

EXECUTIVE MEETING FORUM

PROGRAM OUTLINE

Monday, October 7, 2024

8am - 5pm

INCLUDES BREAKFAST AND LUNCH

The **Executive Meeting Forum** is shaped with input from previous, potential and registered attendees, and typically covers: working effectively with stakeholders, managing teams and the events they produce, and event management tools. As each Executive Meeting Forum is different based the input we receive, we're sharing the 2023 program as a guide.

Following a brief topic overview, attendees shared their experiences and perspectives at tables organized by company size and responsibility level, and rotated throughout the day.

Topics included:

- Selling/defending your event management program
- Data-driven decision making
- Aligning with your stakeholders
- Incorporating experience design principles
- Developing next-level talent
- AI opportunities, challenges and value in event management
- Technology exchange

Some topics for this year's program may be similar, as some challenges remain constant, but there will be new ideas, new challenges and new solutions to discuss.

FACILITATOR

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Executive Meeting Forum hosted by:

