



Saturday, July 15th, 2017

- 8:00 AM - 5:30 PM: CPCE Fast Track
- 10:00 AM - 6:00 PM: Registration Open
- 1:00 PM - 2:00 PM: State of NACE Meeting
- 2:00 PM - 5:00 PM: Chapter Leadership Council Meeting
- 5:00 PM - 6:00 PM: Leaders' Celebration

Sunday, July 16th, 2017

- 8:00 AM - 6:00 PM: Registration Open
- 9:00 AM - 10:30 AM: CPCE Breakfast
- 2:00 PM - 4:00 PM: Industry Summit and Chapter Awards* (*1 educational contact hour*)

Industry Summit: Are You Ready for What's Coming: Workforce Preparedness for the Future

Industry Summit Panelists

- Anirban Basu, Chairman & Chief Executive Officer, Sage Policy Group, Inc.
- Dennis Reynolds, Dean of the College, Conrad N. Hilton College of Hotel & Restaurant Management
- David Adler, CEO and Founder, BizBash Media
- Joyce Inderbitzin, Vice President, Catering and Events, Hilton, Hilton Hotels Corporation

How are you preparing for the impending challenges and opportunities in this competitive industry of catering and events? This expert panel will bring together industry leaders to help you successfully navigate your career and stay ahead of the game.

During this session, attendees will learn to:

- Attract and retain the best employees
- Keep your skills current and adapt to the evolving industry landscape
- Understand how company culture affects the type of talent you attract



Sunday, July 16th, 2017 continued

Industry Summit and Chapter Awards *continued*

Chapter Awards given during this session:

- Community Service Project of the Year
- Education Program of the Year
- Fundraising Event of the Year
- Program of the Year

2:00 PM - 4:00 PM: Industry Summit Vignette Attraction

4:00 PM - 4:30 PM: Networking Break

4:15 PM - 5:00 PM: **Roundtable Networking Sessions*** (*0.5 educational contact hours*)

- Roundtable Networking Sessions: College, University, and Off Premise Caterers and Students
- Roundtable Networking Sessions: On Premise Caterers for Venues (Not Hotels)
- Roundtable Networking Sessions: Event Decorators, Planners and Industry Service Suppliers
- Roundtable Networking Sessions: Caterers in Hotel Venues Specializing in SOCIAL Events
- Roundtable Networking Sessions: Caterers in Hotel Venues Specializing in CORPORATE Events

6:30 PM - 11:30 PM: **The Art of Events Opening Reception**

Opening Reception Creative Consultant: Kat Creech, CMP, Owner and Creative Director, Kat Creech Events

NACE, Creative Consultant Kat Creech and our amazing partners showcase innovative food and design elements as we kick-off #NACEEXP17 at the Ballroom at Bayou Place, located in the heart of the theatre district in downtown Houston. You'll witness art become reality with interactive food stations, live performance art and be inspired by the use of digital mapping, painting, and photography. In other words, we're kicking off #NACEEXP17 right!

Suggested Attire: Monochromatic Vibrant Summer Chic

Monday, July 17th, 2017

7:30 AM - 6:00 PM: Registration Open

7:00 AM - 8:00 AM: Breakfast on Your Own

8:30 AM - 10:00 AM: Design Experience* (*1 educational contact hour*)

Embrace the Shake: Transforming Limitations into Opportunities

Speaker: Phil Hansen, Internationally Recognized Multimedia Artist, Author, Innovator

Creative Consultants: Savannah Gray and Johanna Terry

Spark your creativity with multimedia artist Phil Hansen during #NACEEXP17. Phil moved to new forms of expression when a tremor developed in his drawing hand. Phil embraced his shake and realized limitations could become the passageway to creativity. Spark your creativity with multimedia artist Phil Hansen during #NACEEXP17. Phil rose to prominence from a TED talk and is most widely known for his meta art - videos that document the creative process, often with nontraditional materials, electronic media and interactive experiences.

10:00 AM - 10:30 AM: Morning Refreshment Break

Monday, July 17th, 2017 continued

10:30 AM - 11:30 AM: Educational Breakout Sessions* (1 educational contact hour)

Event Staging for Maximum Impact

Track: Event Design and Production

Speaker: Debbie Meyers-Shock, CSEP, CTEP, President/CEO, BRAVO! Entertainment

Choosing the right act is only the beginning in producing entertainment for an event. What you do next will make all the difference? either put your entertainment on a stage or STAGE your entertainment. Today's events are filled with elements that immerse your guests in incredible environments. Creatively staging entertainment in all types of event scenarios is crucial to your overall plan for success. This presentation will share emerging entertainment trends and provide you with simple to complex creative solutions to effectively stage entertainment for real impact.

