

2018 SE Classic Schedule at a Glance

WEDNESDAY, JULY 25, 2018

- 9:00 AM - 1:00 PM **GOLF OUTING** - *The Georgia Club - \$65 per golfer*
- 4:00 PM - 5:00 PM **REGISTRATION** - *Hyatt Place Lobby, Athens GA*
- 5:00 PM - 6:00 PM **YOUNG PROFESSIONAL MEET & GREET** - *Hyatt Place Bar*
- 6:00 PM - 7:30 PM **OPENING RECEPTION** - *Starting off at The Hyatt Place Bar*
Sponsored by: Sheraton Myrtle Beach Convention Center Hotel
- 8:00 PM - Until **ENJOY ATHENS ON YOUR OWN**

THURSDAY, JULY 26, 2018 - SESSIONS AT THE CLASSIC CENTER

- 8:00 AM - 9:15 AM **BREAKFAST**
Sponsored by: Atlanta Convention Center @ AmericasMart
- 9:15 AM - 9:25 AM **WELCOME**
Jim Wulfekuhle, Classic Chair
- 9:30 AM - 10:30 AM **OPENING SESSION**
Marc Pomerleau, Global Strategy VP, Freeman XP
Sponsored by: A grant from IAEE Educational Fund
- 10:30 AM - 10:45 AM **BREAK**
Sponsored by: GA International Convention Center, GA World Congress Center/Savannah Int'l Trade & Convention Center
- 10:45 AM - 11:45 AM **SESSION II: THE BRAND EXPERIENCE**
Jacquelyn Wells, MBA, Strategist, mdg
- 12:05 PM - 1:20 PM **LUNCH**
Sponsored by: EventMedical & MCI
- 1:30 PM - 2:45 PM **SESSION III: THE EVENT SECURITY EXPERIENCE**
Jeffrey Mueller, President & CEO, Mueller Group International
- 2:45 PM - 3:00 PM **BREAK**
Sponsored by: GA International Convention Center, GA World Congress Center/Savannah Int'l Trade & Convention Center
- 3:30 PM - 5:00 PM **SESSION IV: TEAM BUILDING EVENT**
- 6:00 PM - 9:00 PM **26TH ANNUAL CELEBRATION DINNER**
Sponsored by: The Classic Center and Visit Athens

FRIDAY, JULY 28, 2018 - SESSIONS AT THE CLASSIC CENTER

- 8:00 AM - 9:00 AM **BREAKFAST**
Sponsored by: Atlanta Convention Center @ AmericasMart
- 9:00 AM - 10:15 AM **SESSION V: THE DESTINATION EXPERIENCE - A PANEL DISCUSSION**
Frank Abbinanti, Levy Restaurants, Damon Bell, GWCC, Kristin Delahunt, ACVB
- 10:15 AM - 10:30 AM **BREAK**
Sponsored by: GA International Convention Center, GA World Congress Center/Savannah Int'l Trade & Convention Center
- 10:30 AM - 11:45 AM **CLOSING SESSION: 5 WAYS TO AMPLIFY YOUR MARKETING EFFORTS BEYOND YOUR EVENT**
Sherry Heyl, Award winning Marketing Consultant, Amplified Concepts
- 11:45 AM - 12:00 PM **CLOSING REMARKS & ADJOURNMENT**