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MONDAY
JANUARY 8, 2018



Convening Leaders gave back to the Nashville community yesterday at Hospitality Helping Hands. The event benefitted PENCIL's LP Pencil Box project, which donates school supplies to local teachers and students in need.

Welcome to Music City! 'Amplifying Engagement' at PCMA Convening Leaders 2018

This year's Convening Leaders turns up the volume on the business-events industry

with three jam-packed days of thought-provoking sessions, networking events, and learning opportunities. The estimated

4,500 attendees will navigate Music City and discover the secret to "Amplifying Engagement" at their own meetings.

"We've entered the new school of engagement — one where business-event organizers must amplify their attendees' engagement at every turn," said PCMA President and CEO Deborah Sexton. "Our 2018

see **NASHVILLE**, page 54



Convening Leaders Mobile App

Download the PCMA Events app from your app store today. Click on "Find Events" and select Convening Leaders 2018. Now, you have the meeting at your fingertips. Browse the full conference program, build your own schedule, message attendees, download session materials, and much more! PLUS, new this year — "Be Safe" and "I'm Safe" notification features, which are part of PCMA's emergency-readiness plan.

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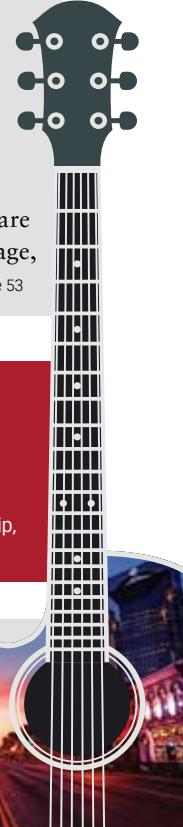
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Transforming Events With the Cycle of Creativity

Revolutionary Architect Neri Oxman's Unique Approach to Design

Ready to unleash the untapped potential of your business events? In today's Opening Main Stage presentation, "Break Disciplinary Boundaries to Inspire Transformative Change," award-winning architect, designer, and inventor **Neri Oxman** will inspire you to think outside the box to collaborate, communicate, and foster inclusivity.

Oxman is the Sony Corporation Career Development Professor and an associate professor of media arts and sciences at the MIT Media Lab, where she founded and directs the Mediated Matter design research group. She is known for art and architecture that combine biology, computing,

design, and materials engineering. Oxman looks to nature for practical design solutions and envisions a future in which technology and nature live in harmony.

Oxman's breakthrough model, the Cycle of Creativity, boldly connects art, design, engineering, and science in surprising new ways. In her Main Stage speech,

Oxman will empower you to think beyond traditional business boundaries, mapping out how multiple disciplines inform, inspire, and shape one another.

In her career, Oxman has been named to ICON's list of the top 20 most influential architects to shape our future, and was selected as one of the 100 most creative people by

Fast Company.

Oxman was also named a "Revolutionary Mind" by

SEED magazine, and has been included on *Esquire's* list of the "Best and Brightest."

Oxman received her Ph.D. in design computation as a Presidential Fellow at MIT, where she coined the term "Material Ecology" to describe her research area. "For the meetings space," Oxman said in an interview with PCMA's *Convene* magazine, "one can imagine opportunities associated with printed wearables that are responsive and adaptive, situated within the context of a given meeting." ■



Neri Oxman

OPENING MAIN STAGE

Today • 8-9:30 a.m.

Karl F. Dean Grand Ballroom

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Daily Highlights

7 a.m.



NETWORKING BREAKFAST
7–7:45 a.m.
Karl F. Dean Grand Ballroom Foyer

8 a.m.

OPENING MAIN STAGE

8–9:30 a.m.

Karl F. Dean Grand Ballroom

Neri Oxman — “Break Disciplinary Boundaries to Inspire Transformative Change” / See p. 3 for a full preview.

10 a.m.



LIVE MUSIC – Tim Nichols
9:30–10:15 a.m.
Music City Green Room

11 a.m.



NETWORKING LUNCHEON
12–1:15 p.m.
Exhibit Hall B

12 p.m.

FUTURE OF FACE2FACE

- THE MIX
- TECHBAR
- (RE)ALITY ALLEY

9:30 a.m.–4:45 p.m.
Music City Center, Level 1M

1 p.m.

FUTURE OF FACE2FACE

- THE MIX
- TECHBAR
- (RE)ALITY ALLEY

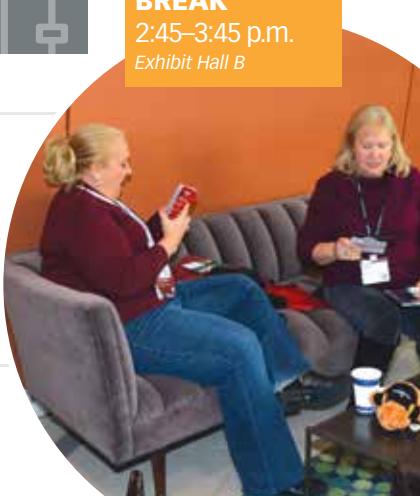
9:30 a.m.–4:45 p.m.
Music City Center, Level 1M

2 p.m.

LIVE MUSIC – Jeffrey Steele
2:30–3:30 p.m.
Music City Green Room

PROGRAM BREAK
2:45–3:45 p.m.
Exhibit Hall B

3 p.m.



4 p.m.

5 p.m.

6 p.m.

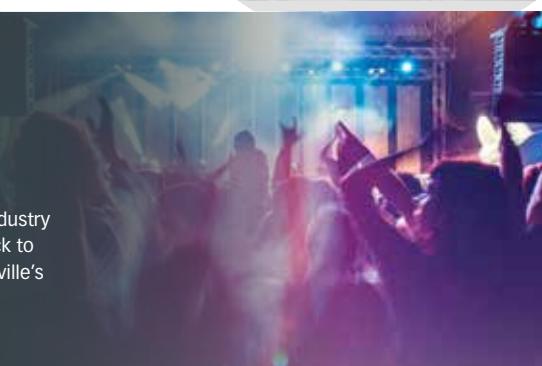
Consult the Convening Leaders mobile app for a full list of sessions.

PARTY WITH A PURPOSE (ADDITIONAL TICKET REQUIRED)

9 p.m.–12 a.m.

Cannery Row Nashville

Enjoy a healthy mix of philanthropy and fun. This event offers meetings industry leaders an energetic and lively networking experience while they give back to the PCMA Education Foundation, PCMA's Giving Good initiative, and Nashville's W.O. Smith Community Music School. (See p. 10 for more details.)



MEDIA STUDIO STAGE

Presented by Visit Houston

Check out today's programming on the Media Studio Stage

Level 3, outside Hall D

Video DIY
10–10:30 a.m.

Podcast 101
10:45–11:15 a.m.

Social-Media Command Center Strategies
1:30–2 p.m.

The Rise of Intellectual Capitalism: The Role of Meetings
2:15–3 p.m.

Science Under Fire?
3:10–3:50 p.m.

Crisis Communication: Is Your Media Strategy Ready?
4–4:45 p.m.

Share Your Insights and Expertise!

Visit the Video Capture Lounge in the Media Studio to participate in an on-camera interview. We want to hear your views on diversity and inclusion issues to help shape PCMA's new Ascent initiative. And we want to know how you or your event strive to make a difference — big or small. Your contribution may be featured in *Convene* magazine, at PCMA.org, or in one of our newsletters.

Embracing the Now and Near

Thought Leaders: The Optimistic Technologist, the 365-Day Event, and More

Today's schedule includes six contemplative Thought Leader sessions from accomplished professionals at the forefront of their industries.

Nicholas Thompson will discuss how to effectively position and manage disruption in his presentation, "The Optimistic Technologist: Keeping the Digital Revolution Human-Centric." Thompson, editor-in-chief of *Wired* magazine, a CNN contributing editor, and a CBS News contributor, will address the epidemic of "alternative facts" and "fake news." He also will examine the science behind the ever-changing business and technology frontier, and extrapolate how strategy and standards can ensure benevolence of the digital revolution.

Convening Leaders Master Facilitator Nick Ross will interview legendary Nashville music executive **Joe Galante** for a behind-the-scenes look at how

technology has shifted the music and events landscapes in "From Disruption to Evolution: Digital's Impact on the Music Industry."

Threats are a continuing topic of concern for the business-events industry. **Jakob Scharf**, former director general of the Danish Security and Intelligence Service, will address this matter head on in his session, "Emerging Global Threats to Have on Your Radar." Attendees can learn more about these risks, as well as actionable steps to mitigate them.

Ross will return in the afternoon for a **CEO panel discussion**, "Association C-Suite Predictions for 2018 and Beyond." A group of nonprofit CEOs will share their thoughts on the impending



Nicholas Thompson



Joe Galante



Jay Baer



Jakob Scharf



Dorri McWhorter

opportunities and challenges facing the association world.

In "The 365-Day Event: Using Digital Content to Drive Year-Round Engagement," entrepreneur **Jay Baer** will focus on the longevity of events — specifically that opportunities to engage and connect should occur before, during, and well beyond the program itself. Baer will explain his inspired philosophy, which includes tactics like delivering dynamic pre-event coverage to elicit FOMO (fear of missing out) and repurposing post-event coverage to enhance engagement and boost retention.

