

A New Way to Interact and Learn

Located in the MGM Grand Garden Arena, the PCMA Learning Lounge will feature short, interactive sessions with continental breakfasts and refreshments to enjoy while networking with colleagues.

Use this schedule to plan your Learning Lounge experience and visit these areas within the space.

Learning Lounge Hours

Continental Breakfast will be served Monday and Tuesday morning. A refreshment break will be served Tuesday afternoon.

Monday, January 10: 7:00am – 8:30am

Tuesday, January 11: 7:30am – 9:00am
3:45pm – 5:30pm

Schedule of Events

Monday, January 10

Big Ideas Pavilion—Trendz Theater, Emcee: Peggy Marilley

7:05 - 7:20 am Using SCAMPER For F&B Ideas
Patti Shock, UNLV

7:25am-7:40am Pastry and Dessert Trendz
Kamel Guechida, Joel Robuchon Restaurants at MGM

7:45am-8:00am Reception and Beverage Trendz
Michelle Polci, Ceasars

Big Ideas Pavilion—Smart Practices Theater, Emcee: Teri Tonioli

7:05am-7:20am Would You Hire You? Career Pathing
Mike Gamble, Searchwide

7:25am-7:40am Spheres of Influence...Good Will You Already Own
Carol Verret, Carol Verret Consulting and Training

7:45am-8:00am CRM: Turning Customer Thought into Action
Kevin Richardson, Freeman

Big Ideas Pavilion—Innov8 Theater, Emcee: Gregg Talley

7:05am-7:20am The Power Of Storytelling
Stephanie Rosol, Wynn Resorts

7:25am-7:40am Assessing Effectiveness – Annual Meeting Measurement
Dave Fellers, Dave Fellers Consulting

7:45am-8:00am What Millennials Want
Josip Petrusa, itsJosipNotJoseph.com

Big Ideas Pavilion—Speaker Showcase, Emcee: Melanie Kuranda

Speakers arranged by FIVE STAR Speakers & Trainers

7:05am-7:20am B Face 2 Face 4 Success
Robin Jay, Award-winning Author & Speaker

7:25am-7:40am Thriving on Change
Nate Booth, Author, Speaker, Corporate Coach

7:45am-8:00am You Are More Than Enough
Judi Moreo, Turning Point International

Supplier Showdown Theater

Which supplier or vendor provides the best solution? Attend this fun competition to determine once and for all who provides the right solution to fit your needs.

Strategic Meeting Management, Emcee: David Peckinpaugh

7:05am-7:20am *Anil Punyapu, Cvent*

7:25am-7:40am *Olivier Delerm, Certain Software*

7:45am-8:00am *Dan Marks, Lanyon*

Social Media Lounge—Social4U, Emcee: Willie Benjamin

7:05am-7:20am LinkedIn Tips
Mic Johnson, Blue Gurus

7:25am-7:40am Tips On Using Your Video Camera
Todd Carruth, The Expo Group

7:45am-8:00am Improve Your Influence
Chris Brogan, Human Business Works

Social Media Lounge—Social4Events, Emcee: Eduardo Chaillo

7:05am-7:20am Getting Started with Social Media for Event Professionals
Corbin Ball, Corbin Ball Associates

7:25am-7:40am Internet Bandwidth For Events
David Langford, SmartCity

7:45am-8:00am Growing Attendance thru Affiliate Marketing
Rick Calvert, BlogWorld

Social Media Lounge—Social Media Experts Bar

An all-star team of social media experts will be on hand to answer your questions.

PCMA365 Live Studio

Broadcasting live interviews and interacting with PCMA Convening Leaders' virtual audience with Host Glenn Thayer.

Global Community

Connect with others who plan meetings internationally for new insights and best practices.

