



CORPORATE FOCUS

Monday, October 7

Mandalay Bay North Convention Center

Time: 10:15am - 12:45pm

Designing success

Communication + strategy = results.

This is just the tip of the iceberg when designing meaningful events. Add in stakeholder expectations, budget realities and evolving needs of participants and the complexities continue. Today our focused education and follow-on dialogues will focus on the role of events in a multi-pronged business strategy and explore:

- ➔ **What our senior stakeholders really care about and how to help them articulate this**
- ➔ **Explore the power of positive stress in empowering your team**
- ➔ **Designing events that deliver results, key tools, strategies and prototypes**

**This is an
invite only,
non-transferable
opportunity
so make sure you
sign up today!**

➔ www.imexamerica.com/whats-on-for-corporate-planners