



Southeast Chapter

33rd Annual Southeastern Classic

Riding The Exhibition Wave

The SE Chapter is excited to invite you to attend the 33rd anniversary of our Southeastern Classic, an educational and networking event. This year's SE Classic will be held in-person on September 3 — 5, 2024 at Surf Expo, Orlando, Florida and the Classic registration includes free access to Surf Expo, the largest and longest-running watersports and coastal life trade show in the world!

"Ride the Exhibition Wave" with us this year at the SE Classic, and get stoked to learn about emerging trends and technology from industry experts, have fun, and spend time with friends and peers.

Catch ya in Orlando!

SE CLASSIC SCHEDULE

33rd ANNUAL SOUTHEASTERN CLASSIC
Surf Expo, Orlando, Florida

SEPTEMBER 3 – 5, 2024

Classic is held in the West Building

SESSIONS: Room 304-B

BREAKFASTS: Room 304-A

TUESDAY, SEPTEMBER 3RD

4:00 PM – 5:00 PM

Registration

5:30 PM

Opening Reception at the Rosen Centre

SPONSORED BY ROSEN CENTRE

6:30 PM

Dinner on your own

WEDNESDAY, SEPTEMBER 4TH

7:30 AM – 8:00 AM

Breakfast

SPONSORED BY OCEAN CENTER

8:00 AM – 9:15 AM

Welcome and Opening Keynote

“The New Attendee and Exhibitor Expectations”

David Saef, Freeman

SPONSORED BY CNTV

9:15 AM – 9:30 AM

Break

9:30 AM – 10:30 AM

“The Importance of Data to Demonstrate
the Value of Meetings”

Danna Griffin, NAVC

SPONSORED BY ACVB

10:30 AM – 10:45 AM

Break

10:45 AM – 11:45 AM

“Future Exhibition Industry Trends:
2025 and Beyond”

Dennis Smith, AAHOA

SPONSORED BY GES

11:45 AM – 12:00 PM

Photos

12:00 PM – 1:30 PM

Lunch and Learn

“Sustainable Futures: Charting a Greener Horizon”

Eric Blanc, OCCC

SPONSORED BY OCCC

1:30 PM – 1:45 PM

Break

1:45 PM – 2:45 PM

“Mastering Attendee Acquisition: Strategies for
Trade Show Success”

Steven Fisher, EmeraldX

2:45 PM – 3:00 PM

Break

3:00 PM – 4:00 PM

“Applying Audience and Exhibitor Insights to
Enhance Show Value”

Roundtable Facilitated by: David Saef, Freeman

4:00 PM – 4:15 PM

Announcements

4:15 PM – 5:00 PM

Community Service Event

“Clean the World”

5:00 PM – 5:15 PM

Break

6:00 – 9:00 PM

33rd Annual Celebration Dinner

@ Summer House on the Lake

TRANSPORTATION BY MEETINGS MOVERS, INC. AND
DINNER SPONSORED BY VISIT ORLANDO

THURSDAY, SEPTEMBER 5TH

7:30 AM – 8:00 AM

Breakfast

SPONSORED BY GWCC

10

CE
CREDITS

For those seeking certification or recertification, participating in the IAEE SE Classic could result in up to 10 clock hours towards CEM certification/recertification.

REGISTRATION & LOCATION

All registrations must be made online. To register online, go to the Events tab at www.iaeese.org and click the "Register" link 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 Thursday, August 29th, 2024 at 5 pm ET.

Registration fees may be paid by credit card. 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 404-474-0944 or send an email to: info@iaeese.org

FEES

Full Conference

Members: \$500
Guests: \$650
Students: \$200

One Day Only (Wednesday Sept. 4th)

Members: \$350
Guests: \$425

8:00 AM – 9:00 AM

"The A.I. Advantage: Creating 1-Page Marketing Plans with Ease"

Sherron Washington, The P3 Solution

SPONSORED BY IAEE CHAPTER EDUCATION FUND

9:00 AM – 9:15 AM

Break

9:15 AM – 10:15 AM

"Meetings Matter Panel"

Moderated by Molly Hamill, NAVC

Panelists: Eric Blanc, OCCC / Shereth Nunes, IAAPA / Kristin Schneider, VP of Sales, ATL Airport District CVB

10:15 AM – 10:30 PM

Break

10:30 AM – 11:45 AM

"Resilience @ Work: How To Coach Yourself Into a Thriving Future"

Simon T. Bailey

SPONSORED BY U.S. POULTRY AND EGG ASSOCIATION

11:45 AM

Closing Remarks

12:00 PM

Tour of Surf Expo (free registration included)

LODGING

The Rosen Centre is directly behind the building where the Classic is held (see map, right).

Price: \$160+ (Room block closes August 19th. Contact the hotel directly after that date.)

Rosen Centre

9840 International Dr.
Orlando, FL 32819

Booking link:

<https://book.passkey.com/go/IAEELSE24>



SE CLASSIC LOCATION

ORANGE COUNTY CONVENTION CENTER

**West Building, Level 3
above A Hall
9800 International Drive
Orlando, FL 32819**

Parking: The West Building parking lot can be accessed a number of ways - via Exhibit Drive (north entrance), via Convention Way (south entrance) and via West Entrance Drive off Westwood Boulevard.

ABOUT THE SPEAKERS & SESSIONS

"The New Attendee and Exhibitor Expectations"

David Saef, SVP Strategy, Freeman

This high-level briefing will cover how organizers are catering to the Next Generation Event Goer (NGEG), how those efforts are being perceived, as well as the evolving approach to exhibitor and sponsor relationships. We'll also examine event friction points and how to reduce or eliminate them as well as ways to translate underlying attendee motivations into engaging, inspirational experiences that contribute positively to an organizer's bottom line.

Learning Objectives:

- Understand how attendee and especially Next Gen Event Goer attendee expectations are evolving and implications for event design.
- Understand exhibitor and sponsor expectations and steps organizers can take to deliver a frictionless and valuable experience.
- Build new messaging to convey the value and impact of live events



David Saef is a leader of Freeman's strategy practice and has a 20-year career leading strategic planning and growth strategies, sponsorship strategy and sales, organizational transformation, and measurement services. He has led engagements for industry leaders such as RE+, Association of Equipment Manufacturers, Radiological Association of North America, Digestive Disease Week, National Association of Broadcasters, American Heart Association, Indeed and Boeing. Before joining Freeman, David led the GES Global Strategy team to design and execute engagement programs for Pfizer, Boeing, Penton

(Informa) and California Dental Association. David has served as an executive board member at BPA Worldwide, a nonprofit auditor of media, events and sustainability practices. He is a frequent industry speaker at Exhibitor Live, IAEE, PCMA Convening Leaders, HCEA, IMEX and Large Show Roundtable.

"Maximizing ROI: Strategies to Retain Attendees and Exhibitors"

Danna Griffin, Senior Director of Communications & Advocacy, NAVC

As companies scrutinize conference expenditures, demonstrating a solid return on investment is crucial to maintaining and growing attendance and exhibitor participation. This session delves into effective ROI methodologies tailored to ensure that your event is not just memorable but also financially beneficial for all stakeholders. Learn how to collaborate with exhibitors and attendees, using data-driven strategies to showcase the tangible value of their involvement. By mastering these techniques, you can secure continued investment in your events, fostering long-term growth and success in the exhibits and events industry.

Learning Objectives:

- Participants will be able to gauge a participant's satisfaction with an event.
- Participants will be able to identify and summarize various meeting data metrics.
- Participants will be able to effectively articulate a meeting's value to key stakeholders.



Danna Griffin is a seasoned marketing professional with over 15 years experience. She is the senior director of communications and advocacy for the North American Veterinary Community where she is responsible for marketing and attendee experience for large-scale in-person and virtual events in the animal health industry. VMX, the organization's leading event hosts nearly 30,000 people annually.

“Future Exhibition Industry Trends 2025 and Beyond”
Dennis Smith, MBA, Vice President of Business Development
Asian American Hotel Owners Association

The exhibitions industry continues to excel but we must all continue to rethink how we do business and the way in which we provide service and experiences to our members. Remaining relevant while finding new and innovative ways to do business is key to providing ROI, increasing engagement and growing our shows. What trends have presented themselves in 2024 for the exhibitions industry and what trends are evolving for 2025 and beyond.

Learning Objectives:

- Gain valuable insights on exhibition industry trends both today, in 2025 and beyond.
- Develop your own plan of action to increase attendee acquisition and engagement.
- Hear specific trends that IAEE is focusing on to align with their strategic plans.



Dennis Smith is the Vice President of Business Development at the Asian American Hotel Owners Association and is currently serving as the immediate past chairperson on the International Association of Exhibitions and Events national Board of Directors. Mr. Smith began his trade show career in Europe and spent close to 18 years living and working in countries like Germany, United Kingdom and Turkey and was highly instrumental in developing a multitude of trade shows in Eastern Europe, Central Asia and the Middle East while working for some of the top trade show organizations to include Deutsche Messe

and Messe Frankfurt. Apart from launching his own trade show company in 1997, Dennis has held several executive level positions in Europe and the USA and has been directly responsible for organizing more than 250 different international exhibitions and events in more than 30 countries covering a multitude of industries to include Hospitality, manufacturing, automotive, manufacturing, technology, food and construction. Born in Colorado, Dennis has an MBA in International Business and has over 32 years of experience in global strategy for exhibitions and events. Dennis is married with two children and currently resides in Atlanta, Georgia, USA.

“Sustainable Futures: Charting A Greener Horizon”
Eric Blanc, CMP, Sales, Marketing, Event Management and Exhibitor Services, OCCC

The award-winning Orange County Convention Center (OCCC) is home to one of the most innovative, large-scale sustainability programs in the United States. Learn about how the OCCC has demonstrated industry and community leadership by pioneering pathways for large venues to achieve continuously improving levels of sustainability stewardship and apply their practical knowledge to your own organization.

Learning Objectives:

- Understand the framework of the Orange County Convention Center’s Sustainability Action Plan, exploring how it integrates mobility and accessibility, supply chain sustainability, materials management, human experience enhancements, and buildings and infrastructure improvements.
- Explore case studies and practical examples illustrating how the OCCC has implemented each pillar of its sustainability strategy, showcasing best practices and lessons learned in achieving industry and community leadership in sustainable venue management.
- Discuss strategies for attendees to apply key principles from the OCCC’s sustainability initiatives to their own organizations or events, fostering ideas for enhancing sustainability stewardship and green meeting initiatives in their respective contexts.

Eric Blanc, Sr., CMP is the Orange County Convention Center’s (OCCC) Deputy Director of Sales, Marketing, Event Management and Exhibitor Services. With more than 25 years of experience in event management and convention center sales, Blanc oversees the strategic planning and selling of the OCCC. Blanc was the Director of Sales, Marketing, and Convention Services at the Tampa Convention Center, where he spent 15 years of his career. He held various positions during his time there including Event Services Supervisor and Senior Events Coordinator. Blanc’s background spans across various top organizations in the industry including The Freeman Companies and GES Expositions, where he was a National Sales Manager for both companies. Blanc graduated from Florida State University with a Bachelor of Science degree in Business - Marketing and holds a certificate from the IAAM Public Assembly Facility Management School at Oglebay.



**“Mastering Attendee Acquisition: Strategies for Trade Show Success”
Steven Fisher, Buyer Relations Director, EmeraldX**

Join us for an insightful session on the art and science of attendee acquisition at trade shows. In this workshop, we will delve into proven strategies and innovative techniques to attract and engage your target audience effectively. Whether you’re a seasoned show organizer or new to trade shows, this session will provide actionable insights to maximize your attendance at your next event.

Key topics covered include:

- Understanding Your Audience: Identifying and profiling your ideal attendees to tailor your outreach efforts.
- Effective Pre-Show Marketing: Leveraging digital platforms, email campaigns, and social media to create buzz and drive booth traffic.
- Compelling Messaging: Crafting impactful messages and offers that resonate with your target market.
- Engagement Tactics: Techniques to captivate attendees and encourage interaction at your booth.
- Post-Show Follow-Up: Strategies for nurturing leads and converting prospects into customers

Learning Objectives:

- Understand the demographics, interests, and needs of potential attendees.
- Learn about messaging, promotional tactics, incentives, and strategies to attract attendees.
- Learn techniques for building attendee relationships
- Learn how to collect and analyze data related to attendee acquisition.
- Identify key metrics for measuring the success of attendee acquisition efforts.



Steven Fisher is the Buyer Relations Director for EmeraldX and focuses on Action Sports for Surf Expo, Outdoor Retailer and Collective shows. With over 18 years of industry experience, Steven (Fish) will outline unique techniques that will benefit you in attendee retention and driving new buyers to your show.

**“Applying Audience and Exhibitor Insights to Enhance Show Value”
Roundtable Discussion Facilitated by: David Saef, SVP Strategy, Freeman**

This roundtable will discuss the implications of the Freeman Event Research and implications for event design and onsite experience. The peer to peer exchange will discuss the most compelling points of the research and share initiatives different organizers have implemented to enhance value and community impact. As appropriate examples will be shared to enhance the XLNC framework (pronounced “excellence”): eXperience, Learning, Networking and Commerce.

Learning Objectives:

- In-depth exploration of key insights from the Freeman Event Research
- New ideas to enhance experience design and deliver ROI to attendees and exhibitors
- Expanding networking of peer sharing and contacts for future consultation



David Saef is a leader of Freeman’s strategy practice and has a 20-year career leading strategic planning and growth strategies, sponsorship strategy and sales, organizational transformation, and measurement services. He has led engagements for industry leaders such as RE+, Association of Equipment Manufacturers, Radiological Association of North America, Digestive Disease Week, National Association of Broadcasters, American Heart Association, Indeed and Boeing. Before joining Freeman, David led the GES Global Strategy team to design and execute engagement programs for Pfizer, Boeing, Penton (Informa) and California Dental Association. David has served as an executive board member at BPA Worldwide, a nonprofit auditor of media, events and sustainability practices. He is a frequent industry speaker at Exhibitor Live, IAEE, PCMA Convening Leaders, HCEA, IMEX and Large Show Roundtable.

“The A.I. Advantage: Creating 1-Page Marketing Plans with Ease”
Sherron Washington, M.A., Marcomm Strategist & Professor, The P3 Solution

The era of multi-page, complex marketing plans that gather dust is over. Marketing should be straightforward and time-efficient. This session emphasizes the importance of developing a simple marketing plan for business success. By fusing AI technology with streamlined planning, you’ll learn to craft and implement quick, creative, and compelling promotional strategies. This interactive session will teach you how to maximize your marketing efforts quickly and effectively using a one-page marketing plan enhanced by AI tools.