THOUGHT LEADERS

- 10:30–11:45 a.m.
Nicholas Thompson,
Grand Ballroom A1
- 1:30–2:45 p.m.
Joe Galante, *Grand Ballroom A2*
- 3:45–4:45 p.m.
Jakob Scharf, *Grand Ballroom A1*
CEO Panel, *Grand Ballroom A2*
- 3:45–4:45 p.m.
Jay Baer, *Grand Ballroom A1*
- 3:45–4:45 p.m.
Dorri McWhorter, *Grand Ballroom A2*

Last but certainly not least, CEO of YWCA Metropolitan Chicago **Dorri McWhorter** will speak on the importance of diversity in "Ascent Thought Leader: Break Out of the Bubble — Inclusion to Enrich Your Life." ■

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A vibrant orange sunset or sunrise over a beach. In the foreground, the silhouettes of several people are visible, some sitting and some standing. A dense line of palm trees stands in the middle ground, their fronds silhouetted against the bright sky. The sky is a rich, warm orange with some darker, hazy areas at the top and bottom.

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Interacting With Intent at CL 2018

Content Committee Chairs on What 'Amplifying Engagement' Really Means



Each year, the Convening Leaders Content Committee (CLCC) focuses on creating high-level education that delivers on PCMA's mission to connect, innovate, and inspire the business-events industry globally.

Building on the Convening Leaders 2017 theme, "Designing ColLABoration," this year's theme — "Amplifying Engagement" — focuses on the importance

see **CLCC**, page 34

WHO'S HERE

Leonie Ashford



International Conference Bid Manager / Business Development Tourism New Zealand New Zealand

Is this your first time attending Convening Leaders? This is my third Convening Leaders. I previously attended Vancouver and Austin.

Why are you attending the meeting? To meet with other conference and event professionals, to learn from the best, and to take the opportunity to promote New Zealand as a great conference destination.

What is your New Year's resolution? To taste all the wineries' chardonnay varieties on Waiheke Island.

What is the last book you read? An autobiography — which is appropriate to living in this part of the world — called *A Working-Class Boy*, by Jimmy Barnes. I enjoy autobiographies, as they often reveal the reality below the public persona.

What is your favorite ice-cream flavor? New Zealand's finest Kapiti ice cream in hokey pokey.

What one thing do you love most about your job? The people I work with, and the amazing people that bring their conference and incentive groups to New Zealand.

What is your one must-do while you're in Nashville this week? We will be experiencing the Country Music Hall of Fame and Museum, plus I would also like to go to The Bluebird Café, and pretty much anything Johnny Cash-related.

PARTY WITH A PURPOSE

1.8.18 • 9 PM - MIDNIGHT

Cannery Row, Nashville, TN

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pcma Education Foundation

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Giving Back in Music City

Party With a Purpose Will Help Fund Music Education for Low-Income Families

Tonight, the PCMA Education Foundation celebrates the 25th anniversary of its always-popular Party With a Purpose (PWAP) at Convening Leaders. The annual event has raised more than \$2.4 million to date, giving back to

local charities, PCMA community-service programs, and industry research, education, and scholarships through the Foundation.

This year's event benefits the Foundation, PCMA's Giving Good community-outreach project, and the W.O. Smith Community Music

Party With a Purpose
Tonight • 9 p.m.–12 a.m.
Cannery Row Nashville

WHO'S HERE

Greg Newton



Director, Business Development
Calgary Stampede (BMO Centre)
Calgary, Alberta, Canada

Is this your first time attending Convening Leaders? No, I believe it is my ninth year.

Why are you attending the meeting? Convening Leaders is the place to be.

What is your New Year's resolution? To get my

convention-center expansion approved.

What is the last book you read? *American Assassin*, by Vince Flynn.

What is your favorite ice-cream flavor? Tiger tail.

What one thing do you love most about your job? The people and the numbers.

What is your one must-do while you're in Nashville this week? That is hard; I love ACME Feed & Seed as well as The Southern restaurant, but you also can't visit Nashville without visiting Tootsies.

School in Nashville, which was chosen because of the work it does providing music education to children from low-income families.

"A large part of the Party With a Purpose experience is about the music," said Stacey Shafer, senior director of operations for the Foundation. "The fact that we're

in Music City this year made choosing the W.O. Smith Community Music School a great way to give back."

What can attendees expect tonight? As always, an energetic, lively evening where they can connect with colleagues, listen to

see **PARTY**, page 40

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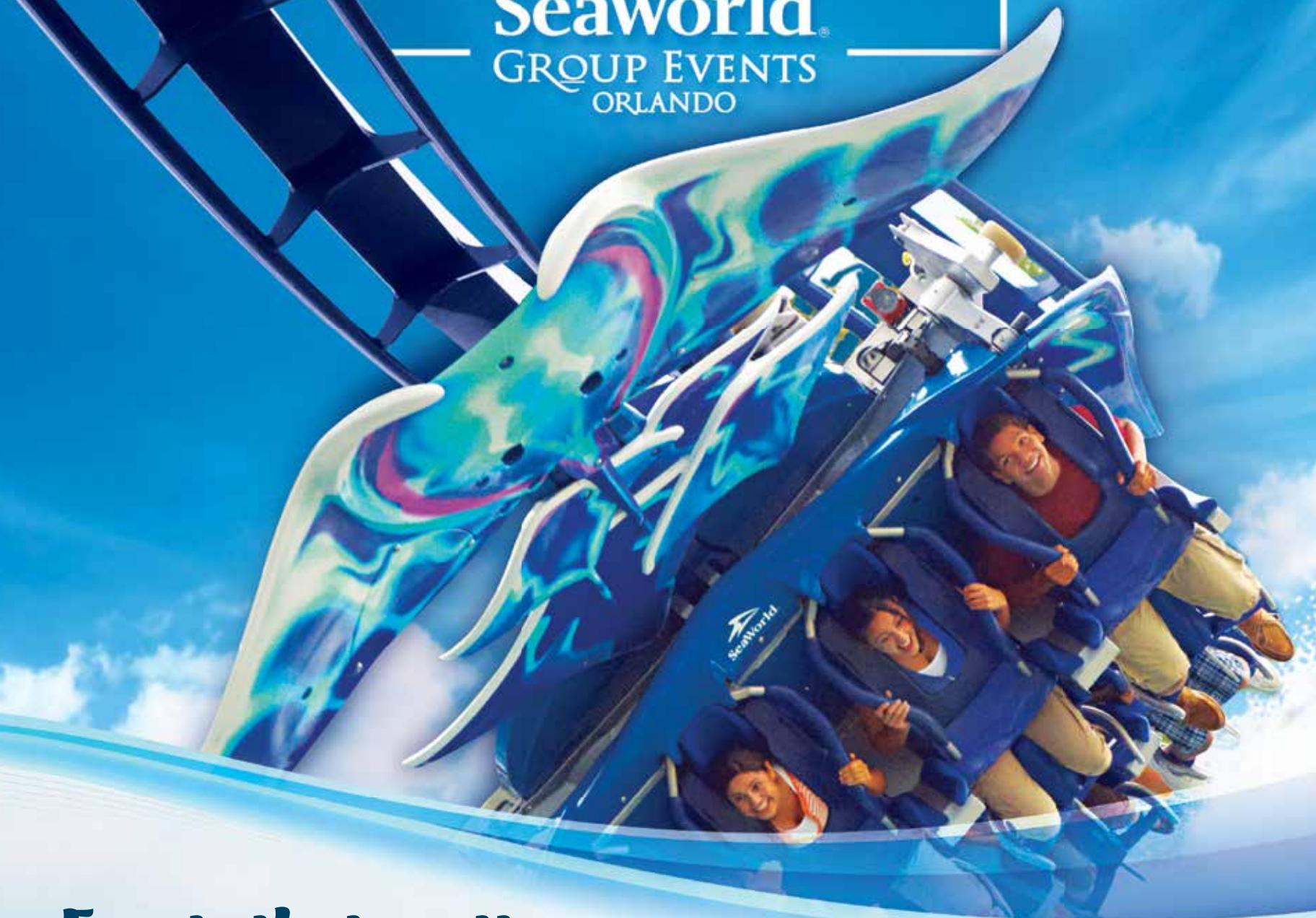
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F R E E M A N

Producing Great Brand Experiences — Such as Convening Leaders

As the world's largest brand-experience company, Freeman shares with PCMA the goal of advancing the industry by helping organizations create innovative and immersive brand experiences that demonstrate the value of face-to-face meetings and events. Convening Leaders is an incubator for new ideas in the business-events industry, which is why Freeman has partnered with PCMA to produce the show for more than a decade.

Freeman continues to evolve and innovate the brand experience with initiatives that inspire massive change on a global scale, including:

1. The Freeman Learning Cycle:

Every brand experience that Freeman creates offers an opportunity to leverage new thinking, creations, and innovations. Through

the work of Chief Design Officer Bruce Mau and the Freeman Design Leadership Council, Freeman has introduced a design-thinking methodology called the Freeman Learning Cycle. The four-step process — Opportunity, Formulate, Build, and Debrief — guides teams to work faster, smarter, and more collaboratively throughout the entire project, large or small.

2. Digital integration: In November, Freeman introduced the Fuzion platform. Fuzion is the industry's first-ever open digital event-technology platform, creating a seamless experience for event organizers and attendees by connecting data across all points in the event ecosystem. Forming the backbone of a data-rich strategy, Fuzion acts

as a bridge between digital-technology solutions — creating a common language that allows them to talk to each other.

3. The Mix, powered by Freeman:

This year at Convening Leaders, you'll step into The Future of Face2Face, a new area dedicated to brand strategy, changing mindsets, and evolving business models. Showcased within The Future of Face2Face is The Mix, powered by Freeman, an ultra-high-definition video wall showcasing live-streaming video, replays of popular sessions, and social-media content that demonstrates the future of personalized, scalable, open-space learning.

