



Corporate Focus

Monday, October 12

Part 1: 10:30am – 12:30pm

Part 2: 2:20 – 4:30pm



Navigating trust, stakeholder communications and your evolving role

Corporate Focus is exclusively for brand marketers and corporate planners.

What you'll walk away with: A clear understanding of how the event professional role is evolving, plus an action plan to help you stay ahead.

Programme Monday, October 12 | Part 1: 10:30am – 12:30pm | Part 2: 2:20 – 4:30pm

10:30 – 10:45am	Registration for Corporate Focus
10:45 – 11am	Welcome and frame the day Expectations and opportunities for the day. Facilitator: Megan Martin, M Squared Dynamics Megan will guide you through the day, helping you uncover ideas and practical approaches you can apply immediately to your own challenges.
11:00 – 11:25am	Trust pulse check We're in a trust recession. Vendor relationships are more fragile than they used to be, internal stakeholders are harder to align, and the event marketer and planner's role looks nothing like the one described on paper, whether the title has caught up or not. Outcome: ➔ Discover a shared baseline from which to develop ideas and solutions
11:25 – 12:15pm	Empathy mapping This is a working session, not a lecture. Map your most challenging stakeholder relationship using empathy mapping, identify the vendor and internal dynamics that may be costing you time, and gain direct, practical input from an expert in internal communications and vendor relations. Outcome: ➔ Gain a clear diagnosis of why trust is lacking in a key relationship, plus a written intention to carry into the afternoon discussions.
12:15 – 12:30pm	Bridge to the next steps Review key insights from the morning and prepare to put them into action during the afternoon sessions.
12:30 – 1:15pm	Lunch on your own

1:15- 2:15pm	Join the MPI Smart Monday keynote featuring Caitlin Krause. Gain a fresh perspective from Stanford professor, poet and augmented reality creator Caitlin as she explores mindful design, learning and well-being. This thought-provoking keynote offers a valuable lens through which to consider the topics you'll explore with your peers in the afternoon.
2:20 - 2:25pm	Reconnect with the morning's discussions and get set up for the afternoon.
2:25 - 3:00pm	Power/interest mapping Stakeholders and the events they care about have a cadence, and requirements vary. Join an open discussion on best practices for building stronger communication strategies. Outcome: 👉 Leave with a completed stakeholder map and one clear time-bound action you can put into practice straightaway.
3:00 - 3:40pm	Communicating with your fingertips We spend much of our day communicating via text, across a variety of channels, to a wide variety of stakeholders and partners, most who are suffering from information overload. Clear communication has never been more important. Tracey believes the answer isn't more technology. It's learning how to communicate more effectively through the words we write every day. Outcome: 👉 Gain practical tools you can apply immediately to create greater alignment, productivity, profitability, innovation, efficiency and engagement. Presenter: Tracey Hirsch, Amplifying Effect
3:40 - 3:55pm	Bridge to the future
3:55pm	Break
4:00 - 4:20pm	Gallery walk Reflect on how your role has evolved in response to external and internal forces and identify the skills and approaches that will help you succeed today and throughout the next stage of your career.
4:20 - 4:30pm	Closing reflections and action steps

Additionally, you and your corporate team members can join a debrief and solution session on Wednesday morning from 9 to 11am. Connect the dots between your show experience, insights from Corporate Focus and learnings from peers who participated in EMF (Executive Meeting Forum) and ELX (Event Leaders Exchange).