

MAKING WAVES IN EXHIBITIONS: 35 YEARS STRONG

35th Annual Southeastern Classic
September 17 - 18, 2026
Orlando, Florida



The SE Chapter is excited to invite you to **make waves with us** as we celebrate the 35th anniversary of the Southeastern Classic—our signature educational and networking event!

This year, we're bringing the SE Classic to the sunny shores of Orlando, FL, where we'll gather in person at **Surf Expo on September 17–18, 2026**. Join us for two days of fresh ideas, emerging technologies, and insights from industry experts. It's the perfect opportunity to soak up new knowledge, connect with friends and peers, and enjoy the energy of our community.



SE CLASSIC SCHEDULE

35th ANNUAL SOUTHEASTERN CLASSIC
Orlando, FL

SEPTEMBER 17 - 18, 2026

The Classic is held in the Orange County Convention Center, West Building, Level 3 above A Hall

THURSDAY, SEPTEMBER 17TH

7:30 AM – 8:00 AM
Breakfast

SPONSORED BY ATLANTA CONVENTION
& VISITORS BUREAU

8:00 AM – 9:15 AM
Welcome and Opening Keynote
"Frazzle Free™ — Living and Leading with Clarity,
Confidence & Courage"
Christina Renee, International Transformational
Strategist & Global Keynote Speaker

9:30 AM – 10:30 AM
"Prompt Me If You Can: Getting Better Results from
AI Without Being a Tech Expert"
Aaron Batson, Director of Client Management,
AGS Expo Services and
Ellis Roe, Director of Strategic Planning,
AGS Expo Services
SPONSORED BY AGS EXPO SERVICES

10:30 AM – 10:45 AM
Break

10:45 AM – 11:45 AM
"Easy Ways to Empower Your New
(and "New-ish") Exhibitors"
Robyn Davis, ExhibitorsWINH.com
SPONSORED BY IAEE EDUCATION FUND

11:45 AM – 12:00 PM
Photos

12:00 PM – 1:30 PM
Lunch and Learn

"Catch the Content Wave: Turn Your Show Floor Into
a Year-Round Content Engine"
Kirstin Delgado, Content Manager, CNTV
SPONSORED BY ORANGE COUNTY CONVENTION
CENTER AND VISIT ORLANDO

1:45 PM – 2:45 PM
"Surf Expo Tour"

2:45 PM – 3:00 PM
Break

3:00 PM – 4:00 PM
"Coaching Circle: Structured Peer-to-Peer
Problem Solving"
Robyn Davis, ExhibitorsWINH.com
SPONSORED BY IAEE EDUCATION FUND

4:00 PM – 4:15 PM
Announcements

4:15 PM – 5:00 PM
Community Service Event
"The Sharing Center"

6:00 – 9:00 PM
35th Annual Celebration Dinner

FRIDAY, SEPTEMBER 18TH

7:30 AM – 8:00 AM
Breakfast

8:00 AM – 9:00 AM
"Delivering a World-Class Customer Experience:
Lessons From The Mouse"
Danny Snow, Snow & Associates, Inc.

9:15 AM – 10:15 AM
"Forecasting the Future of Live Events"
Jess Stephens, Senior Client Solutions Director,
Freeman
SPONSORED BY EMERALD CARPETS

10:15 AM – 10:30 AM
Break

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 Monday, September 14th, 2026 at 12 noon 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

Non-members: \$650

Students: \$200

One Day Only (Thursday September 17th)

Members: \$350

Non-members: \$425

LODGING

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

Price: \$174+

Rosen Centre
9840 International Dr.
Orlando, FL 32819

Booking link:
[**CLICK HERE**](#)



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

"Frazzle Free™ — Living and Leading with Clarity, Confidence & Courage" **Christina Renee, BCC, International Transformational Strategist, Global Keynote Speaker**

It takes vision, creativity, flexibility, and the ability to keep moving when circumstances change and the unexpected happens. Yet even the most capable among us can become so accustomed to managing what is next that we lose our ability to be present to the moment.

In this transformational and engaging keynote, Christina Renee introduces a different way to navigate work, leadership, and life—one rooted in clarity, flexibility, and self-mastery rather than pressure-driven performance.

