

She Means Business

A conversation for all



MONDAY, OCTOBER 7
MANDALAY BAY

#IMEX24



With special thanks to our partners





She Means Business is a Smart Monday standout, bringing together industry leaders, influencers, and thought leaders to explore the role of women in business and how women and men can work to elevate women in our industry. For 2024 our focus is how we can put women at the forefront of impacting key global trends and causes.

MONDAY, OCTOBER 7 - morning

9:30 - 10:30am

Location:

Coral AB,
North
Convention
Center

BEYOND BIAS: WHO WILL LEAD THE CHANGE FOR INCLUSIVE LEADERSHIP?

Description

Explore the systemic biases and cultural barriers that often limit opportunities for women in leadership. Through compelling statistics, personal stories, and actionable advice, learn about the importance of collective effort in dismantling these barriers. Discover what it takes to achieve more inclusive leadership, and who should be leading this change.

Learning outcomes:

- ① Identify the systemic biases and cultural barriers that restrict opportunities for women in leadership roles.
- ② Understand the importance of collective action in dismantling these barriers and learn actionable strategies to foster inclusive environments.
- ③ Gain insights into what it takes to succeed in overcoming these challenges and who should be leading these transformative efforts.

SPEAKER:

Karin Krogh, International Senior Sales Manager, Congress & Events,
Bella Center Copenhagen

10:45 - 11:45am

Location:

Coral AB,
North
Convention
Center

MASTERING CONSCIOUS LEADERSHIP: ACHIEVING RESULTS WITH KINDNESS AND COMPASSION

Description:

Through a panel discussion and hands-on workshop explore the development of your leadership skills to foster a positive and successful work culture. Learn how to integrate kindness, empathy, and compassion into your leadership, proving that being results-driven doesn't have to compromise your values.

Learning outcomes:

- ① Integrate compassion into leadership practices: Understand how to embed kindness and empathy into everyday leadership to foster a supportive and productive work environment while discovering the critical traits of successful team cultures by Great Places to Work.
- ② Balance results-driven goals with employee well-being: Learn strategies to achieve business objectives while focusing on the holistic well-being of team members
- ③ Develop conscious leadership skills: Acquire practical tools and techniques to enhance self-awareness, emotional intelligence, and mindful decision-making.

SPEAKERS:

Gerilyn Horan, Vice President Group Sales & Strategic Accounts, Hilton
Kim Napolitano, Executive Director, Industry Relations & Intermediary Group Sales, Hilton
Jeff Patton, Vice President of Sales Operations, Americas, Hilton

Session sponsor: Hilton

MONDAY, OCTOBER 7 - afternoon

2:30 – 3:30pm

Location:

Coral AB,
North
Convention
Center

IMPACT REBEL – THE POWER OF PASSION, PURPOSE AND STRATEGY

Description:

Courtney shares how she went from your everyday event planners to a subject matter expert and thought leader without ever entering the C-suite. Leadership and influence come in many forms and the road to follow is not singular. And women, often have to find a way to carve a new path. Women are told to check their passion at the door. When really, our passion is one of our superpowers. Understanding your passion, applying it to a purpose is one of our superpowers. Understanding your passion, applying it to a purpose and infusing a strategy is what unlocks your ability to become an impact rebel.

Learning outcomes:

- 🕒 Collaborate across divisions or departments and identify areas of impact that suit your organization best.
- 🕒 Align areas of impact with your core values to create successful strategies for implementation and inspire a workforce.
- 🕒 Apply your passion to a results-oriented framework.

SPEAKER:

Courtney Lohmann, Speaker, Courtney Lohmann Consulting LLC

Session sponsor: Visit Seattle

3:45 – 4:45pm

Location:

Coral AB,
North
Convention
Center

LEADING IN THE AI ERA: INSIGHTS AND BEST PRACTICES

Description:

From streamlining event planning to personalizing engagements, AI is transforming the events landscape and redefining attendee experiences. Explore how industry leaders are leveraging AI to drive innovation across event planning, customization, and data analytics. Understand how to benefit from AI-powered tools to stay competitive in the ever-evolving world of events. Celebrate the contributions of women leaders driving innovation in events through new technologies.

Learning outcomes:

- 🕒 Understand the power of AI event tech in elevating events.
- 🕒 Discover the AI technologies impacting the world of event planning.
- 🕒 Learn how to use AI-powered tools to improve attendee experience and success measurement.

SPEAKER:

Huong Nguyen, Founder & COE, Shiloh Events

Session sponsor: Oak View Group

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