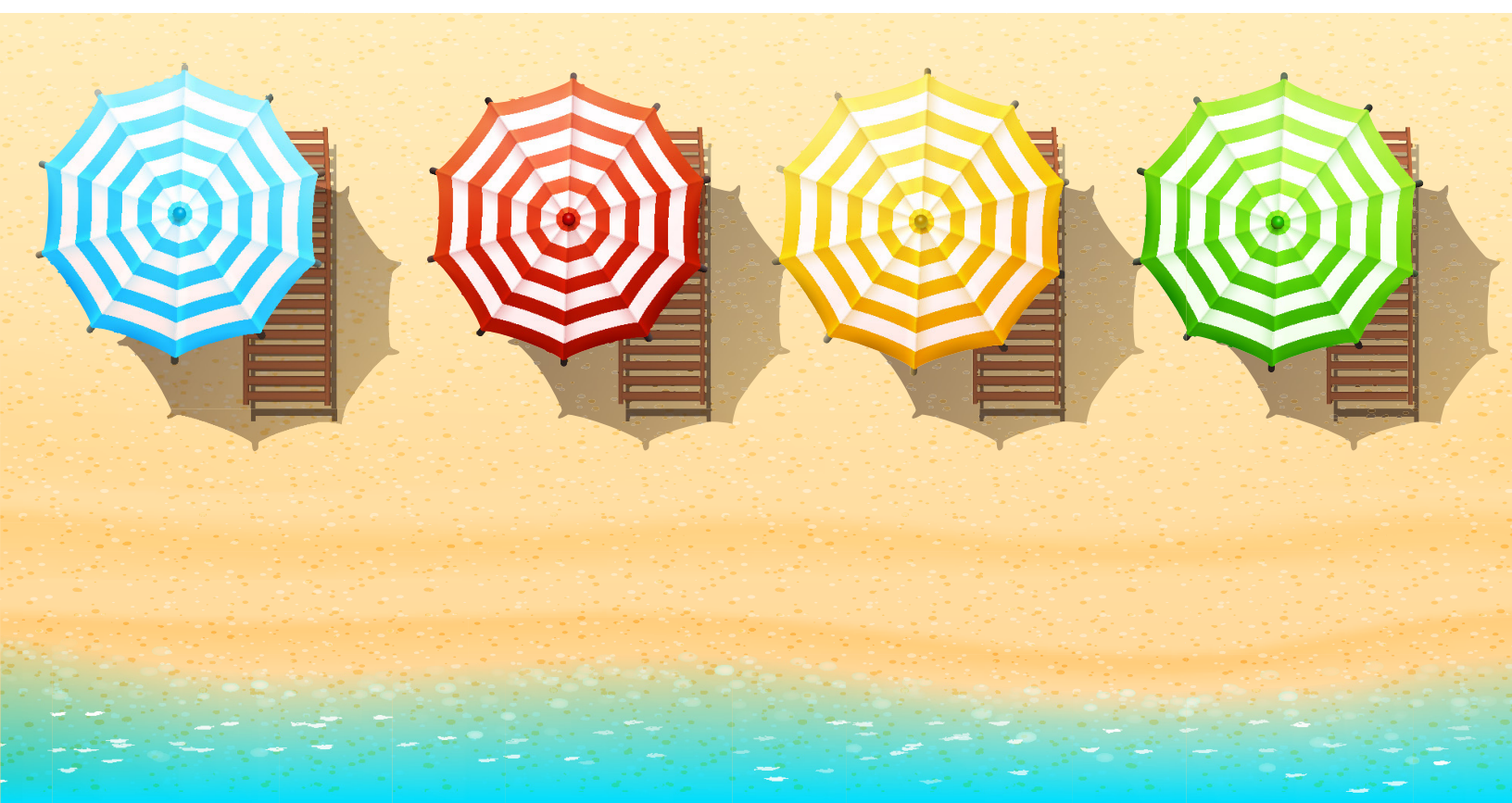
Learning Objectives:

- Recognize how PR, marketing, and sales contribute to positioning and growth.
- Learn how to create a concise and focused one-page marketing plan using AI.
- Develop practical skills to execute AI-driven marketing strategies swiftly without compromising effectiveness.

Sherron Washington, M.A., is a marketing and communication (marcom) professor, speaker and author who has imparted her wisdom and expertise for over two decades. She has an uncanny ability to develop simple, innovative and results-driven marketing and communication. She is the founder and CEO of The P3 Solution, a full-service marketing and communications (marcomm) firm located in the Washington, DC Area, that specializes in providing simplistic marcomm consulting and training.



Sherron has an extraordinary ability to create and cultivate environments that harness authentic interactions to generate synergy that flourishes into great vibes with captivating results. She uses a combination of her marcomm business acumen and expressive personality to create a distinctive and lasting presence that encourages and influences others to be more interactive. She understands the importance of remaining true in your communication efforts to facilitate interest and engagement that amplify results.



“Meetings Manner Panel”

Moderated by Molly Hamill, CMP, CEM, Director Exhibit Sales and Operations, NAVC

Panelists: Eric Blanc, CMP, Sales, Marketing, Event Management and Exhibitor Services, OCCC / Shereth Nunes, Global Sales Manager, IAAPA / Kristen Schneider, VP of Sales, ATL Airport District CVB

Meetings play a pivotal role in continuing education, driving business success, and fostering meaningful connections. In our panel, “Meetings Matter,” we will explore the profound impact that events have on both personal and professional landscapes. Join seasoned show organizers, suppliers, and facility experts as they share their insights on the multifaceted benefits of events.

We’ll uncover how meetings serve as powerful catalysts for growth and engagement. Attendees will gain valuable knowledge on planning and executing impactful events, understanding audience dynamics, and measuring event success. Whether you are a planner or supplier, this panel will equip you with the tools and inspiration to leverage the power of events to achieve your goals and leave a lasting impression. Don’t miss this opportunity to learn why “Meetings Matter” and how to make the most of them.

Learning Objectives:

- By the end of the panel discussion, participants will be able to articulate the significance of meetings and events in various contexts, including business, social, and cultural impacts.
- Participants will develop the ability to identify and discuss critical factors that contribute to the successful planning and execution of events, including logistical considerations, stakeholder management, and attendee engagement strategies.
- By the conclusion of the panel discussion, participants will be able to identify and analyze emerging trends in the events industry, such as technological advancements, sustainability practices, and changes in attendee expectations.

Molly Hamill is an accomplished event professional with extensive expertise in meeting and exhibition planning. With her CMP (Certified Meeting Professional) and CEM (Certified in Exhibition Management) designations, Molly has consistently demonstrated her commitment to excellence and innovation in the exhibition industry. When she’s not planning the next phenomenal trade show, Molly loves connecting with people, exploring new trends, and sharing her passion for the industry.



Eric Blanc, Sr., CMP is the Orange County Convention Center’s (OCCC) Deputy Director of Sales, Marketing, Event Management and Exhibitor Services. With more than 25 years of experience in event management and convention center sales, Blanc oversees the strategic planning and selling of the OCCC. Blanc was the Director of Sales, Marketing, and Convention Services at the Tampa Convention Center, where he spent 15 years of his career. He held various positions during his time there including Event Services Supervisor and Senior Events Coordinator. Blanc’s background spans across various top organizations in the industry including The Freeman Companies and GES Expositions, where he was a National Sales Manager for both companies. Blanc graduated from Florida State University with a Bachelor of Science degree in Business - Marketing.

Shereth Nunes, who holds a degree in Event Management from the University of Central Florida, is a Global Sales Manager at IAAPA with over a decade of experience in the events and hospitality industry. She excels in boosting exhibitor satisfaction and driving revenue through strategic tradeshow sales and marketing. Throughout her career, Shereth has developed strong skills in client relations and communication. She is currently pursuing Certified Exhibition Manager (CEM) certification and exploring Diversity, Equity, and Inclusion (DEI) courses to further enhance her industry expertise.



Kristin Schneider is the vice president of sales & services for the ATL Airport District CVB. She oversees sales operations and leads her team by example with a dedication to delivering stellar service. Since joining the CVB in 2015, she has leveraged her extensive background in sales, which includes experience as a sales manager for the Georgia International Convention Center, to foster strong client relationships and consistently exceed goals. As a resident of the Southside, Kristin is a true ambassador for the unique experiences and unparalleled convenience that the District offers to both business and leisure travelers alike.

“Resilience @ Work: How to Coach Yourself Into a Thriving Future”
Simon T. Bailey

Drawing from his personal reinvention and the themes of his book Resilience@Work, Simon’s keynote delves into the story of four professionals - Hurry, Worry, Ready, and Steady - facing AI integration and uncertain futures. This narrative showcases resilience as a crucial skill in the modern corporate world, emphasizing the need to embrace change, overcome adversity, and navigate toward a thriving future. This presentation is not just a parable but a motivational call to action, inspiring attendees to harness their resilience as a beacon of hope in their professional journeys.

Learning Objectives:

- Leverage resilience as your superpower to transform adversity into opportunity.
- Learn three game-changing questions from the four archetype personality types to outperform your competition and emerge stronger in rapidly changing realities.
- Embrace a self-coaching mindset to take charge of your own destiny.



Simon T. Bailey is the world’s leading expert in brilliance. His groundbreaking research, “State of Working America Report – Thriving in Resilience and Brilliance,” solidifies his insights in his 11th book, Resilience@Work: How to Coach Yourself Into a Thriving Future. With Disney Institute as his launchpad, he’s left an indelible mark on 2,400 plus organizations in 54 countries, including American Express, Deloitte, Visa, Signet Jewelers and Taco Bell.



SPONSORS

CONFERENCE EDUCATIONAL PARTNERS

Many Thanks to Our Sponsors



CHAPTER SPONSORS



IN-KIND

