Attendee Acquisition Roundtable (AAR)

July 27, 2023

Hyatt Regency McCormick Place | Chicago, IL

**Agenda**

8:00 AM Networking Breakfast

9:00 AM *Welcome and Objectives* — Sam Lippman, President, Lippman Connects

9:10 AM Self-introductions

9:35 AM *Fresh Ideas for Omni-channel Marketing from the Restaurant Show* — Chelsea Gregory, Senior Account Director, mdg, A Freeman Company and Lisa Malikow, Senior Vice President, Event Operations & Programming, National Restaurant Show/Winsight

10:15 AM *Conversion Rate Optimization* – Mark Towns, Head of Sales, asp

10:30 AM Networking Break

10:50 AM Breakout Sessions

Noon Networking Lunch

1:10 PM *Attendee Acquisition Data* — Joe Federbush, President, EVOLIO Marketing

2:00 PM *Leveraging Your Destination’s Resources* – Choose Chicago

2:45 PM Networking Break

3:05 PM Breakout Sessions

4:00 PM Key Take-aways and Summary

**Sponsors**

ASP, CDS, Choose Chicago, Encore, EVOLIO Marketing, Hyatt Regency**,** mdg, A Freeman Company, *TSNN*

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