During this session, attendees will learn to:

- Apply staging basics and explore advanced staging design
- Use staging techniques throughout event elements beyond entertainment
- Discover current and future entertainment and staging trends

Riding the Wild Spaghetti: Truths about Craft Beverage Trends and Events

Track: Beverage Trends

Speaker: Carol Dekkers, President, Quality Plus Technologies

It's been a wild ride: craft breweries, distilleries and cider/meaderies are popping up all over the U.S. landscape. What are the dominating trends and tastes in craft beverages that event planners need to know, and which ones to ignore? This session builds on the 2016 NACE Experience session (Taking advantage of the Craft Beverage Boom) and is a combination of lecture/research info, tasting/local craft beverages available to sample and interactive session where we'll present and discuss up-to-the minute information that YOU need to know.

During this session, attendees will learn to:

- Discover what's trending in their geographical area
- Discern the difference between IPA, cider, artisanal wine and "ordinary" drinks
- Craft beverage-based events to excite and thrill millennials and friends

Culture Kitchen: Recipes for Building a Great Brand

Track: Sales and Marketing

Speaker: Mike Ganino, Speaker, MikeGanino.com

Organizations around the world are looking for the secret sauce to create strong company cultures. Mike Ganino helps them get it. He creates company cultures that engage teams, thrill customers, and drive bottom-line results via his engaging and actionable keynotes and workshops. An expert and speaker in culture design, Mike specializes in creating unique, brand boosting experiences. He's worked with Lettuce Entertain You, ChowNow, US Foods, Potbelly Sandwich Shop, Uber, and Pressed Juicery. Mike is the former COO at Protein Bar. He's written about great culture for two books: Bar and Restaurant Success and The Better Business Book.

During this session, attendees will learn to:

- Collaborate and communicate better
- Create a vision of success for their brand and events
- Grow their brand in a clear, successful way

Monday, July 17th, 2017 continued

Unleash Your Inner Powerhouse: 3 Keys to Get Noticed, Get Heard and Get Ahead

Track: Personal Development

Speaker: Janet Zaretsky, Owner, Business Success Coach, The Zenith Business

Women who stand in their true power and know who they really are get noticed and get ahead in the world, while others wait for the "right" moment (circumstances) and opportunities pass them by. After this interactive presentation, you will know what to do to get noticed, get heard, get valued and get ahead in your career without throwing other women under the bus, vilifying men or compromising your values. You will understand how to own your power in your world, your industry and your company.

During this session, attendees will learn to:

- Get past impostor syndrome or thinking you must be perfect
- Stop undermining your confidence and learn how to be heard
- Identify what it takes to get paid what you're truly worth

People First, Then Profit: Customer Focused Solutions for Financial Success

Track: Business and Technology

Speaker: Don Mamone, Owner, The Mamones, LLC

Every business professional is compelled to keep a watchful eye on the bottom line with the expressed goal to make money. Sure, words such as margin, volume, costs, returns and profit are of considerable importance; however, when these words surpass customer loyalty, satisfaction and experience it is time for a little proverbial "spring cleaning." Organizations and their representatives that place PROFIT before PEOPLE in their list of imperatives threaten growth, longevity and success. Placing People First Then Profit in all aspects of an organization's operation will facilitate considerable revenue opportunities and consequently earnings.

During this session, attendees will learn to:

- Focus on exceptional customer service and develop enduring relationships
- Differentiate themselves amidst a saturated market with ever growing competition
- Promote loyalty among existing clients and promote championing for business

The Wine Lab: Learn How to Sell, Describe and Experience Wines Like a Sommelier

Track: Beverage Trends

Speaker: James Filtz, CPCE, CHE, CMP, Director of Catering and Conference Services, Loews New Orleans Hotel

In this session, participants will learn the industry standard sommelier method of deductive wine tasting. A key part of this session will be a sensory lab where participants will experience the components of wine aromas in their raw form and link these experiential aromas to an array of curated wines for the class. An interactive class, attendees will walk away with greater confidence, vocabulary and resources to develop their pallet and wine sales capabilities.