Speed Networking

Speed Networking is being offered on Monday morning only. Expand your professional network and learn how to conduct Speed Networking at your conference. Host: Jonathan Bradshaw, Meetings Performance Consultant

Tuesday, January 11

Big Ideas Pavilion—Trendz Theater, Emcee: Jim Kelley

7:30am-7:45am Trends in Event Technology
Brian Lagestee, PSAV® Presentation Services

7:50am-8:05am Geeks, Green & Gear: AV Trends For 2011
Midori Connolly, Pulse Staging

8:10am-8:25am Trends in Greening Your Event

8:30am-8:45am *Paul Salinger, Oracle*
Using Video to Promote Your Event

Todd Carruth, The Expo Group

AFTERNOON

3:45pm-3:57pm **Emcee: John Folks**
10 Musts For Getting & Keeping Your Audience
Donella Evoniuk, Intl Society for Technology in Education

4:00pm-4:12pm Growing Your Conference Thru Segmentation
Max Suzenaar, Minding Your Business, Inc.

4:15pm-4:27pm You Don't Need a PhD to Calculate Meeting ROI
Teri Breining, Breining Group LLC

4:30pm-4:42pm Annual Meeting: Brand It Or Bust
David Peckinpaugh, HelmsBriscoe

Big Ideas Pavilion—Smart Practices Theater, Emcee: Fred Shea

7:30am-7:45am Twitter Concierge
Gus Vonderheide, Hyatt Hotels & Resorts

7:50am-8:05am Professional Development-Certifications
Eli Gorin, ABTS Convention Services

8:10am-8:25am Calculating Performance Damages
John Foster, Foster, Jensen & Gulley, LLC

8:30am-8:45am “I Can’t Wait to Volunteer!”
Cynthia D’Amour, People Power Unlimited

Emcee: Cecilia Bell
What You Need In A Crisis Plan
Tyra Hilliard, University of Alabama

4:00pm-4:12pm Collecting, Producing & Distributing Content For Your Event
Paul Wehking, OmniPress

4:15pm-4:27pm PCI Compliance For Hotels and Conference Housing
Mike Quigley, Passkey

4:30pm-4:42pm Harnessing Your Creative Power
Billy Kirsch, Kidbilly Music, LLC

Big Ideas Pavilion—Innov8 Theater, Emcee: Robin Preston

7:30am-7:45am Co-Locating: Is it for You?
Heidi Voorhees, IFT

7:50am-8:05am CVB Secrets...Information They Share About You
Christine Shimasaki, DMAI

8:10am-8:25am What 60,000 Bees Taught Me About Events
Jordan Schwartz, Pathable

8:30am-8:45am Random Acts of Conference Kindness
Lisa Block, SHRM

Emcee: Ann Hamilton
Creating Wow Experiences On The Tradeshow Floor
Dana Doody, The Expo Group

4:00pm-4:12pm Attracting Millennials To Your Event
Josip Petrusa, itsJosipNotJoseph.com

4:15pm-4:27pm Is Cloud Computing In Your Future?
Jeff Rasco, Attendee Management Inc.

4:30pm-4:42pm Embrace Your Lazy Leader To Engage Volunteers
Cynthia D’Amour, People Power Unlimited



Big Ideas Pavilion—Speaker Showcase, Emcee: Teri Jarvie

Speakers arranged by FIVE STAR Speakers & Trainers

- 7:30am-7:45am Byte-sized Business: Using Technology to Build Relationships
Robin Jay, Award-winning Author & Speaker
- 7:50am-8:05am Who Moved My Comfort Zone?
Marilyn Sherman, Keynote Speaker & Author
- 8:10am-8:25am Relating Not Translating: Marketing to U.S. Latinos
Kelly McDonald, McDonald Marketing
- 8:30am-8:45am What If? Part I
Mike Rayburn, MikeRayburn.com
- AFTERNOON**
- 3:45pm-3:57pm Change A Habit, Change A Life
Tara Rayburn, Nourishing Your Family
- 4:00pm-4:12pm Why Settle For The Balcony? Get A Front-Row Seat In Life
Marilyn Sherman, Keynote Speaker & Author
- 4:15pm-4:27pm How To Market To People Not Like You
Kelly McDonald, McDonald Marketing
- 4:30pm-4:42pm What If? Part II
Mike Rayburn, MikeRayburn.com

Supplier Showdown Theater

Which supplier or vendor provides the best solution? Attend this fun competition to determine once and for all who provides the right solution to fit your needs

Registration for Small Conferences, Emcee: David Kliman

- 7:30am-8:45am *Anthony Miller, Active Network*
- 7:50am-8:05am *Ray Thackeray, ootoWeb*
- 8:10am-8:25am *Chuck Ghoorah, Cvent*
- 8:30am-8:45am *Olivier Delerm, Certain Software*

Hybrid/Virtual Events, Emcee: Michael Doyle

- 3:45pm-3:57pm *Ike Kehal, Social27*
- 4:00pm-4:12pm *Mike Westcott, InXpo*
- 4:15pm-4:27pm *John Pollard, Sonic Foundry*
- 4:30pm-4:42pm *Stu Schmidt, Unisfair*

Social Media Lounge—Social4U, Emcee: John Houghton

- 7:30am-7:45am Twitter For Beginners
Jessica Levin, Moore Stephens North America, Inc.
- 7:50am-8:05am Top 10 Tips to Tune Up Your LinkedIn Profile
Eric Ly, Presdo and Co-Founder of LinkedIn
- 8:10am-8:25am Your Personal Social Media Playbook
Stephen Nold, Tarsus Advon
- 8:30am-8:45am Twitter & Facebook For Hotels & CVBs
Howard Koval, Travel Spike
- AFTERNOON**
- 3:45pm-3:57pm Tweets That Matter: Twitter Overview
Jessica Levin, Moore Stephens North America, Inc.
- 4:00pm-4:12pm Social Media as a CRM Strategy
Kevin Richardson, Freeman
- 4:15pm-4:27pm Social Networking
Paul Salinger, Oracle

- 4:30pm-4:42pm LinkedIn Tips
Mic Johnson, Blue Gurus

Social Media Lounge—Social4Events, Emcee: Richard Green

- 7:30am-7:45am To Hybrid, or Not Hybrid, That is the Question!
Mike McCurry, Experient
- 7:50am-8:05am Mobile For Events
Trevor Roals, QuickMobile
- 8:10am-8:25am Why You Need to Fire Your Social Media Advisor
Rick Calvert, BlogWorld
- 8:30am-8:45am Creating Event Immersion with Technology
Scott Klososky, Future Point Of View, LLC
- AFTERNOON**
- 3:45pm-3:57pm Expanding Conference Poster Sessions into the Simulated World
Kim Lee, CMP, ANCC
- 4:00pm-4:12pm Mobile Applications for Meetings and Tradeshows
Corbin Ball, Corbin Ball Associates
- 4:15pm-4:27pm Defining Social Media Metrics For Your Event
Eric Ly, Presdo and Co-Founder of LinkedIn
- 4:30pm-4:42pm Why Social Media Matters for your Meeting
Janee Pelletier, Conference & Logistics Consultants, Inc.

Social Media Lounge—Social Media Experts Bar

An all-star team of social media experts will be on hand to answer your questions.

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AFTERNOON

3:45pm- 4:45pm "Cultural Dos and Don'ts." This idea exchange hosted by Jennifer Sombar, Director, Travel & Event Management, CFA Institute, will focus on behavior required to successfully conduct business outside the U.S.



Tuesday, January 11

4:45pm – 5:30pm on the General Session Stage

Don't miss this fun and interactive Chapter Challenge game show! Using an audience response system, you will get the chance to answer a variety of trivia questions along with your fellow chapter members. The winning chapter will win a spectacular 2012 Convening Leaders VIP Registration Package including 30 full registrations to PCMA 2012 in San Diego!

Great chapter competition and fun for all—a cash bar will also be available!