



**2018 SOUTHEASTERN CLASSIC
Educational Conference**

Celebrating 27 years of a classic tradition

**THE
EVENT
EXPERIENCE**

**The Classic Center, Athens, GA
July 25-27, 2018**



5 Reasons to **ENGAGE** your team to join us at the 2018 Southeastern Classic

Value * Affordability * Networking * Education * THE EXPERIENCE

1 THE EXPERIENCE

Events continue to evolve from being more than just a face-to-face meet and greet. The movement towards Event Experience from social channels, digital technology, destination and relationship building. Utilizing data maps and fencing we can personalize the Experience to enable exhibitors and attendees a more profound Experience. The Experience requires complete teamwork between all of the vested partners for the Event. Our thought leaders at the Classic will take you through various touch points for a successful Experience.

2 AFFORDABILITY

The \$250 registration fee includes 5 general education sessions, 1 interactive session, 1 opening reception, 2 full breakfasts, 1 lunch, 1 dinner celebration, all in the heart of Athens!

3 EDUCATION

Learn from 7 experts who will present topics that will help you and your organization upgrade your event's experience. Each session will have tools for sharing and utilization in your personal and professional lives.

4 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.

5 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.

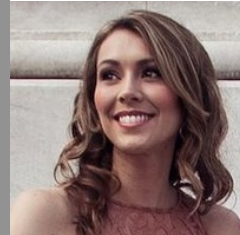
General Session Speakers



Marc Pomerleau is experience designer, fire-starter, trend-spotter, creative collaborator, inspirational speaker and vice president of global strategy at Freeman, the world's leading brand experience company. In his role at Freeman, Marc builds capacity and will for the design and production of transformative, learning experiences and creates the code for catalyzing high performing teams and true, meaningful change.

Marc holds a Masters degree in Asia studies and international economics from The Johns Hopkins School of Advanced International Studies (SAIS) in Washington DC, a Masters certificate in organizational psychology from Golden Gate University in San Francisco and has attended Beijing University and the Stanford Center at Taiwan University.

Jacquelyn Wells is a senior strategist at **mdg**, a 90-person agency with offices in Atlanta, Southern California, Chicago and Washington, D.C. Specializing in event and association marketing, **mdg** brings together marketing researchers and strategists, digital and interactive media experts, event and association management specialists 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, CTIA Super Mobility, the International Baking Industry Exposition and World of Concrete.



Jeffrey "Jeff" Muller is a Subject Matter Expert on Critical Infrastructure Protection for United Service Companies. In his role, Jeff will develop and implement integrated protection plans that address potential threats to our clients and their facilities.

Jeff is a seasoned professional with a unique blend of over 30 years of military leadership, federal law enforcement operations, national security/counterterrorism policy development and implementation, and major criminal/national security threat response operations and investigative experience. He has also served for 21 years as the Supervisory Special Agent of the United States of America's Federal Bureau of Investigation (FBI).

A restaurant industry veteran for over 30 years, **Frank Abinanti** brings an exemplary history of international culinary excellence and foodservice business experience to Levy, serving as VP of Culinary, Convention Center Division, where he leads the culinary vision for convention centers throughout the United States.

Damon Bell, a proven sales leader with more than two decades of hospitality industry experience, is the Sr. Director of Convention Sales, with the Georgia World Congress Center.



Frank Abinanti



Damon Bell

As, director of Arena & Ancillary Services for the Classic Center, **Danny Bryant** is responsible for overseeing the financial growth and operational success of the Arena, Parking and Catering operations at the facility.



Danny Bryant



Kristin Delahunt

Paul Cramer is Executive Director of The Classic Center, a position he has held since 1995 when the convention center opened. He earned his Bachelor of Arts degree from Rochester Institute of Technology and has been designated a Certified Facilities Executive by the International Association of Venue Managers.



Paul Cramer

Kristin Delahunt is director of convention services with the Atlanta Convention & Visitors Bureau. Her focus is building convention attendance and enhancing visitor experience by capitalizing on digital marketing campaigns and resources.



Sherry Heyl is an award-winning marketing professional with 10+ years experience using digital media to build brand equity and amplify brand experiences. Since 2005, she has been developing digital marketing strategies, mostly focused on social platforms that enable organizations to integrate new technologies and capabilities with their existing campaigns and business goals.