During this session, attendees will learn to:

- Evaluate wine color, clarity, aroma, taste and finish
- Match organic and inorganic aromas in their natural state with wine aromas
- Learn baseline aroma profiles of popular wines from diverse wine regions

Monday, July 17th, 2017 continued

12:00 PM - 1:30 PM: Culinary Experience* (1 educational contact hour)

The Culinary Experience: Imaginative Trends

Monique Studak, CSS, CSW (moderator), Pernod Ricard

Chef Jerry Edwards, CPCE, Chef's Expressions

Chef Patrick Gaughan, Marriott Marquis Houston

This experiential general session will engage, educate, and enliven all five senses as you learn about the latest Culinary and Catering Trends.

You'll taste innovative ingredients and delectable beverage pairings, savor the aroma of sweet dessert trends, see fashionable food plating and presentation trends, and get in touch with gastronomic education! #NACECulinary2017

During this session, attendees will learn to:

- Explore culinary trends in ingredients, plating, and presentation
- Experiment with beverage pairing trends
- Enjoy locavore, culinary diversity, and eco-friendly menus

2:00 PM - 3:00 PM: Educational Breakout Sessions* (1 educational contact hour)

Feeding our Neighbors: The Law, the Practice of Leftover Event Food Donation

Track: Catering Services and Cuisine

Speaker: Naomi Raiselle, Creative Director, GENERATIONS cinemastories

The party's over. The couple was adorable, the flowers were stunning, the band rocked, the venue was wedding magazine, picture-perfect. Of course, the food was amazing. Such creative cuisine. So beautifully prepared. As you're packing up to leave, you notice trays of food sliding into dumpsters, and you wonder about that mostly-full cheese plate or the dozens of soup minis. People were so busy having fun, the bread baskets were barely touched, the salads went unnoticed and whole roasts were left over from cocktails. Food donation to non-profits is government endorsed, safe and legally protected. Find out more.

During this session, attendees will learn to:

- Understand the Bill Emerson Good Samaritan Act
- Discern the problem of hunger around us
- Grasp implementation of food donation as a caterer, venue or event professional

Cha Ching: There is No Money in Sales for Second Place

Track: Sales and Marketing

Speaker: Meryl Snow, President, SnowStorm Solutions

The struggle to make your sales goal the best it can be and continue on an upward trajectory is one that every company faces. Developing a plan for sales growth as an ongoing activity can improve your sales and sanity.

During this session, attendees will learn to:

- Understand why it's NOT about price
- Increase their closing ratio
- Change the way they qualify

Monday, July 17th, 2017 continued

Catering to the Millennial Generation, Understanding their Whisk(e)y Obsession

Track: Beverage Trends

Speaker: Russ Kempton, CSS, Owner, Speaking of Grapes and Grains

Baby Boomers came into wine through California Coolers, Bartle & James and White Zinfandel. Through the years, Baby Boomers held onto their favorite "big beer brands" and "big distillery brands" with little brand movement to another brand or category. Millennials moved into whiskies through flavored whiskies such as Fireball, Red Stag Cinnamon and Black Cherry, Crown Royal Maple, Jack Daniels Honey, etc. and the rebirth of mixology. They continue to look for their next favorite brand unlocking the generations before close to 100% loyalty to a brand. They continue to move into and around the various whisk(e)y categories.

During this session, attendees will learn to:

- Identify takeaways for your venue including whiskies 101 and associated trends
- Influence the millennials generation by redefining the cocktail culture
- Understand social media influence, fill drink menus, back bar and catering needs

Dream It... Dare It... and Do It!

Track: Personal Development

Speaker: Cindy Novotny, CHSE, Managing Partner, Master Connection Associates

You made it. Everyone knows your name. Clients only want you! So now what? Are you going to keep chasing two rabbits and never catch even one, or are you going to plan your future by leaving a legacy and creating a sustainable business? Cindy Novotny shares how to plan for the future in or outside of your existing business. You will walk away with the ability to take your dreams into the future without giving up what you have personally built. You have one chance to make a difference for yourself and the company you build. Do it right the first time!

Let's Get Technical: Top Apps for Increasing your Productivity in 2017

Track: Business and Technology

Speaker: Kevin Dennis, JWIC, President, Fantasy Sound Event Services

The growth of technology has had a major impact on the catering and event industries and provides professionals with a number of ways to streamline their day-to-day business. The question is, are you taking advantage of the technology that could boost your productivity (and sanity) for the better? Join Kevin Dennis as he takes a look at some of the top apps that are available for catering and event businesses and individuals to start using today.