At the foundation of this experience is Christina's signature Mindflex™ methodology, which introduces mental agility, adaptability, and flexibility as strategic advantages for sustained excellence. Participants learn to identify and eliminate limiting beliefs, reframe what no longer serves them, and gain an ascended viewpoint. Mindflex™ opens new pathways to clarity, confidence, and possibility.

Frazzle Free™ brings that inner mastery to the way participants live and lead. They establish congruent priorities, strengthen authentic presence, support well-being, and maintain momentum with greater ease.

For professionals who devote extraordinary energy and talent to creating meaningful experiences for others, that mastery has a deeply personal dimension:

What becomes possible when you bring that same intention to the experience of your own life?

Learning Objectives

At the conclusion of this keynote, participants will be able to:

- Identify limiting beliefs that influence how they navigate complexity, respond to change, and recognize possibility.
- Apply Mindflex™ principles to reframe challenges, gain an ascended viewpoint, and uncover new pathways for clarity, confident action, and effective decision-making.
- Implement Frazzle Free™ strategies to align priorities, strengthen authentic presence, support well-being, and maintain momentum with greater ease.



Christina Renee, BCC, is an International Transformational Strategist, Global Keynote Speaker, and creator of Mindflex™ and Frazzle Free™. For more than 35 years, she has empowered high achievers, leaders, and organizations to transform the way they think, live, and lead, with her work reaching audiences and communities across more than 30 nations.

A Board Certified Coach, entrepreneur, nonprofit leader, and former international executive, Christina brings lived wisdom, global experience, visionary insight, and heart-filled compassion to her work. Known for her authenticity, transparency, and ability to create genuine connection, she helps people see the unseen, challenge limiting beliefs, gain an ascended viewpoint, and recognize possibilities beyond what present circumstances may suggest.

Christina empowers people to move forward with greater clarity and confidence, live more authentically, and take courageous action toward the outcomes that matter most.



"Prompt Me If You Can — Getting Better Results from AI Without Being a Tech Expert"
Aaron Batson, CMP, Director of Client Management, AGS Expo Services and
Ellis Roe, Director of Strategic Planning, AGS Expo Services

Are you curious about AI but not sure where to start?

Join two tradeshow industry professionals who use artificial intelligence in completely different ways. One leverages AI to support client communications, generate creative ideas, write proposals, solve exhibitor challenges, and improve customer service. The other uses AI to analyze data, identify trends, support strategic planning, and uncover business insights. Through real-world examples from the tradeshow and events industry, this session will demonstrate how anyone can begin using AI immediately, regardless of technical skill level. No technical background is required.

Learning Objectives

Attendees will leave with:

- Practical AI tools they can use immediately
- Real world examples from a GSC
- Easy-to-follow prompt formulas
- Tips for improving AI results
- A better understanding of AI's strengths and limitations



Aaron Batson, CMP is a seasoned leader in the exhibitions, events, and hospitality industry with over 15 years of experience managing complex events, leading high-performing teams, and delivering exceptional client experiences. Throughout his career, he has worked across convention centers, hotels, and exhibition service organizations, helping clients successfully plan and execute events of all sizes. Aaron combines a strong background in operations, customer service, and strategic leadership with a passion for process improvement and team development. He holds the Certified Meeting Professional (CMP) designation and is an active member of the International Association of Exhibitions and Events (IAEE). Known for his practical approach, collaborative leadership style, and industry insight, Aaron is passionate about helping organizations create exceptional event experiences while driving operational excellence and lasting client partnerships.



Ellis Roe is the Director of Strategic Planning at AGS Expo Services, with a career spanning events, SaaS technology, design and real estate. That diverse background has shaped his approach to strategy: understand your customers, ask better questions and connect diverse perspectives. In his current role, Ellis uses financial analysis, operational insight and cross-functional thinking to help teams make stronger decisions and uncover risks that might otherwise be missed. He has quickly learned to leverage AI as a practical assistant—using it to build subject-matter knowledge, deepen his analysis, challenge assumptions, and develop more complete solutions. Like everyone working with this rapidly evolving technology, he is still learning every day and is focused on sharing what works.