Ms. Heyl has developed customized individual training tracks to help marketing managers and business owners add social media as a core competency. As the founder of Amplified Concepts, she uses her expertise in strategy development and project management combined with her relationships with some of the smartest freelancers in the digital world to deliver customized solutions and deep expertise to client projects.

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**

**SHOW US
WHAT
YOU GOT!**

THE VENDOR EXPERIENCE

Suppliers for the event industry, this is a unique opportunity to have some one-to-one conversations with the planners attending the Classic. You will get the opportunity to meet with industry veterans and up and coming future leaders of the industry.

In attendance you will get the opportunity to meet with many of the Tradeshow Executives Gold 100 leaders. Also in attendance will be companies that also landed in the Fastest 50 growing shows in attendance, exhibitors, and exhibit space. Get your table today and hopefully many new customers for your business.

\$300 Fee includes:

- 1 admission to the SE Classic and all events.
- 1 table to exhibit with dedicated times during the event for attendees to visit with you.
- An opportunity to have F2F interactions with industry professionals, in a less hectic environment.
- An opportunity for you to share ways to ENHANCE the event experience!

If you are interested in participating, please contact the IAEE SE Executive office at info@iaeese.org or 770-433-4137. We will issue you an invoice that you can pay via check or online.

We will also need a high resolution logo along with a brief summary of your company. We look forward to working with you and are anxious to see what you have in store to enhance the EVENT Experience!

Reservations must be received no later than **June 25, 2018** as space is limited and on a first come first serve basis.

Young Professional Meet and Greet



Join us for a Young Professional Meet and Greet prior to the Opening Reception of the 27th Annual SE Classic.

When: Wednesday, July 25, 2018

Time: 5:00 PM - 6:00 PM

Where: Hyatt Place Bar

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 Georgia Club

As a golfer in the Atlanta/Athens area in Georgia, you'll find 27 reasons to fall in love with the game all over again on The Georgia Club's championship golf courses. Designed by Denis Griffiths, The Chancellor's Course provides a four-season wonder, offering a balanced mix of par 3s, 4s and 5s designed for players of all levels. Low handicap players will appreciate the challenge of the course, where choosing the right strategy will definitely impact your score. And you'll take in the beauty from tee to green on the picturesque par 3s that aren't always as simple as they appear. Whether you're just getting started or a seasoned veteran of the game, our staff of professionals is on hand to ensure a memorable experience. The cost for golf is \$65.

To golf, please contact Scott Porter at sporter@cobb Galleria.com

The Georgia Club
1050 Chancellors Drive,
Statham, Georgia 30666



REGISTRATION INFORMATION

REGISTRATION TYPE	First Attendee	Additional Attendee
Classic Registration - New Member (Show managers who joined IAEE in 2018)	FREE	
Classic Registration - Member (Before July 15, 2018)	\$250	\$225
Classic Registration - NON MEMBER	\$300	\$300
Students	\$50	
LATE FEE (After July 15, 2018) ADD	\$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 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, 2018 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.



BOOK YOUR HOTEL Group Code: G-AEE8

---Book by Phone: Hyatt Reservation Phone Numbers are 1-800-233-1234 or 706-425-1800 then press "1"

---Book Online: https://athensdowntown.place.hyatt.com/en/hotel/home.html?corp_id=g-ae8

Hotel and Driving Information

It's easy to get from place to place when you stay at Hyatt Place Athens / Downtown, fittingly named for its central downtown Athens location. Our hotel is within one mile of the student-loved Five Points neighborhood and the historic Boulevard district, one of the city's first streetcar neighborhoods. From our hotel, you're in walking distance of all things Athens and the University of Georgia, plus the city of Athens is a bike-friendly community with bike lanes and trails. Ride the Route 6 bus, or take advantage of easy self-parking. Roughly 90 minutes from downtown Atlanta.

PARKING:

We offer convenient indoor and outdoor self-parking for a daily parking fee of \$10 per vehicle. Please note, \$30 special event parking fee will apply during UGA home football games and UGA graduation.

Hotel discount rate of \$139 is good through July 14, 2018.

Check-in and Check-out

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

Driving Address for Directions

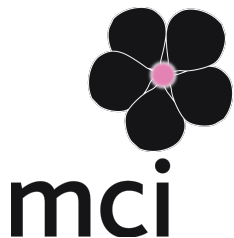
Hyatt Place Athens GA

412 North Thomas Street

Athens, GA Phone: [\(706\) 425-1800](tel:7064251800)



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