During this session, attendees will learn to:

- Evaluate their need for technology
- Work top apps into daily operations
- Identify which apps pros are embracing to push productivity to whole new levels

Monday, July 17th, 2017 continued

NACE Diversity Panel, hosted by WIPA

Track: Event Design and Production

Moderator: Meghan Ely, Principal, OFD Consulting

Panelist: Therese Cole Hubbs, Owner, Electric Karma International

Panelist: Michele Schwartz, Publisher, The Modern Jewish Wedding

Panelist: Michael Stavros, Director of Business Development, M Culinary Concepts

Panelist: Elana Walker, CWP, Owner, Elana Walker Events

The event industry is ever-evolving. Professionals, especially those dealing with social events, must be increasingly aware of the role and demands of diversity. Our expert panel will discuss considerations from meeting diverse needs to ensuring inclusion on-site.

During this session, attendees will learn to:

- Understand why a focus on diversity is necessary
- Effectively target diverse markets and make events more inclusive for attendees
- Utilize strategies for successfully meeting the needs of diverse client

3:30 PM - 4:30 PM: Educational Breakout Sessions* (1 educational contact hour)

Event Trends for All: Top Trends Adapted for All Budgets

Track: Event Design and Production

Speaker: Jacqueline Hill, Owner, Jacqueline Events & Design

Trends, trends! They can be fun to use in design, if budget isn't a factor. But what happens when it is? Come discover the top eight trends for 2017-2018 and learn how to utilize them for three budget levels. Each of your clients deserve the very best in current design and you can give it to them! From over the top to tastefully affordable, this session will help you to prepare for your next big event. Your client isn't cookie cutter - so why should their design be?!

During this session, attendees will learn to:

- Identify the top eight trends for 2017-2018
- Develop ideas for three budget levels
- Customize each event for unique clients

Afternoon Tea: The Elegant Way to Wow your Guests

Track: Catering Services and Cuisine

Speaker: Nick Waller, CPCE, Instructor and Dining Manager, University of Delaware

Afternoon Tea is a wonderful way to entice your guests to hold an event with you. From showers and socials to fun fundraisers, Nick will take you through a journey of history and etiquette of this marvelous, lucrative pastime that will have you yearning for a spot of tea. Learn all aspects of afternoon tea as well as the inner workings behind a state banquet at Buckingham Palace!

During this session, attendees will learn to:

- Execute a perfect afternoon tea event
- Sell an afternoon tea event through knowledge of its history and etiquette
- Host royalty at events

Monday, July 17th, 2017 continued

The Heart of Spain: How Rioja is Bringing the Old World to the New World

Track: Beverage Trends

Speaker: Monique Studak, CSW, CSS, Manager, National Chains, On-Premise, Pernod Ricard USA

Our customers are exploring a wide range of varietals and regions at home. But, what is next and how do we help support our customers' desire to be unique in their events? This conversation will be about "What's Next." To move forward we will go back to the Old World. The region of Rioja is Spain's first DOCa recognized region, focusing on the Tempranillo and Garnacha varietals and Reserva and Gran Reserva styles. Join Monique Studak in learning about the history, geography and flavors of this exciting area through a lecture and tasting of four wines.

Cultivating a Cohesive Social Media Presence for Your Event Business

Track: Sales and Marketing

Speaker: Morgan Montgomery, CPCE, Co-Captain, Paisley & Jade

With a busy event schedule and the ever-changing social media landscape, it can be difficult to maintain a consistent presence across Facebook, Instagram, Pinterest and beyond. However, combining the powers of these platforms to work together can directly influence your event business and its bottom line! This session will focus on understanding how to develop a cohesive social media strategy for your event business that maximizes your time and energy, while building on your current knowledge and skills to have a greater ROI across all platforms, all while touching on the latest trends and tools in social media marketing.

During this session, attendees will learn to:

- Unify their social media approach to better serve business objectives
- Identify tools to help improve social media presence and strategy
- Interpret social media insights and analytics to help shape marketing decisions

Do You Need to Re-energize Your Volunteers?

Track: Personal Development

Speaker: Lynne Wellish, CMP, CHSE, CHO, SVP of Business Development, Triage Meetings and Events

Do you need to re-energize your volunteers? Members join an organization for varying reasons - you need to capitalize on their enthusiasm when they join. Volunteering is one of the best ways to meet people and to meet new members in a structured environment. Despite the benefits, few organizations have created volunteer roles that ease-in new members or communications programs to let them know what opportunities are available and what is expected. It takes some time and prep work by you, your staff, peers and current volunteers, but it will pay off in reduced workload, easier transitions, and better teamwork.