"In May, an independent global study [conducted by SSI] confirmed that one in three CMOs expects

to allocate 21 to 50 percent of their budget to brand experience," said Chris Cavanaugh, executive vice president and chief marketing officer for Freeman. "The opportunity exists for us to elevate our discipline in the eyes of the CMO and become — as event professionals — a strategic asset to our organizations. This will require a new way of thinking and a reinvention of our roles, the way we interact, and how we support business strategy. By embracing design thinking, digital technology, and aligning their program goals with the greater business goals, business-event strategists can prove their value to the C-Suite and take their rightful seat at the table." ■

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Learning to Innovate and Amplify the Attendee Experience

PCMA Business School Offers Top-Notch Educational Opportunities

Business School is in session at Convening Leaders 2018, with industry experts who are ready to teach attendees to embrace innovation and amplify engagement at the events they plan and produce.

Today's PCMA Business School Session

"Everybody Wants Innovation (But No One Wants to Change)"

10:30–11:45 a.m.

Presenter: Dave Owens, Professor

of Management and Innovation, Vanderbilt University's Owen Graduate School of Management

What He'll Talk About: Owens will discuss why innovation is difficult and identify six barriers that typically limit experimentation and growth in organizations.

What You'll Take Away: The ability to diagnose constraints that are likely to derail your innovation initiatives and develop a concrete strategy for overcoming them. ■

All PCMA Business School sessions are supported by Synchronicities. Information is subject to change. Check the Convening Leaders mobile app or conveningleaders.org for the most up-to-date details about PCMA Business School sessions.



One Clear Choice.

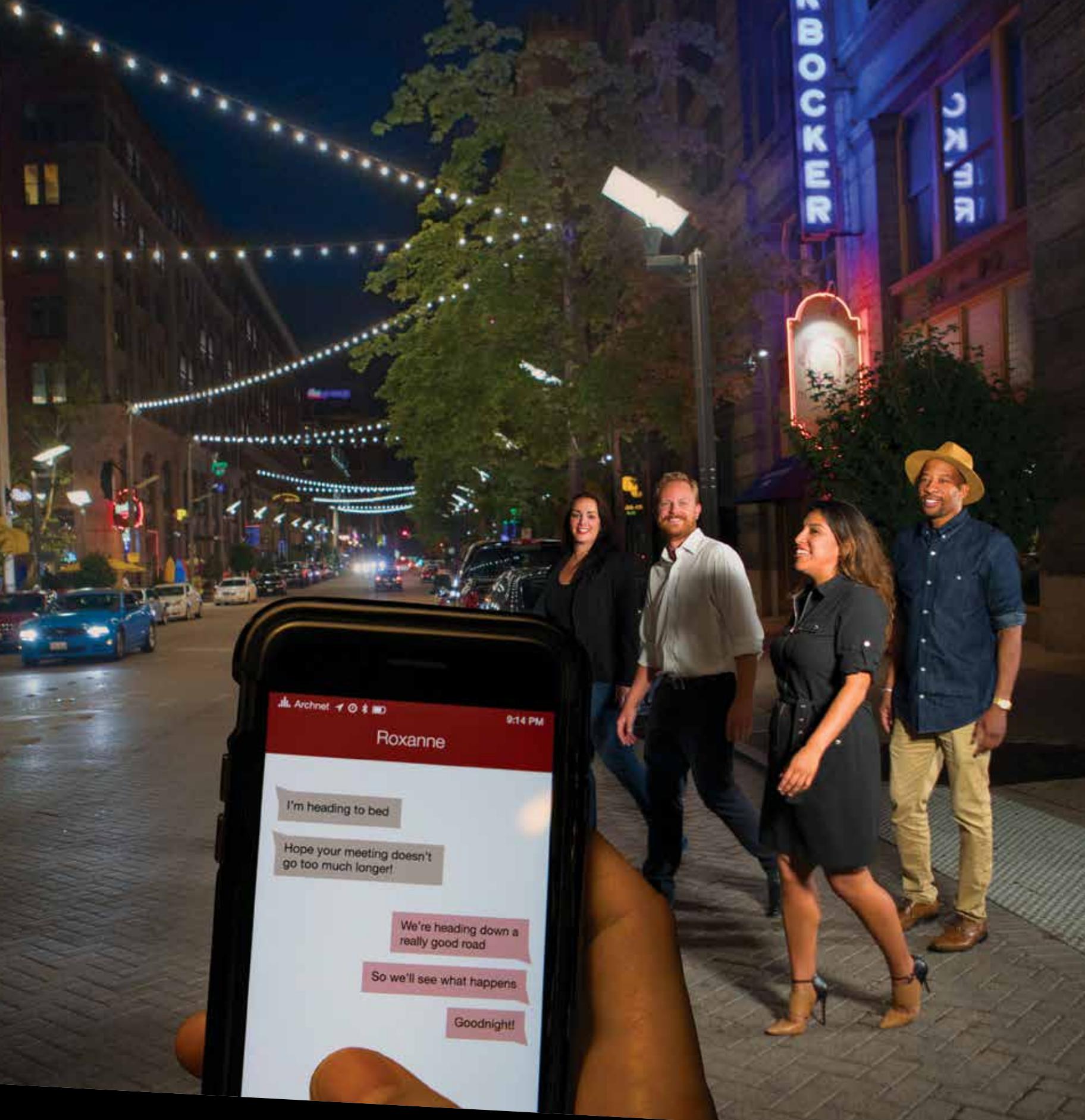
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CONVENING LEADER

Mary Pat Heftman

- Chair, 2017 PCMA Board of Directors
- Executive Vice President, Convention and Strategic Alliances, National Restaurant Association



2017 PCMA Chair: 'PCMA Does It Better Than Most'

Why did you want to serve as a volunteer leader of PCMA?

My career has been in the association world, and I have a deep appreciation for the work associations do. Regardless of what industry you are, associations are successful because of the volunteerism of the professionals within that industry. I have benefited from the many

people before me volunteering to lead PCMA — and the National Restaurant Association, for that matter — that have made both of those organizations successful, and felt like it's my time to give back.

What do you see as PCMA's role in the business-events industry?

We all know that the world is

changing faster than most of us can recognize or keep up with. It's all of our jobs to be on the leading edge of change, and I think that PCMA does it better than most — being on the leading edge of change for our members and our customers and audiences. Being a part of this dynamic organization is really terrific — changing and innovating and trying new things. And don't be afraid to fail; it's about what you learn from it. I have really appreciated that motto and the fact that there is an organization out there that's going to take risks that the rest of us don't, and we can learn from them. I think we're really good at that. I think we're the best at delivering senior-level education.

What were your goals as chair?

The first one was the development

see **HEFTMAN**, page 36

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Charles L. Starks, Music City Center

Danielle L. Urbina, CMP, American Society of Anesthesiologists

Carol Wallace, Carol Wallace & Associates Inc.

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Spreading the Good News



Nick Ross joins CL as master facilitator.

Extending the theme of “Amplifying Engagement,” veteran journalist and former BBC broadcaster Nick Ross joins Convening Leaders in a new role as master facilitator. His purpose is three-fold: to enhance the meeting program by applying his industry perspective, to relate big-picture concepts to PCMA members’ initiatives, and to challenge attendees to think bigger — and outside their normal lens.

How will you facilitate and add commentary throughout the meeting to enhance attendees' overall engagement and experience?

That's the big question: What can a facilitator add, other than simply announcing the next speaker or reading out a list of agreed questions in an interview? The key test is what attendees take home from it. That's why my biggest effort is to try to see things from the perspectives of the delegates, not just from that of the clients. Clients have their own objectives and naturally produce the event to achieve them.... The best events are designed for the needs of attendees, and that will be my key focus.

What do you think the meeting theme, “Amplifying Engagement,” means

WHO'S HERE

Michel Neijmann



Business Development Manager
MECC Maastricht
Maastricht, The Netherlands

Is this your first time attending Convening Leaders?

No, this is not the first time. It is the third time in a row to attend CL.

Why are you attending the meeting? To learn! The event is fabulous, with so many new developments in focus. Attendees get to experience 360 meeting innovation in real time, together.

What is your New Year's resolution? The same it is every year: try to be a better person — love more, laugh more, and be grateful and gracious!

What is the last book you read? 533 Een dagboek, by Cees Notenboom, a literary diary of an aging poet, writer, and traveler. It contains beautiful and calming reflections on life.

What is your favorite ice-cream flavor? Vanilla.

What one thing do you love most about your job? Facilitating knowledge exchange.

What is your one must-do while you're in Nashville this week? Enjoy the music!

to the business-events industry — and to the time and culture we live in now?

In the old days, communication meant telling, [and] audiences

listened. Information was imparted top-down, and often literally from those high up on the stage to those down below in the audience. Technology has helped

see NEWS, page 38



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Avenida Houston, Texas' largest convention campus, is the newest place to sip, stroll and savor in downtown Houston. The central campus includes the George R. Brown (GRB), Discovery Green park, Hilton Americas-

Houston and the new Marriott Marquis. In addition to the new restaurants and cultural offerings, the campus features events, festivals and other programs designed to inspire visitors to explore the city.

HOUSTON IN THE HEADLINES

The famous Texas hospitality makes for a fun-filled visit but Houston is also full of surprises.
London Evening Standard, 2017

With robust international influences from a diverse population, the sprawling metropolis offers plenty of diverse neighborhoods to explore, along with exotic cuisines, of-the-moment boutiques, and innovative art offerings.
Vogue, 2017

Houston, is, in fact, about as multicultural a city as exists in the country.
CNN, 2017

The host city of Super Bowl 51 has a bustling arts scene and a slew of international restaurants. We found plenty of reasons to visit right now—or any time.

Food Network Magazine, 2017

Houston's foodie scene one of the most original and inspired in the country.
Open Table, 2017

Houston is like New York City with its density of mom and pop ethnic restaurants.
Esquire Magazine, 2017

To book your next program, call 713-853-8949.

