelligence services focused on membership organizations and associations. From 2007-2013, David led Strategy & Marketing as well as planning and acquisitions for GES. Prior to this, he spent seven years with L.E.K. Consulting in the firm's London and Chicago offices.



David serves as an executive board member at BPA Worldwide, a nonprofit auditor of media circulation, events and sustainability practices. He is a frequent industry speaker at IAEE, PCMA Convening Leaders, Exhibitor Live, HCEA, IMEX and Large Show Roundtable. David earned an MBA from The Wharton School and an M.A. of International Studies from the Lauder Institute at the University of Pennsylvania. He received his B.A. in Russian and Soviet studies from Harvard College.