During this session, attendees will learn to:

- Re-tool volunteer jobs to aid in recruitment
- Understand what your volunteers want
- Build better volunteers

Monday, July 17th, 2017 continued

Drafting Your Own Client Contracts: Everything You Need to Know

Track: Business and Technology

Speaker: Matthew Villmer, Attorney, Weaver, Bennett & Bland, P.A.

Whether you're a wedding or event planner, a photographer, a venue manager, a DJ, or a florist, you need a written contract with your clients. There's a better way to draft your own contract than using the first template contract that pops up in your Google search. Matt Villmer, an attorney with over 10 years of experience representing those in the wedding industry, gives you all the inside tips and tricks he uses when drafting service agreements for his clients. You'll walk out of this presentation with specific terms that you should include in your own contract, and have fun learning them!

During this session, attendees will learn to:

- Discern why a "master service agreement" is necessary
- Establish specific terms to include within their own contracts
- Identify "online review clauses" and learn how to use them

4:45 PM - 5:45 PM: Meet the Candidates

8:30 PM - 11:30 PM: Foundation Night: Inferno! Lighting the Fire for Giving

You're invited to Foundation Night: Inferno! Presented by the Foundation of NACE, this fun annual event includes drinks, dancing and networking with conference attendees at the Crystal Ballroom at the Rice. Your ticket includes complimentary drinks.

Dress Code: All Red Everything!

Tuesday, July 18th, 2017

7:30 AM - 6:00 PM: Registration Open

8:00 AM - 9:00 AM: Breakfast in the Marketplace

8:00 AM - 3:30 PM: Marketplace Open

This year the Marketplace is interactive! Attend education breakout sessions, exchange ideas in the hot topic room and visit with vendors showcasing the latest and greatest.

8:30 AM - 9:30 AM: Educational Breakout Sessions in the Marketplace* (*1 educational contact hour*)

Superpowers for Selling: Behavior Profiling that ROCK\$

Track: Sales and Marketing

Speaker: Rachel Sheerin, Owner and Strategist, She Sells

Ever wanted a superpower that could increase your sales? Get clients you love? Close every deal with a contract and deposit on the spot? Search no more. Selling Superpowers are here in the form of behavior profiling that is as easy to learn as A-B-C. In this session, learn how to identify your own behavior profile, identify others, connect with people on a deep and meaningful level, gain trust instantly and increase your sales! Attendees will be provided resources and activities to use with their sales teams so they can share the Superpower and grow together.

During this session, attendees will learn to:

- Identify and understand their behavior profile
- Identify other people's behavior profiles, including prospects
- Communicate and interact with profiles in order to sell to them with success

Tuesday, July 18th, 2017 continued

Don't Always Be the Inventor: Find it, Reinvent it and Own it

Track: Event Design and Production

Speaker: Karen Tucker, CPCE, Owner/Business Development, Relish Catering & Events

Speaker: Brett Tucker, Owner/Executive Chef, Relish Catering & Events

Pinterest, Instagram, Snapchat, they are all so creative, right? Wrong! The ideas we see on social media were created by someone, and then recreated by someone else, and someone else, and then our clients see it as trendy and AMAZING! Clients say they want something new and never before seen. Guess what, we can't always invent new items, especially food...but we can reinvent ideas and make them unique. We are going to get creative and dive into how to reinvent ideas and make them your own. From food to presentation, we're going to help you find, reinvent and own it!

During this session, attendees will learn to:

- Create food and display presentations for every budget that appeal to clients
- Find resources for the latest trends and how to make them into signature items
- Use themes, trends and social media to use inventions and build your brand

Managing Millennial Catering and Event Planning Pros

Track: Personal Development

Speaker: Anne Nolen, Training and Communications Manager, The Houstonian Hotel

Speaker: Lisa Hopkins Barry, CPCE, CMP, Director of Catering, The Houstonian Hotel

The catering and events industry needs to attract the best and brightest people of the millennial generation to sustain a path of excellence. Generational differences can seemingly get in the way of this direction when we fail to see what we have in common versus where we are different. This session will challenge you to see each member of your team in a fresh new way, to act with this new vision in ways that lift one another up, and to get a result that will leave our industry better than you found it.

During this session, attendees will learn to:

- Bring meaning and purpose to your workplace as a leader
- Connect with the millennial generation and tap into their unique value
- Capitalize on generational differences and use them to accelerate great results

Including the Rainbow: Planning the LGBT-Friendly Event

Track: Business and Technology

Speaker: Jim Clapes, Conference and Events Manager, Drug Policy Alliance

The LGBT event is a growing niche in the meetings industry. Destinations around the country are developing programs and marketing strategies to reach and serve this market. Most meetings and events do not specifically focus on LGBT issues but almost all meetings include attendees who are a part of the LGBT community. How should this fact be reflected in the content of mainstream meetings and events?