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#INSPIRED

Convening Leaders PCMA 2018



Smiles and positive vibes filled the room at yesterday's Hospitality Helping Hands (HHH) event, as people wrapped up the day writing notes of thanks and inspiration to the teachers of the Metropolitan Nashville Public School District.





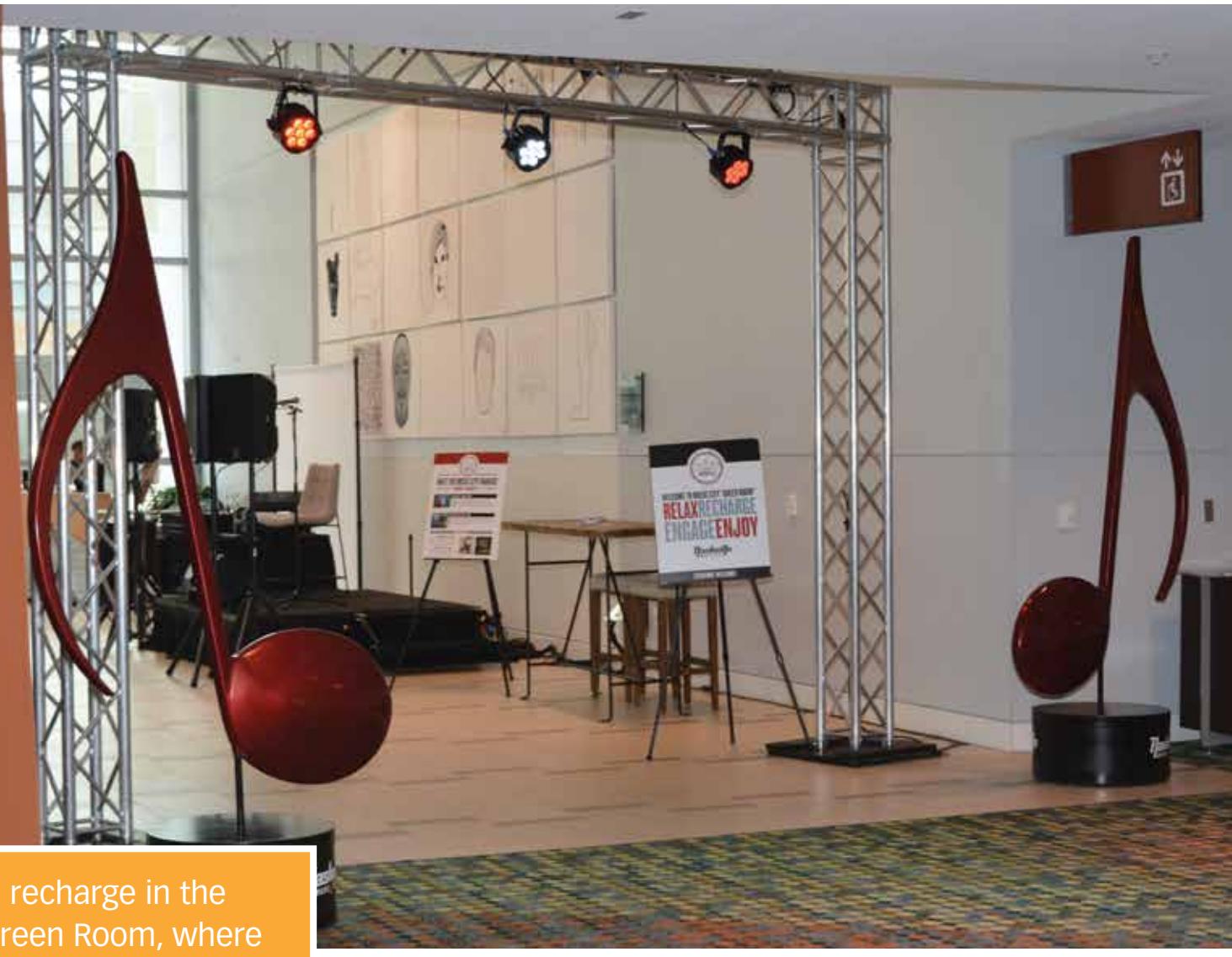
HHH volunteers packed 600 bags with the 38 most-needed classroom supplies for Nashville teachers and students in need.





Event organizers from around the world gathered for Global Connections, PCMA's annual pre-conference networking and educational program.





▲ Relax and recharge in the Music City Green Room, where award-winning songwriters will perform live music breaks.



Yesterday, PCMA U panelists spoke to student members about careers in the business-events industry.





PCMA leaders from across the country networked and engaged at Saturday's Chapter Leaders Workshop.



Eat Drink Play

Explore Music City with these popular recommendations on places to sip, savor, and kick back after hours.

EAT

Start your week off right with some Tennessee whole-hog barbecue at **Martin's Bar-B-Que Joint**. Stop by the downtown location, where pitmaster Pat Martin serves up fresh favorites that are sure to whet your appetite.

Martin's Bar-B-Que Joint
410 Fourth Avenue South
SU–TH: 11 a.m.–10 p.m.
martinsbbqjoint.com

DRINK

Keep the party going at **ACME Feed & Seed** — a multistory venue with vibes for every personality and occasion. Unwind at the honkytonk bar and live-music stage, class it up with a cocktail, cheer on your favorite team in the sports lounge, or take in scenic views of downtown Nashville with a drink in hand on the rooftop patio.

ACME Feed & Seed
101 Broadway
M–TH: 11 a.m.–10 p.m.
theacmenashville.com

PLAY

If you're still not ready to call it a night, head down to **Pinewood Social**. Choose from 10 frames on one of the reclaimed bowling lanes — or challenge your friends to a game of bocce ball or ping pong.

Pinewood Social
33 Peabody St.
M–F: 7 p.m.–1 a.m.
pinewoodsocial.com



The PCMA and PCMA Education Foundation boards enjoyed a celebratory joint dinner on Saturday night.





QUESTION OF THE DAY

What speaker, session, or event are you most looking forward to at Convening Leaders 2018?



JANINNE PINEDO
Chamber of Commerce of Barranquilla



DAVID CAUSTON
McCormick Place



JAKEL LIN
General Innovation Service



ELIZABETH BOEHM
Coastal Alabama Community College

“ I always attend the global sessions, and will be going to the Opening Main Stage keynote speaker Neri Oxman. The Future of Face2Face sessions also look interesting, especially ‘The Future of AV: Emotion and Immersion.’ ”

“ In addition to the PCMA Convening Leaders program, I am attending the City Pairs industry event, where convention centers and bureaus come together to standardize economic development. Nashville also is country-music central, so I plan to enjoy that. ”

“ This is my first time at Convening Leaders, so I’m looking forward to everything. I plan to visit the Future of Face2Face virtual-reality area to see how technology can change the way we host events. Also, the PCMA Business School sessions, where speakers can help associations put ideas into application. ”

“ The opening reception and other networking events will be fun. Also, I’m an instructor for hospitality and event planning, so I’m attending the Faculty Workshop and am looking forward to hearing from other educators. ”



Where to Watch Convening Leaders

Watch Convening Leaders highlights on PCMA TV, produced by CNTV. You can catch the broadcast all week:

- In attendee hotel rooms at the Omni Hotel Nashville.
- On the PCMA mobile app under the “Watch Video” tab.
- At Music City Center on TVs in the hallways of all four levels.



Highlights from today's program include:

- An interview with outgoing PCMA President and CEO Deborah Sexton, who shares what she's most proud of during her tenure.
- An in-depth look at the Future of Face2Face, a reimaged education space that includes a 65-foot HD wall with live-streaming content.
- Behind the scenes at CL 2018: What do business-event strategists hope to take away from this year's event? ■

Backchannel

@kristen_vstphg Finishing up 2 days of insightful professional development with #ESPAConference and looking forward to 3 days of #pcmacl observing and learning for our turn to host in 2019!!!

@experient_inc Grateful for everyone at #PCMACL who helped give back this morning to @PENCIL4Schools during Hospitality Helping Hands 😊

@elizabethglau Best #pcmacl braindate topic award goes to: @expodana #eventprofs please talk about new ways of connecting buyers and sellers. Your future job depends on it!

@MeetMusicCity We have some great special offers for @pcmahq attendees. Check them out and explore our city in between your sessions: <http://www.visitmusiccity.com/pcma/pcmaoffers>. #PCMACL #NashvillePCMA

@pcmahq Nash Dash 5k run/walk is Tuesday morning at Nissan Stadium! Tickets are \$40 and include a sporty dri-fit shirt. Stop by the Foundation in Engagement Studio to sign up. #pcmacl

@oliviaGalun It's that time of the year when I am hugely jealous of everyone

attending #PCMACL in Nashville - good luck @pcmahq I hope it goes brilliantly! #eventprofs

@NaijaDivaaa Welcomed to #PCMACL with water, bourbon and googoo's 🙌

@pcmaconvene Takeaway from @kellypeacy at PCMA U: Always Be Nervous. “If you’re not nervous, you’re too comfortable. And if you’re too comfortable, you’re probably not doing your best work.” #PCMACL

@ShawnCEvent Looking forward to participate #pcmacl PCMA U and engage with the brightest future #eventprofs!

@NickBorelli I'm here in Nashville! @pcmahq had the smoothest registration process I've ever had for a conference (right in the airport)! Love that! #PCMACL

@tessvis Kicking off 2018 w/my DAHLIA+ Squad at #PCMACL. Our #tech team will bring you the Future of Face2Face events #FF2F (Mon-Wed). Come see us at the Tech Bar & ask us your burning tech questions. Powered by @AVIXA! #eventprofs #eventboss #eventtech

Join the Conversation on Twitter: #PCMACL

@livelaughplan Excited to be heading off to #pcmacl as a 20 in their Twenties this year!!! #eventprofs

@freddieoconnell Welcome to Nashville, @pcmahq! We offer building implosions and thrilling @titans playoff victories weekly to all visitors. Seriously, though: enjoy #pcmacl.