"Easy Ways to Empower Your New (and "New-ish") Exhibitors"
Robyn Davis, CPTD, CEM, ExhibitorsWINH.com

Smart organizers, like you, know that it's in your best interest to provide new exhibitors with the support and guidance they need to succeed at your trade shows.

However, helping your new exhibitors now may feel like a bigger challenge than in the past. After all, statistics are showing that, in recent years, more than half of all exhibitors are "new" in one way or another and, traditionally, less than half of all new exhibitors choose to return to a trade show for their second year... the good news is, if you're up for the challenge, you'll have a great opportunity to start fresh and differentiate yourself from competitive shows!

Learning Objectives:

- Identify three types of "new" exhibitors who need your help now
- List the specific types of support you can (and should!) provide to your new exhibitors
- Brainstorm a variety of fresh and actionable new exhibitor support ideas that you can implement in time for your next trade show (even if your resources are limited)
- Address your most pressing questions and concerns, with help from our favorite trade show trainer, Robyn at Exhibitors WINH, and your peers



Robyn Davis CPTD, CEM As an award-winning trade show trainer, consultant, and speaker, Robyn Davis empowers exhibitors to achieve their goals at major American trade shows like the SHOT Show, CONEXPO-CON/AGG, IMTS, and others. She has been honored to be recognized with IAEE's "Distinguished Service Award" and as their "Educator of the Year Award." Her new book, "Exhibit Smarter: A Step-by-Step Guide to Trade Show Success" is now available for pre-orders. Learn more at ExhibitSmarter.com or request to connect on LinkedIn.

"Catch the Content Wave: Turn Your Show Floor Into a Year-Round Content Engine"
Lunch and Learn
Kirstin Delgado, Content Manager, CNTV

The session emphasized shifting event video from a post-event recap to a strategic business tool. Planners should start with objectives—such as attendee retention, exhibitor value, sponsorship opportunities, year-round education, member engagement, and next-event promotion—and then design content around those goals. A single captured conversation, session, demonstration, or attendee story can be repurposed into multiple pieces of content, extending the event's value well beyond the event itself.

Learning Objectives:

- Identify the event moments most likely to support attendance, exhibitor, membership and revenue goals.
- Create a simple capture plan before arriving onsite.
- Repurpose one event moment into multiple content assets without significantly increasing production demands.



Kirstin Delgado is a seasoned storyteller and communications professional with more than 15 years of experience in television journalism as an anchor and reporter. Her career has also included work as a voice actor and magazine contributor, giving her a unique perspective on how to craft stories that connect with audiences across platforms. Today, Kirstin brings that storytelling expertise to CNTV, where she helps organizations transform the moments, conversations, and experiences happening at live events into compelling video content that extends far beyond the show floor.

"Coaching Circle: Structured Peer-to-Peer Problem Solving" Robyn Davis, CPTD, CEM, ExhibitorsWINH.com

No matter how much professional experience you acquire, you will never stop encountering new challenges. Sometimes, you'll be able to find a solution on your own, but other times you may need a fresh perspective to move forward... fortunately, you aren't alone. And, with the help of your peers, everything is "figure-out-able."

In this fast-paced, highly interactive session, you will work in small groups to coach each other through your toughest professional challenges, according to a simple, structured "coaching circle" process (focusing on one group member's challenge at a time).

Learning Objectives:

At the end of this session, participants will be able to:

- Identify and clearly explain your toughest professional challenge
- Listen to your peers and ask smart questions to better understand their challenges
- Work together with your peers to brainstorm potential solutions for each challenge
- Summarize your takeaways from this process and plan to implement the best ideas right away



Robyn Davis CPTD, CEM As an award-winning trade show trainer, consultant, and speaker, Robyn Davis, CPTD, CEM empowers exhibitors to achieve their goals at major American trade shows like the SHOT Show, CONEXPO-CON/AGG, IMTS, and others. She has been honored to be recognized with IAEE's "Distinguished Service Award" and as their "Educator of the Year Award." Her new book, "Exhibit Smarter: A Step-by-Step Guide to Trade Show Success" is now available for pre-orders. Learn more at ExhibitSmarter.com or request to connect on LinkedIn.

"Delivering a World-Class Customer Experience: Lessons From The Mouse" Danny Snow, Snow & Associates, Inc.