During this session, attendees will learn to:

- Create content that establishes a spirit of inclusion for all attendees
- Promote and execute meetings and events that are LGBT-friendly
- Develop strategies to attract and serve the LGBT market

Tuesday, July 18th, 2017 continued

10:00 AM - 11:00 AM: Educational Breakout Sessions in the Marketplace* (1 educational contact hour)

You're Going to Make It After All!

Track: Event Design and Production

Speaker: David Caruso, President and Creative Director, Dynamic Events by David Caruso

For fans of The Mary Tyler Moore Show and those who have yet to see it, this fun and interactive session will highlight the lessons Mary taught us about being a pioneer, advancing your career and not giving up. These lessons will be translated to the special events industry as they relate to event design, business management, sales, marketing/branding and personal development. Join David in this action-packed session and walk away with innovative ideas, tools for professional growth and inspiration to be your best self.

During this session, attendees will learn to:

- Be bold: use the latest design trends to create innovative experiences
- Be focused: create a clear vision for your personal/business brand
- Be a fearless leader: don't be limited by budget, vision or experience

I'm Allergic: Catering to Guests with Special Needs

Track: Catering Services and Cuisine

Speaker: Ellen Karlin, RD, LN, Nutritionist, Nutrition Consultant

Food allergy and intolerance are growing health concerns. Researchers estimate that 15 million Americans have food allergies that can be life-threatening. Three million Americans have Celiac Disease and 18 million Americans have gluten sensitivity. These numbers underscore the need for caterers to be ready to serve these clients. This session will cover the simple steps caterers can take to deal with the culinary challenges of serving guests with special diets.

During this session, attendees will learn to:

- Define culinary approaches to offer safe menu for guests with food allergy
- Identify ways to prevent cross contact in your kitchen
- Delineate challenges in creatively marketing to special diet guests and hosts

The Art of "Surprise and Delight" and Implementing it into Your Event Career

Track: Business and Technology

Speaker: Meghan Ely, Principal, OFD Consulting

Want to make a lasting impression with clients, colleagues and prospects alike? It's time to embrace "surprise and delight," a strategy that originated in the marketing world and this taking root in the event industry. It is a favorite among those looking to make a truly memorable impression.

During this session, attendees will learn to:

- How Fortune 500 companies improve customer acquisition and retention
- When to implement it, from meetings with prospects to off-season surprises
- How "Surprise and Delight" fits in a fast-paced world, with a busy workflow

Tuesday, July 18th, 2017 continued

Special Event Décor Trends

Track: Sales and Marketing

Speaker: Valentina Krug, Atelier and Custom Rental Director, BBJ Linen

Product Demo: Allison East, Executive Design & Product Development Director, BBJ Linen

Trends are always changing. To stay ahead of trends and determine the next big thing, we look to fashion and home interiors to understand what's to come. In this session, we will explore upcoming trends in event design. We'll delve into their origin, why they are important, and how to incorporate them into your next event.

Following the educational portion of the session, we will host a 20-minute product demonstration. Sourcing and fabricating linen is a complicated and fascinating process. In this product demo, see how we find the most trend-worthy and time-tested fabrics around the world, and deliver them to your table top.

10:00 AM - 11:00 AM: Student Meet and Greet with Foundation of NACE Board

11:30 AM - 12:30 PM: Educational Breakout Sessions in the Marketplace* (1 educational contact hour)

Design in Color

Track: Event Design and Production

Speaker: Kate Patay, CPCE, Speaker/Consultant

Color sets the tone for an entire event. Learn not only what colors are trending, but how you can look ahead to forecast them yourself and how to incorporate them into your events. Kate will teach you how to stay ahead of the competition with tips on how you can forecast the future of color and the psychology behind choosing specific colors for certain events.

During this session, attendees will learn to:

- Identify emerging color trends and influences by various media outlets
- Establish ways to incorporate these trends into your events
- Utilize do's and don'ts when choosing a palette for an event or brand

Elevating Your Food and Beverage Experience

Track: Beverage Trends

Speaker: Paula Fenner, CPCE, Director of Catering and Conference Services, The Adolphus

Speaker: Zach Byther, WSETIII, National Account Manager, Hotels and Catering, Republic National Distributing Company

Learn ways to elevate your event through creative and collaborative efforts in marrying food offerings with beverage pairings. Keep up to date on current trends and see firsthand examples of the impact these elements can make on your overall guest experience. Let us show you how to tap into resources you may not even be aware you have at your disposal that can help elevate your catering program, your personal knowledge and your ability to get creative and win more business.