@cityandsand First meal in Nashville? @HattieBs hot chicken with a side of mac & cheese and sweet tea, of course. This is a must in @visitmusiccity. #NashvillePCMA #pcmacl #hattiebs

@pcmahq The PCMA Walking Challenge, brought to you by Destination Cleveland, will start on Monday, January 8 at 8:00am CT. See if you can hit the Challenge Step goals to win prizes! Register now: <http://pcma.co/2CLySjH> #pcmacl thanks to @TheCLE!

@JillianInMTL Great when gurus help and advise newbies. Any other tips? Us first timers greatly appreciate it! #pcmacl #pcmahq #events #meetings #eventplanner ■



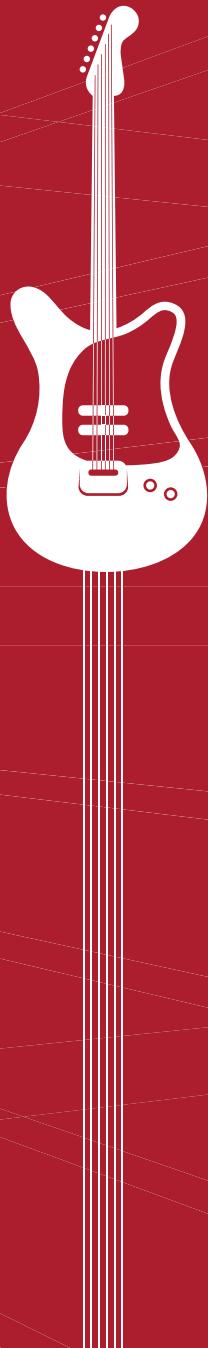
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CLCC

continued from page 8

of the engagement, learning, and networking that take place when the business-events community gathers. In particular, the program will address the challenge of navigating digital distractions while simultaneously satisfying attendees' ever-increasing expectations.

"The theme is the essence of combining the excitement of Nashville with the common challenge

we have with live events: creating engagement that makes an event thrive," said 2018 CLCC Vice Chair John Loveless, CEM, senior vice president of national sales for GES.

This year's CLCC purposefully designed the content schedule with fewer sessions than in years past. "Having [fewer] sessions allows for more collaboration and more time to engage in nontraditional sessions, such as the open-space learning areas and Braindates, a returning element offered in 2017," said

2018 CLCC chair Aida Campbell, CMP, director of strategic accounts for Experient. "The sessions are designed to be interactive; the goal is to guide participants into networking and solidifying the sessions' takeaways."

In addition to fostering engagement with contacts old and new across the business-events industry, this year's program will offer a few surprises. "The opening session is always presented with a new, unique twist," Loveless said. "This



Aida Campbell



John Loveless

year, I'm also excited to be part of a Guinness World Record attempt [to create the largest human image of a musical instrument] on Wednesday morning." ■

“ Having [fewer] sessions allows for more collaboration and more time to engage in nontraditional sessions. The sessions are designed to be interactive; the goal is to guide participants into networking and solidifying the sessions' takeaways.

AIDA CAMPBELL **”**

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HEFTMAN

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of a new strategic plan, which was approved by the Board of Directors in our September board meeting with the acknowledgement of a few tweaks, and we'll be rolling that out here in 2018. So I'm pleased to say that was well done.

The second goal was [that] through the very best education, PCMA will inspire, connect, and innovate the business-events community globally. What the organization achieved there is, we convened the European Influencer Summit in June. We brought about 40 business-event strategists from Europe together to really talk about what their needs were and how we could help construct content and programming that was developed by them, for them, as well as bringing the best-in-class things from PCMA. And then certainly the acquisition of ICESAP

[Incentive, Conference & Event Society Asia Pacific] has enhanced our speed to market in Asia-Pacific. By acquiring a membership base and training modules there that have been developed by ICESAP, we've got a good, solid foundation started there in Asia-Pacific.

And then the third goal was to align and really support the [PCMA Education] Foundation and their fundraising to advance our industry. PCMA fundraising is up pretty dramatically over last year and that was, I thought, really important for our PCMA Board of Directors to keep front and center, because we all benefit from the work [the Foundation] does within the industry in terms of research and scholarships. ■

**WHO'S HERE**

**Chuck E. Schouwerwou,
CMP, CMM**

President and
Principal Meeting
Planner
ConferSense
Planners Inc.
Ottawa, Ontario,
Canada



Is this your first time attending Convening Leaders? No, I have been to many!

Why are you attending the meeting? Knowledge acquisition, creativity generation, and networking with the industry's best peeps!

What is your New Year's resolution? To make no

resolutions — life is too crazy and dynamic to box myself into commitments that rarely work. I prefer to live and respond to needs and opportunities in the moment!

What is the last book you read? *Oh, Myyy! – There Goes the Internet*, by George Takei.

What is your favorite ice-cream flavor? Chocolate peanut butter.

What one thing do you love most about your job? Creating new experiences and setups that surprise the delegate and enhance learning.

What is your one must-do while you're in Nashville this week? Eat! I love experiencing local culture through food, especially if BBQ is involved!

TUNE IN TO CONVENING LEADERS 2018 FROM YOUR HOTEL ROOM OR MOBILE DEVICE.
See page 32 for details to access **PCMA TV**.



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NEWS

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to change all that, not just because it has given us interactive tools, but because we all expect and want to have more involvement. Yet it remains a challenge in our industry, because numbers are so big. We expect 4,500 people at Convening Leaders, and many sessions will have several hundred attendees. I hope we will achieve the levels of participation and involvement that we hope for, but if there's one obvious challenge for the industry, it really is how we amplify engagement.

What is the best or most interesting business event you've ever attended, and what made it so successful?

Not an easy one to answer, and not just because I want to be discreet, but because events are so different. Perhaps the most challenging, unsurprisingly given my lack of medical qualifications, was chairing a global gathering of pediatric endocrinologists.

Close behind that was a series of meetings on international financial-accounting standards. And it took me a while to appreciate how great cultural differences can be and how, for example, you can't put a Japanese delegate on the spot as you could expect of, say, an American or British one.

But there is always a challenge of doing enough research, so as the moderator you grasp the underlying issues as well as the delegates you are interacting with. Some of the most fulfilling of my events have been with governments, or the European Union, where a meeting has really led to changes in public policy. Some of the most enjoyable — to be honest — have been in exotic places. Even if you spend almost all your time in a conference center, it's good to travel, and chairing the World Travel Congress summits has to be one of the best.

What is your one must-do while you're in Nashville this week?

Not get distracted until after the event! But as this is my first visit

WHO'S HERE

Lisa Boon, CMP



Event Planning Manager
Retail Confectioners International
Springfield, Missouri, USA

Is this your first time attending Convening Leaders? Yes.

Why are you attending the meeting? I received a scholarship from the Heartland Chapter to attend, and am thrilled to get to attend and meet other planners.

What is your New Year's resolution? I have just

entered my 30th year! My goal for my 30s is to stay uniquely me, which means being true to myself and my beliefs.

What is the last book you read? *Love Does*, by Bob Goff.

What is your favorite ice-cream flavor? Chocolate and strawberry gelato.

What one thing do you love most about your job? I love the team that I work with. We're a small staff that knows how to have fun and work together. The fact that there is usually chocolate involved is just a bonus.

What is your one must-do while you're in Nashville this week? Line dancing, of course.

to Nashville, when it's all over I simply have to see the Grand Ole Opry, and maybe the Country Music Hall of Fame and Museum. I've heard great things about the Adventure Science Center, and I'm

keen to see the Gaylord Opryland Resort, which I gather is (in a good sense) architecturally insane. And I just want to walk around town, where I like to imagine every corner has a girl or guy with a guitar. ■

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WHO'S HERE

Marisa Sterling Abram, CMP



Assistant Director, Logistics, and graduate student
Parenteral Drug Association and George Washington University
Bethesda, Maryland, USA

Is this your first time attending Convening Leaders? No, this is my second time after Vancouver in 2016.

Why are you attending the meeting? I'm excited to visit Nashville for the first time and see what it can offer as a meeting destination. I also look forward to networking

and meeting new people. The Convening Leaders attendees are the easiest to network with!

What is your New Year's resolution? To read more books!

What is the last book you read? *The Invention of Wings*, by Sue Monk Kidd.

What is your favorite ice-cream flavor? Coffee ice cream.

What one thing do you love most about your job? I enjoy the work itself. Planning a variety of conferences is hard work, but also rewarding.

What is your one must-do while you're in Nashville this week? Go to Biscuit Love (restaurant) for brunch.

STAY CONNECTED

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conveningleaders.org #PCMACL

PARTY

continued from page 10

live music, and sample the flavors of Nashville — all in the name of philanthropy and fun. What's new this year is a "choose-your-own-adventure" setting in the venue, Cannery Row, which is made up of multiple 19th-century food-processing warehouses that have been combined to form a one-of-a-kind experience.

The High Watt, ONE, Mercy Lounge, and Cannery Ballroom each will host music acts in a unique, intimate space with custom décor and specialty cocktails. Performers include Warren Hood, Charlie Mars, The Nightowls, and Jackie Venson. The can't-miss event promises a night where you will experience the essence of Nashville.

Party With a Purpose takes place tonight from 9 p.m. to midnight at Cannery Row. The \$125 ticket price includes networking, dancing, food, and an open bar. Tickets are still available for purchase at registration and the Foundation booth. ■

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OUT AND ABOUT Montréal



Montréal is where Old World charm and modern creativity meet — a city that celebrates its past while fully embracing the future, where 375 years of fascinating history color a unique cosmopolitan center. While firmly rooted in French and English traditions, over the years Montréal has welcomed myriad cultures that continue to shape its reputation as a hotbed for everything from food to fashion, culture to architecture, digital technology to religious heritage — not to mention an array of festivals and other activities that dazzle year-round. From skyscrapers to tiny boutiques, Montréal's streets are teeming with hidden gems and treasures. It's a city of discoveries, a city whose warmth, open-mindedness, joie de vivre, and endless creativity are the touchstones of a truly unique style of living. To learn more, visit mtl.org.

1 Palais des congrès de Montréal

Since opening in 1983, the [Palais des congrès de Montréal](#) has built a reputation for hosting exceptional gatherings, welcoming more than 6,500 events and nearly 17 million visitors. Situated in the heart of downtown Montréal, the Palais offers versatile and ultramodern facilities for conventions, conferences, and other programs, with more than a half-million square feet of exhibition space and 113 meeting rooms and event venues.

2 Le Quartier des spectacles

More than one square kilometer in size, [Le Quartier des spectacles](#) — literally, “the neighborhood of shows” — is Montréal’s entertainment district. Vibrant and constantly evolving, the Quartier hosts more than 40 annual festivals, is home to 80-plus performance spaces, and gives Paris a run for its title as the City of Lights.

3 Old Montréal

This year Montréal celebrates its 375th anniversary, and the city’s historic heart, [Old Montréal](#), has never been more vital. With its cobblestone streets, stunning churches, and charismatic architecture, the neighborhood consistently ranks as a favorite attraction for visitors.

4 Old Port of Montréal

Fur traders first arrived on the shores of the St. Lawrence River in the early 1600s, in the area that would become the [Old Port of Montréal](#). Redeveloped as a recreational and historic area, the Old Port today is home to attractions such as the Alexandra Pier cruise terminal, currently undergoing a multimillion-dollar renovation, and La Grande Roue de Montréal — at nearly 200 feet, the tallest Ferris wheel in Canada.

5 Quartier international

Tucked between the downtown core and historic Old Montréal is the [Quartier international](#), a public area dotted with works of art — monuments, statues, sculptures — from around the world. Numerous high-end hotels are found here, too, as is the Palais des congrès de Montréal.

Natural High

No skyscraper is allowed to be higher than the top of 765-foot Mount Royal, Montréal’s geographic and spiritual heart. This stunning urban park and nature reserve was designed by Frederick Law Olmstead, the creator of New York’s Central Park. More recently, as a legacy of Montréal’s 375th anniversary, a 3.8-kilometer urban pedestrian path now connects Montréal’s two iconic natural features: the St. Lawrence River and Mount Royal.



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PCMA PARTNER PROFILE: NASHVILLE

Get to Know Music City's Musical Heritage



FROM ITS BEGINNINGS,

Nashville grew from a foundation built on music. As the 1800s unfolded, Nashville grew to become a national center for music publishing. The first around-the-world tour by a musical act was by the Fisk Jubilee Singers from Nashville's Fisk University, which opened just after the end of the Civil War.

The most famous venue in Nashville, the Ryman Auditorium, was built in 1892, and the Fisk Jubilee Singers performed one of the first musical concerts in the

building. The auditorium began as a church, but at the turn of the 20th century it became a performance hall visited by some of the top entertainment acts of the era, including Marian Anderson, Enrico Caruso, Louis Armstrong, Charlie Chaplin, John Philip Sousa, and more.

In 1925, radio station WSM launched the Grand Ole Opry, a broadcast that would further secure Nashville's reputation as a musical center and spark the nickname Music City. Still staged live every week, the Opry is the world's longest-running radio show, in continuous production for 92 years. It ignited the careers of hundreds of country artists and lit the fuse for Nashville to explode into a touring, songwriting, and recording center.

As the years went by, Nashville songwriters and musicians began to garner attention from artists of all genres who would come to Music City to record and write. Artists like Elvis Presley, Jimi Hendrix, Bob Dylan, Paul McCartney, the Everly Brothers, Roy Orbison, Ray Charles, Etta James, Jimmy Buffett, Joan Baez, Neil Young, Peter, Paul and Mary, and more left their mark on Nashville's musical heritage. That tradition continues today as music's top artists continue to make the pilgrimage to write and record with some of the best musicians and songwriters in the world. Others make their home here as well — pop and rock stars like Justin Timberlake, the Black Keys, Sheryl Crow, Jack White, Michael McDonald, Kesha, and

Kings of Leon — in addition to the top names in country music.

Nashville is also an important city for classical recording. Naxos of America, the world's largest classical label, can be found here, and the 11-time Grammy Award-winning Nashville Symphony is one of the most recorded orchestras in the country. In addition, many videogame companies record soundtracks in Music City, for games such as "Madden NFL," "Call of Duty," "FIFA," and "Star Wars: The Old Republic."

Nashville's connection to music of all genres is unequalled, and its reputation as Music City has been consistently proven for more than 200 years. ■

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DUBAI

PCMA PARTNER PROFILE: SYNCHRONICITIES

Meet Three Top-Tier Destinations

SYNCHRONICITIES UNITES

three destinations — Anaheim, San Antonio, and Baltimore — for a coast-to-coast, year-to-year knowledge transfer and partnership that ensures the best deal possible, consistent service, and customized attendee-engagement opportunities that deliver bottom-line value.

That can take many forms. Here at PCMA Convening Leaders 2018, it's reflected in PCMA Business School, which is brought to you by Synchronicities. Over the next few days, a variety of executive-level business speakers will share insights on creative management and leadership — from Vanderbilt University marketing professor Steve Hoeffler on how to "Leverage Brand Equity to Deliver Game-Changing Experiences" (tomorrow at 8:30 a.m.), to

global-security futurist Amy Zalman on "Using a Futurist's Toolbox to Anticipate and Accelerate Change" (tomorrow at 1:45 p.m.), to design strategist Natalie Nixon on how to "Innovate Through Inspiration" (Wednesday at 9:45 a.m.).

PCMA Business School aligns perfectly with Synchronicities, an innovative, continent-spanning partnership that is anchored by three top-tier business-event destinations:

- **Anaheim** remains one of the nation's most popular meeting destinations for its world-class facilities and venues, metropolitan vibe, renowned dining and entertainment, nearby beaches, and year-round Southern California sunshine and 70-degree temperatures. The Anaheim Convention Center is the West Coast's largest exhibition hall,

spanning 1.8 million square feet, including safe, outdoor event plazas, 99 meeting rooms, and more than 1 million square feet of exhibit space.

- **San Antonio** gets to the heart of meetings with exquisite culture, premier dining, authentic venues, diverse hotels, and a convention center all connected by the expanded 15-mile River Walk, also known as "the world's largest hotel lobby." Recently the destination invested \$325 million in upgrading and expanding the already impressive Henry B. González Convention Center, which now features 514,000 square feet of contiguous exhibit space, including 86,500 square feet of column-free multipurpose space and a new, 54,000-square-foot ballroom.

- **Baltimore** may be the easiest city in the United States in which to hold your meeting — easy to get to and easy to get around, with one-third of the U.S. population within easy traveling distance. Its distinguished venues are the perfect fit for any size gathering, whether it's a major trade show at the 1.2-million-square-foot Baltimore Convention Center or a cozy crab feast at a waterfront seafood restaurant. And that's why Synchronicities is proud to be an active participant in Convening Leaders. "PCMA is one of the leaders in the industry," said Junior Tauvaa, senior vice president of sales and services for Visit Anaheim, "and we want to be part of the continued growth of meeting professionals." ■

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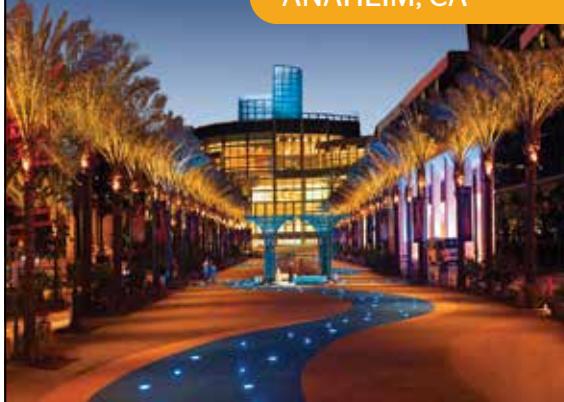
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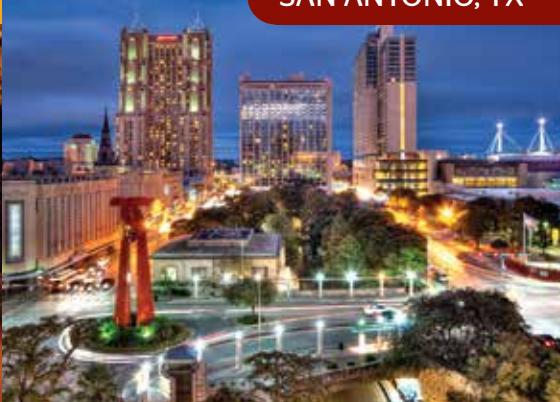
LET'S SYNC UP: SYNCHRONICITIES.US



ANAHEIM, CA



SAN ANTONIO, TX



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PCMA PARTNER PROFILE: PSAV

Bringing Ping to Convening Leaders

PSAV'S PRIMARY GOAL IS always to educate — to help leaders in the business-events industry better understand event technology. The focus is on finding the best application for the technology, with an emphasis on solutions that provide the greatest value.