In a world overflowing with options, standing out requires more than just good products or services—it demands an exceptional customer experience that builds loyalty and drives results.

Customers today value what sets you apart—what you can deliver that others won't or can't. Creating that unique value is how you win hearts and retain business.

Drawing from his Disney heritage and extensive experience in the family business, Danny Snow offers a fresh perspective on delivering service excellence. This program equips leaders and teams with actionable strategies to elevate every interaction, turning ordinary customer moments into extraordinary loyalty-building experiences.

Learning Objectives:

- Identify strategies for creating differentiated customer experiences that set an organization apart from competitors.
- Apply service excellence techniques to elevate everyday customer interactions and increase engagement.
- Develop actionable approaches to build customer loyalty by consistently delivering unique, memorable experiences.



Danny Snow is a distinguished keynote speaker and customer experience strategist who partners with organizations to transform service delivery through systematic culture development and leadership excellence. As a second-generation Disney cast member, Danny began his career at Walt Disney World, where he gained comprehensive insight into the operational frameworks and service methodologies that drive world-class guest experiences. His early professional development also included hands-on retail management experience, providing him with direct understanding of front-line service challenges, inventory management pressures, and the critical balance between sales performance and customer satisfaction. Following his MBA completion, he joined the family company, Snow & Associates, Inc., and has been instrumental in establishing it as a globally recognized authority in customer service and culture transformation.

"Meetings Matter Panel"

Moderated by Gwen Venable, CEM, Executive Vice President, Expo & Communication Svcs, U.S. Poultry

Speakers: Will Estes, Sustainability Manager, Emerald Carpets;

Lisa Messina, Chief Sales Officer with Visit Orlando;

Anne Sculthorpe, CEM, Sr. Exhibit Manager IPPE, U.S. Poultry;

Jacob Smith, Segment Manager, Emerald Carpets

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.



Gwen Venable is Executive Vice President, Expo & Communication Services for U.S. Poultry & Egg Association and is responsible for the association's International Poultry Expo and the overall management of the International Production & Processing Expo (IPPE). She also leads the strategic communications, public relations, marketing and promotion for the Association's industry services and events, as well as the annual IPPE. Gwen is a Past Chair of the IAEE Southeastern Chapter and served on the Chapter's Board of Directors from 2012 until 2024. In addition to participating on the executive team, she served as chair of the IAEE Southeastern Classic for three years, spearheaded the Chapter's Technology Exchange education program for

eight years, and participated in various charity events held by the Chapter. In 2021, she was awarded the national IAEE Chapter Merit Award for her work on behalf of the Chapter. At the national level, Gwen served as an Ex-Officio Director of the IAEE Board of Directors in 2022, representing the Chapter Leaders Council. In 2023, she served on the IAEE Member Engagement Committee. Since 2024, she has served on the IAEE Major American Trade Show Organizers (MATSO) Council. Gwen was recently recognized with the IAEE Cathy Breden Woman of Achievement Award. Gwen holds an BBA and MBA from the University of Georgia, a certification in exhibition management, and has substantial executive-level event management, communications, marketing and association experience through various organizations.

Lisa Messina is the chief sales officer for Visit Orlando. In her role Messina oversees several departments, including the meeting and convention sales and experience team, travel industry sales, membership, and supporting services. Messina's impressive career spans three decades in leadership roles at several of the meetings and events industry's leading organizations. Prior to joining Visit Orlando, Messina served as the chief sales officer for the Las Vegas Convention & Visitors Authority, which also owns and operates the Las Vegas Convention Center. Before her tenure at the Las Vegas Convention & Visitors Authority, Messina served as senior vice president of sales for Caesars Entertainment, leading revenue strategy for the meetings and conventions segment. Prior to Caesars, Messina held numerous sales leadership roles during her 16 years with Hilton Worldwide and served as the chief marketing officer for ConferenceDirect, a full-service global meetings solution company. Throughout her career, she has received a host of prestigious awards and served on key industry boards. In 2023, she was named one of MPI's 50 Most Influential Meeting Professionals and was inducted into Smart Meetings Hall of Fame. Messina has also served on CVENT's Advisory Board, HSMAI's Advisory Board and the Executive Board of the American Heart Association Southern Nevada. Messina currently serves on the Meeting Professionals International (MPI), International Board of Directors. Messina holds a Bachelor of Science in Hotel Administration from Cornell University.