During this session, attendees will learn to:

- Create food and beverage pairings to drive revenue and profit
- Be on the top of competitive food and beverage pairings
- Create collaboration between the sales and beverage teams

Tuesday, July 18th, 2017 continued

Are You Wasting Half of Your Marketing and Advertising Dollars?

Track: Sales and Marketing

Speaker: Christie Osborne, Owner/Founder, Mountainside Media

Stop wasting time and money. Learn how track your campaigns to make sure you get a positive ROI on all your marketing and advertising efforts.

During this session, attendees will learn to:

- Determine what to measure in order to get a return on campaigns
- Set up and track campaigns in Google Analytics
- Spot leaks in your marketing and sales funnel

Feeding the Community Feeds the Bottom Line: Maximizing In-Kind Donations

Track: Catering Services and Cuisine

Speaker: Michael Stavros, Director of Business Development, M Culinary Concepts

We are asked all the time, "Please support our event - just think of the exposure for your company." But exposure alone won't pay the bills! Learn how to make the most of your in-kind catering contributions. From identifying the right opportunities, to leveraging organizations' relationships, to delivering cost-effective "WOW" effects, finding the right recipe for success will ensure long-term return on your investments in your community.

Tuesday, July 18th, 2017 continued

12:30 PM - 2:00 PM: Lunch in the Marketplace

Lunch in the Marketplace

1:00 PM - 2:00 PM: Educational Breakout Sessions in the Marketplace* (1 educational contact hour)

Resilience by the Numbers

Track: Personal Development

Speaker: Andrea Eppolito, Wedding Planner, Andrea Eppolito Events

Today more than ever before, our personal and professional lives are deeply intertwined. Setbacks and discouragement in one area immediately impacts the other. Therefore, our ability to be successful in the long term and to live a life that is full in all areas depends upon our ability to be resilient in the face of disappointment. Resilience is the greatest indicator of long term success.

During this session, attendees will learn to:

- Identify areas of their lives that block productivity and happiness
- Utilize 10 steps to build greater resilience
- Identify lack of resilience in others (employees), and help them move past it

Tuesday, July 18th, 2017 continued

Planning for Dietary Restrictions and Cultural Cuisine

Track: Catering Services and Cuisine

Speaker: Michael Testagrossa, CPCE, CHE, Catering and Convention Services Manager, Caesars Palace

With an ever-growing global customer base requesting special menus and representing a variety of dietary restrictions, catering professionals need to have an understanding of the potential requests and how to work with their culinary teams to support the success of an event. This session will discuss menu planning considerations for vegan/vegetarian, other dietary restrictions including cultural considerations and how to work with their culinary teams to meet these needs. This session will also review opportunities to partner with local specialty caterers to enhance menu options and add to the bottom line.

During this session, attendees will learn to:

- Differentiate types of dietary restrictions that may be requested
- Create successful menus with culinary teams to meet these needs
- Partner with ethnic restaurants to support a diverse clientele

Customer Journey: Their Path to Your Success

Track: Business and Technology

Speaker: Bethel Nathan, Business Elevation Coach + Speaker, Elevate by Bethel

More bookings and less time per booking? Yes! More excellent reviews and referrals from couples and vendors? Yes! Although it may not seem as important as marketing, improving the customer journey is critical to the success of your business. A client's journey is guided by your processes, systems and communications, and the better their journey, the better their overall experience which leads to improved reviews and more referrals. Participate and learn a few simple ways to evaluate your systems and processes, and a few ideas you can implement quickly to improve them, providing a smoother journey and thus a better experience.

During this session, attendees will learn to:

- Evaluate processes and systems vs. ideal client expectations
- Increase bookings by improving systems and processes
- Save money by eliminating unnecessary systems and processes

2017 Marketing Must-Dos

Track: Sales and Marketing

Speaker: Melissa Coito, Marketing Coach, ThriveHive

Small business owners deserve to realize their dreams and grow their companies. Great service and hard work should translate to business success; however, this must happen through a data-driven marketing approach. In this session, we'll discuss how to ensure that every marketing effort a small business does will get the most bang for its buck. Learn how to make technology and social media work efficiently for your business.