At PCMA Convening Leaders 2018, that means PSAV's Ping technology, which PCMA staff is using on site. Ping is the ultimate event-intelligence tool, providing meeting organizers with detailed information around each attendee's journey at the event. This information can be used to better understand attendee behaviors and interests — and is also valuable to exhibitors and to the attendees themselves. Ping can help:

“Convening Leaders is extremely important to PSAV. This is an event which allows PSAV to connect with key leaders in our industry, learn about the challenges they encounter, and provide information on our latest developments.”

BRENT ROGERS

- Check attendees in faster with touchless Bluetooth low-energy (BLE) beacon technology.
- Make attendee tracking effortless — no downloading and no technology required. Attendees simply wear a badge.
- Conveniently monitor attendee movement and other key metrics from the online dashboard.
- View and record attendance in real time from any

- web-enabled device, and monitor room capacity.
- Record check-in and checkout times to award continuing-education credits to qualifying attendees.
- See which topics are most popular and offer more sessions related to your attendees' interests at your next event.
- Determine if sessions are too long if attendees are leaving early.

• Provide attendees with their personal journey, such as sessions attended and exhibitors visited.

• Provide exhibitors with detailed booth activity.

“Convening Leaders is extremely important to PSAV,” said Brent Rogers, PSAV's vice president of creative and digital. “This is an event which allows PSAV to connect with key leaders in our industry, learn about the challenges they encounter, and provide information on our latest developments. This exchange of information is invaluable to us, and we hope the attendees feel the same.” ■

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PCMA PARTNER PROFILE: MEXICO

The Gateway to Latin America

DURING HER OPENING MAIN

Stage presentation this morning, Neri Oxman will talk about how to "Break Disciplinary Boundaries to Inspire Transformative Change."

An associate professor of media arts and sciences at the MIT

Media Lab, where she founded and directs the Mediated Matter design research group, Oxman will share with us her breakthrough Krebs Cycle of Creativity model, which boldly connects design, science, engineering, and art in surprising new ways.

It's not an accident that Oxman's presentation is being brought to you by the Mexico Tourism Board, which is similarly dedicated to breaking boundaries and inspiring transformative change for its business-event

Convening Leaders allows us to connect with the industry, gain valuable education, be part of the conversation, and connect with our key audiences.

TERESA MATAMOROS, CMP, CMM, CIS

clients. As the organization entrusted to coordinate, design, and develop the national and international strategies of touristic promotion for Mexico, the Mexico Tourism Board is also in charge of promoting the numerous individual meeting destinations and group activities that the country has to offer, as well as Mexico's many natural and cultural locations. Indeed, Mexico is the gateway to Latin America, and its destinations, venues, and suppliers are ready, willing, and able to

offer the country's incomparable resources — in a sustainable way — to ensure the success of any congress, convention, incentive trip, or exhibition.

Convening Leaders is just part of the Mexico Tourism Board's longstanding partnership with PCMA, which worked with the organization to create a customer advisory board (CAB) of global business-events industry experts. The CAB meets twice this year (and every year) — here at PCMA Convening Leaders 2018, and also

at Mexico's Domestic MICE Industry Congress 2018, which will be held in Zacatecas, in north-central Mexico, in August.

"Convening Leaders allows us to connect with the industry, gain valuable education, be part of the conversation, and connect with our key audiences: industry professionals and potential buyers," said Teresa Matamoros, CMP, CMM, CIS, the Mexico Tourism Board's meetings industry liaison. "This is a yearly date that we don't miss, because our strategic partnership with PCMA allows us to amplify the messaging about the Mexico promise for the MICE industry." ■

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the gateway to Latin America

Mexico is without discussion a global player, Business events in Mexico, represent new business opportunities.



**Mexico ranks
21st in the ICCA
international
ranking**



Mexico **has beaches and cultural attractions to spare**, but when it comes to business, Mexico's vigorous industry place it among the **most competitive countries in the world**.



Automotive



Aerospace



Technology & IT



Electronics



Renewable Energy

Mexico's competitive advantages

Budgets go a long way

- Competitive prices in hotels, food and beverage, production, labor and other complementary services



Location & connectivity

- Strategic location and excellent connectivity (airlines announced the increase of more than one million new seats to Mexico by 2017: in direct international flights from more than 20 countries)



Infrastructure

- Versatile, top-tier infrastructure in more than 30 convention centers
- World class hotels (320 thousand rooms in 4 and 5 stars hotels)



Diversity

- 34 World Heritage Sites Appointed by UNESCO
- 6th place in the world
- 47 thousand archaeological sites (160 open to public)
- More than 1,229 museums



Mature supply chain

- 9th place worldwide in international tourist arrivals
- 35 million visitors
- In Mexico, more than 266 thousand events are held annually



The Meeting Industry plays a key role in Mexico's Economy:

- Generates 1.5% of GDP
- Represents 890 thousand jobs
- Around 30 million room nights yearly
- Represents more than 266 thousand events annually
- 29 million participants
- Economic impact of 25 billion dollars

Mexico is ranked as the

2nd

largest economy in Latin America

14th

largest in the world.

México

A WORLD OF ITS OWN
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PCMA PARTNER PROFILE: AUSTIN

Exploring the Changing Mindset of Business Events

HOT OFF HOSTING PCMA

Convening Leaders 2017, Visit Austin and the Austin Convention Center are as committed as ever to the business-events community — and their partnership with PCMA.

At Convening Leaders 2018, Austin is bringing you "The Changing Mindset," a unique learning and networking space within The Future of Face2Face. While the overarching goal of The Future of Face2Face is to examine the role of participant engagement through the lens of the future of events, "The Changing Mindset" will examine the shifting expectations of attendees and how they

influence event design, the evolution of meeting professionals from event planners to business-event strategists, and the skill sets required to think differently as part of this new landscape. Through innovatively designed education sessions, facilitated conversations with subject-matter experts, and a variety of learning activities, you'll emerge with an event-engagement plan of your own to begin using immediately.

Austin itself has an innovative, diverse, and forward-thinking culture. In J.D. Power's 2016 Destination Experience Satisfaction Study, Austin ranked first in the Southwest and second in

the United States overall. And it scored a perfect 100 on the Human Rights Campaign's 2017 Municipal Equality Index.

"PCMA Convening Leaders is an event that continues to provide value, not only for the host city but for all of the attendees and partners," said Visit Austin President and CEO Tom Noonan. "We walk away with more knowledge of our ever-evolving industry and how we can prepare for the future, which is why we are excited to sponsor The Future of Face2Face — The Changing Mindset during 2018 Convening Leaders.

"We hope participants who visit the Changing Mindset

learning and networking space will emerge with a new engagement plan for the future to implement within their own organizations," Noonan said. "We are excited to align the Austin brand with likeminded industry thought leaders and create meaningful dialogue with attendees while sharing the best of what Austin and the industry have to offer. We look forward to our continued partnership with PCMA in 2018, and seeing everyone at The Future of Face2Face — The Changing Mindset." ■

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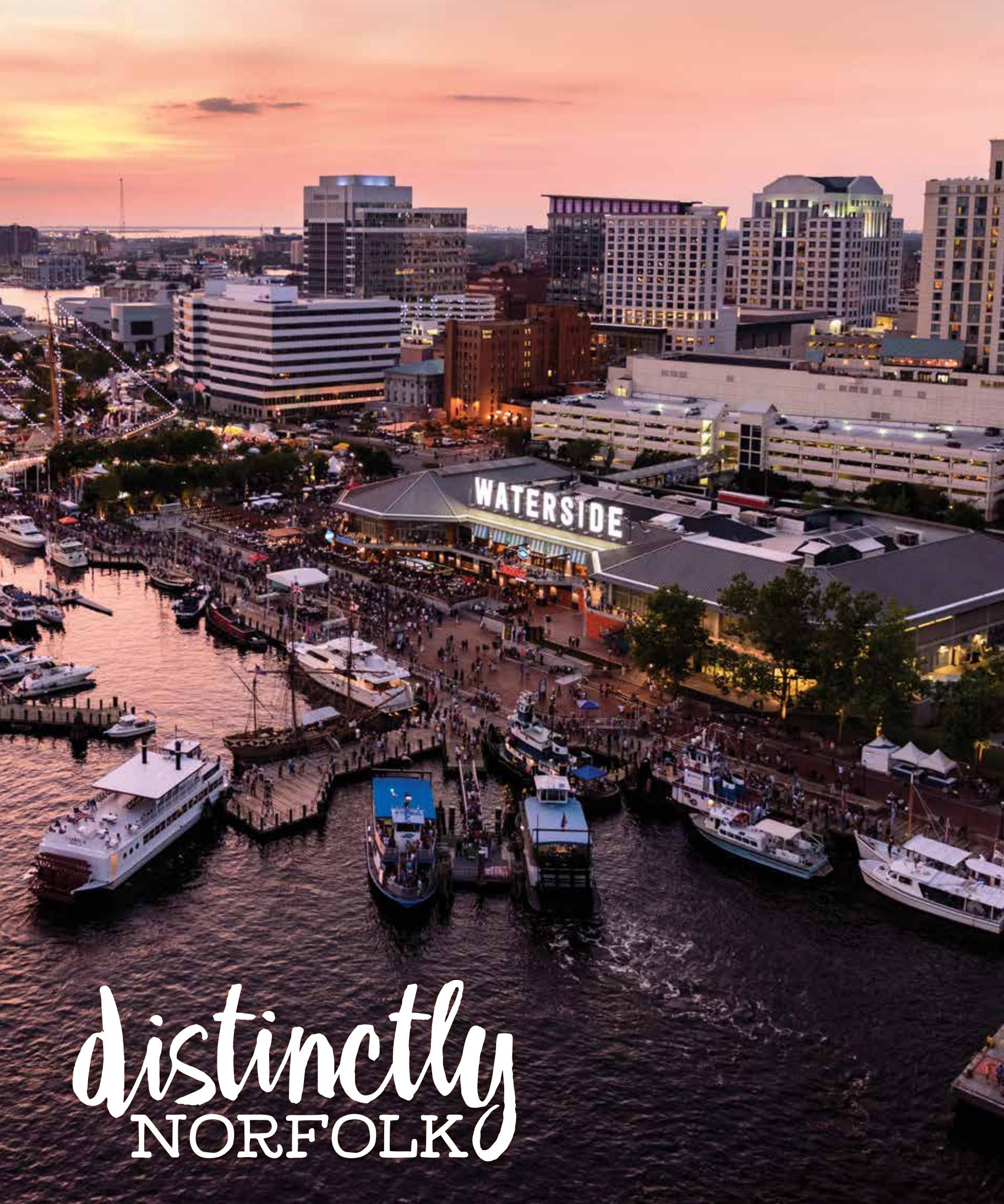
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FUTURE OF FACE2FACE
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HHH