Anne Sculthorpe, CEM has been with USPOULTRY for 22 years, where she has held different roles in education and food safety programs before moving onto the Expo team as exhibit manager. She was promoted to senior exhibit manager in 2018 and to director of exhibit services this year. For the annual International Production & Processing Expo (IPPE), she creates the show's floor plan, handles booth sales and exhibitor customer service, and oversees key resources for Expo registration, sponsorship and Expo logistics. In addition to immersing herself in all things related to IPPE exhibit sales and services, she has completed her Certified in Exhibition Management (CEM) designation and currently serves on the IAEE SE Chapter board of directors.

Prior to USPOULTRY, Anne was with Delta Air Lines for 16 years, primarily in revenue accounting, travel agency audit supervision and information technology.

Jacob Smith has over 17 years of sales experience, including the past 9½ years with Emerald Carpets. Jacob works with general contractors, distributors, brokers, and sporting event professionals to help deliver flooring solutions that meet the demands of fast-moving event environments. My focus is on building long-term partnerships, understanding each customer's unique needs, and helping them identify the right flooring solution for their event, venue, timeline, and budget. Whether the project calls for standard event carpet, custom-branded flooring, turf for a stadium or activation, or a sustainable flooring program, I take pride in being a reliable resource throughout the process.



Will Estes is the Sustainability Manager at Emerald Carpets, where he leads the company's sustainability strategy, circularity initiatives, and environmental reporting. He works across operations, product sustainability, and industry partnerships to advance innovative flooring solutions that reduce environmental impact while meeting the demands of live events. Will has helped lead the sustainability messaging and industry education surrounding GreenStep, communicating its circular design, environmental benefits, and practical application to customers and industry partners. He also serves as Second Chair of the ESCA Rising Leaders Committee and is passionate about helping the events industry advance practical, scalable sustainability solutions through collaboration and innovation.

"Forecasting the Future of Live Events" Jess Stephens, Senior Client Solutions Director, Freeman

The future of live events is being shaped by changing attendee expectations, evolving workforce demographics, and new definitions of value and engagement. Drawing on insights from Freeman's quarterly Trends Reports, this session explores the most important trends influencing conferences, trade shows, and brand experiences today. Learn what matters most to attendees across generations, how organizations are rethinking learning and networking experiences, and where the industry is headed next. Attendees will leave with data-driven insights and practical ideas for designing events that meet the needs of tomorrow's audiences while delivering stronger business outcomes.

Learning Objectives:

- Identify key trends shaping the future of conferences, trade shows, and brand experiences across generations and workforce demographics.
- Evaluate attendee expectations around learning, networking, engagement, and value to better understand what audiences want from live events.
- Apply data-driven strategies to design future-focused events that meet evolving audience needs and deliver stronger business outcomes.



Jess Stephens is a strategic leader and event industry veteran with more than two decades of experience shaping live experiences, experiential marketing programs, and audience engagement strategies. His career spans the worlds of entertainment, media, technology, and live events, giving him a unique perspective on how audiences connect, learn, and engage through shared experiences. Jess began his career with The Walt Disney Company, where he spent 11 years as a Producer and Imagineer. During that time, he developed expertise in storytelling, experiential design, strategic communications, and audience-centered experience creation that continues to influence his work today. He later joined PSAV, where he served in

several executive leadership roles, including Corporate Vice President of Creative and Digital. In that capacity, he led creative development, innovation initiatives, technical production, research and development, and the design of complex event experiences for some of the world's leading organizations. His work earned 39 Telly Awards and helped establish new standards for live and hybrid event production. Among his notable accomplishments, Jess produced the first national HDTV digital broadcast, John Glenn Returns to Space, for PBS and Harris Corporation, demonstrating an early commitment to innovation in audience engagement and media experiences. Today, as Senior Client Relationship Director at Freeman, the world's leading event company, Jess partners with organizations to develop strategic event solutions that drive meaningful business outcomes. Drawing on Freeman's industry-leading Trends Reports and audience research, he helps clients understand evolving attendee expectations, emerging generational shifts, and the trends shaping the future of live events.

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