During this session, attendees will learn to:

- Market in real time and bring the offline, online
- Hit the bullseye with online advertising and produce content for humans
- Leverage your local microinfluencers and think outside of the inbox

Tuesday, July 18th, 2017 continued

2:30 PM - 3:30 PM: Educational Breakout Sessions in the Marketplace* (1 educational contact hour)

Battle of the All-Stars: Event Planner vs. Venue Manager

Track: Event Design and Production

Speaker: Alicia Crosby, CPCE, Rental and Program Planning Manager, The Baltimore Museum of Art

A question as old as time: What is the difference between an event planner and a venue manager? While many professionals in the industry think they know, the lines are being blurred more and more as of late, and clients are often left confused. Explore the similarities and important differences that distinguish the roles in order to build positive relationships and educate clients to avoid disappointment.

During this session, attendees will learn to:

- Identify important similarities and major differences
- Recognize how venue managers define roles and communicate to clients
- Separate duties, collaborate and create a well-oiled event machine

Maximizing Revenues for Repeat Events

Track: Sales and Marketing

Speaker: Lisa Carruth, CPCE, Director of Catering and Member Events, BraeBurn Country Club

Speaker: Jill Stickels, Membership Director, Sugar Creek Country Club

Attend this engaging session to get energized and inspired with fresh sales techniques, marketing ideas and targeted upsells to engage repeat private events. Acquire cool ideas to maximize profitability and keep catering clients coming back year after year. Learn how to set yourself apart from the competition with innovation, creativity and engagement, imaginative menus and inspiring ideas for events. Additionally, learn how partnering with fellow NACE professionals can increase profitability.

During this session, attendees will learn to:

- Maximize private event revenues and bottom line profitability
- Engage repeat events with targeted marketing efforts
- Increase repeat catering and private event bookings

Don't Just Tap into Your Creativity, UNLEASH IT!

Track: Personal Development

Speaker: Kevin Molesworth, CSEP, President, Brass Tacks Events

Are you born with creative ability or can it be learned? What are the things that promote or inhibit creativity? Explore the techniques used by artists, actors and musicians to find the pathway to a new level of thought. Note: So many presentations on creativity feature a speaker bragging about their beautiful events and showing images from them. This presentation takes guests through the actual creative process. Guests should arrive ready to engage.

During this session, attendees will learn to:

- Utilize scientifically proven methodologies for enhancing creativity
- Modify perspective and process in their approach to events
- Implement tactics to increase the profitability of their businesses

Tuesday, July 18th, 2017 continued

Next-Level Branding: From Business to Brand

Track: Sales and Marketing

Speaker: Anja Winikka, Director of Education and Industry, The Knot

Today's couples are all about hiring wedding pros and companies with brands with which they feel a connection. That means developing a strong brand for the digital landscape - from social media to your website, video and photos, logo, and more. Anja Winikka, The Knot Director of Education and Industry, will walk you through what it takes to fortify and build a brand that resonates with today's couples.

During this session, attendees will learn to:

- Understand what makes a strong brand
- Determine what questions to ask themselves in order to build their brand
- Identify and execute the top five must-dos to fortify their brands online

6:00 PM - 1:00 AM: **NACE One Awards**

6:00 PM - 7:00 PM Reception

7:00 PM - 9:00 PM Dinner and Ceremony

9:00 PM - 1:00 AM Party

We are excited to recognize inspiring wedding design, a spectacular event on a shoestring budget and more. Wherever you've channeled your inspiration, vision, hard work and imagination, your beautifully executed event could win the next NACE One Award!

The following awards will be presented:

- Catered Event of the Year
- Chapter of the Year
- Event Production of the Year
- George Zell Spirit of NACE
- Member of the Year
- Student Member of the Year
- Table Presentation of the Year
- Team Event of the Year
- Wedding of the Year

Creative Consultant: Jaqueline Hill

Wednesday, July 19th, 2017

9:00 AM - 11:00 AM: Continental Breakfast and NACE Gives Back Service Project

Close out the Experience by giving back the Houston community. Join us Wednesday morning to enjoy breakfast and put together care packages with your fellow attendees. NACE has partnered with Dress for Success, Emancipet, Kids Meals Houston and local schools to give back. Can't make it? No sweat! You can also make a donation to these amazing organizations at the registration desk.

Suggested Attire: Casual

**educational content eligible for contact hours toward CPCE application or recertification. Maximum educational contact hours for the 2017 NACE Experience Conference is 11.5.*