continued from page 1

living at or below the national poverty level. Even the most basic school supplies may not be in the budget for these families, and many times teachers end up using money from their own pockets to make sure students have what they need to succeed in the classroom. Thanks to donations and supply drives hosted by corporations and individuals, the Pencil Box stocks the most-needed basics, from pencils and pens to backpacks and books, and allows MNPS teachers to shop for what they need twice during the school year — for free.

"This is the biggest group we've ever had volunteer here," said Karen Kaiser, vice president of marketing and development for PENCIL. "Nissan donated a van to our organization last year, so now we can even deliver all over the district. We'll be able to expand our reach across our large district and

It's so important for people to work together doing something for the community, and you can make contacts that you'll keep for possibly the rest of your life. I really like the idea of taking a group off property to volunteer like this, and I may be able to do that for some of my events.

ADRIENNE FISHER

make sure teachers who can't make it to the Pencil Box still get what they need for their classrooms."

Convening Leaders attendees scheduled their day around the event, packing 600 backpacks with the 38 most in-demand supplies, organizing shelves, and even writing inspirational thank-you notes to the teachers who will receive the bags. Volunteers' registration fees also raised close to \$13,000 for the organization.

HHH is a way for PCMA to give back to the Convening Leaders host city. The opportunity to lend a hand to the local community is what draws Annette Suriani, president of AMS

Meetings Solutions, to sign up for the project every year. "It is such a rewarding experience giving back to an industry that has given me so much, and to the local community," Suriani said.

Adrienne Fisher, executive director of corporate events for About Face Productions, arranged her travel plans so she could volunteer yesterday. "It's so important for people to work together doing something for the community, and you can make contacts that you'll keep for possibly the rest of your life," she said. "I really like the idea of taking a group off property to volunteer like this, and I may be able to do that for some of my events."

For first-time Convening Leaders attendee and HHH volunteer Cristina Blough, executive project manager for Volunteers of America, the best part was being able to network and meet people while doing something that has such a large impact on the community. "Nashville has welcomed our huge group, and it's a two-way street of giving back," she said. "I also love learning about the nonprofit we're working with and actually seeing the group in action."

Marriott Convention and Resort Network, GES, and Experient supported this year's Hospitality Helping Hands event. ■

NASHVILLE

continued from page 1

Convening Leaders participants will learn how to electrify their experiences, elevate their conference's brand, and truly engage with their audience."

Nashville — home to countless music artists and attractions — serves as the perfect stage for the conference theme. Join award-winning songwriters such as Tony Arata, Brett James, Tim Nichols, and Jeffrey Steele for live music breaks in the **Music City Green Room**, or make history Wednesday morning when PCMA attempts to break the **Guinness World Record** for largest human image of a musical instrument. (See tomorrow's *PCMA Daily* for more details.)

"Nashville is hitting it out of the park," said Kelly Coppola, CMM, senior director of business-event strategy at PCMA. "One reason it's such a draw is Nashville's booming downtown area, specifically for meeting and entertaining. Nearly everywhere you look there is something happening. The convention center is centrally located and

“We've entered the new school of engagement — one where business-event organizers must amplify their attendees' engagement at every turn.

DEBORAH SEXTON, PCMA PRESIDENT AND CEO **”**

boasts a beautiful, well-designed space, appealing for groups of all sizes. You can now have a meeting in downtown Nashville with all the conveniences in walking distance."

Highlights at CL 2018

Don't miss out on these must-see and -do events, including a few new programs as well as the reprise of some favorites.

- The **Future of Face2Face** is an immersive experience that explores what's next in the industry and looks at the role of attendee engagement through fresh perspectives. Join in facilitated conversations with experts, engage in innovative learning activities, and check out the latest technology platforms. For example, The Mix, sponsored by Freeman, is a 65-foot-by-18-foot video wall where delegates can tune into a

session, get live breaking news, or access prepared content. "You can plug and play in a unique, self-directed way based on your interests," Coppola said.

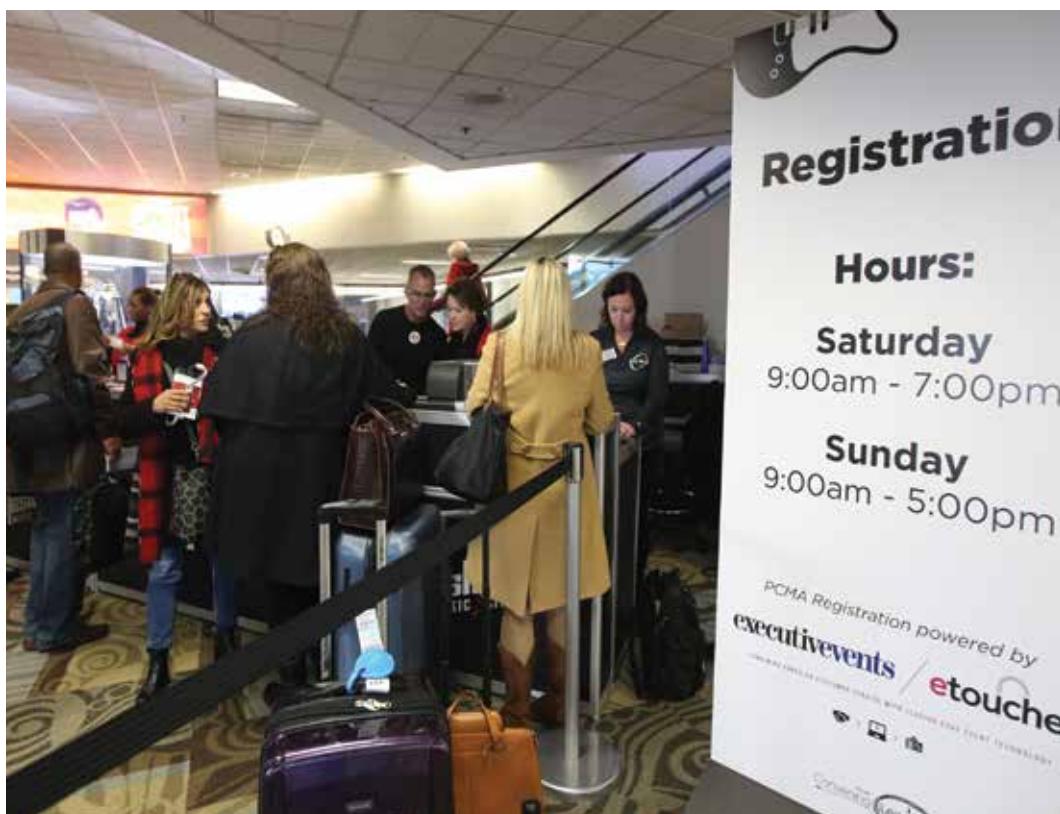
- Visit PCMA's new open spaces, located throughout Music City Center. In **On Air**, attendees can interact with in-the-moment occurrences and have meaningful dialogue with one another, while the **Media Studio** showcases Convening Leaders' evolving media strategy. "We're hoping to educate people to use media in a proactive, purposeful way," Coppola said. **Living 360** features wellness facilitator Lance Breger, who will lead attendees in active breakout sessions. You also can hop on a treadmill or log your steps as part of PCMA's walking challenge.
- **Main Stage** speakers include designer Neri Oxman, retired

U.S. Army Gen. Stanley McChrystal, and social innovator and philanthropist Bill Strickland.

- **Braindates** returns with a more robust offering, allowing attendees to participate in one-on-one or small-group knowledge transfers. As with social-media platforms like LinkedIn, you can create a profile, explore the profiles of other attendees, and schedule face-to-face business meet-cutes.

And don't miss the array of social engagements as well, including:

- Today's **Networking Luncheon**, featuring Hilton President and CEO Chris Nassetta (11:45 a.m., Level 3, Exhibit Hall B).
- Tonight's **Party With a Purpose** fundraiser, benefiting the PCMA Education Foundation, PCMA's Giving Good campaign, and the W.O. Smith Community Music School. (See p. 10 for details.)
- Tomorrow's **Closing Night Celebration**, featuring Rock & Roll Hall of Fame members Steve Cropper, Duane Eddy, and Billy Cox, as well as award-winning artists Peter Frampton, Gordon Kennedy, and Little Big Town. ■



The Convening Leaders 2018 experience began at Nashville International Airport, where attendees collected their registration materials and received souvenirs of hometown delicacies, such as Goo Goo Clusters and Belle Meade Bourbon.



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