



Digital Schedule

Wednesday, November 4th

9:15am – 10:15am CST

- Zumba® Digital Workout!
 - Zumba® is perfect for everybody and everybody! We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. A total workout, combining all elements of fitness – cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class.
 - Speaker: Ludmilla Marzano

10:15am – 10:30am CST

- Break

10:30am – 3:30pm CST

- WEC Mid-Day Broadcast
 - Live from the ALHI Studios at the Gaylord Texan in beautiful Grapevine, Texas, join this talk show-style broadcast featuring our WEC General Session keynotes, curated content, interviews with thought leaders and experts and much, much more. See below for today's schedule.
 - Speakers: Jason Dunn Sr., Nan Marchand, Shabnam Mogharabi, Susan Robertson, Paul Van Deventer, Annette Gregg, Dena Blizzard, David Allison, Jessie States, Sarah Soliman
 - 10:30am – 11:15am CST
 - **WEC Mid-Day: Welcome to the Digital World Education Congress**
Join us for this introduction to your digital experience with curated content, custom interviews and an update on our industry's road to recovery. Discover the many elements of your digital WEC including appointment-making, the Digital Connection marketplace and much more. Digital WEC gives you great autonomy to design your own unique experience. Learn how and more during this welcome to the program ... and then stick around for our opening general session.
 - 11:15am – 12:45pm CST
 - **WEC Mid-Day: The Road to Recovery General Session**
Part 1: The Road to Recovery: A Discussion with Meeting Industry Leaders, moderated by Annette Gregg CMM MBA, Sr. Vice President of Experience, MPI
2020 is sure to be recorded as the worst year in history for live meetings and events. The COVID-19 recession is expected to be twice as bad as the 2009 financial crisis, and the worst global recession since World War II. Amid adjusting to this mega-disruption, communities across the globe have risen to



protest social injustice. How can meetings and events – and the larger hospitality industry – navigate these waters to find solutions for a sustainable future? Join us for a powerful conversation with industry leaders on how live engagement is a powerful vehicle for change the world needs now and in the future.

Part 2: How to Harness the Power of Joy and Lead with Authenticity, featuring Shabnam Mogharabi

We are lonelier, more distracted, and more anxious than ever in history. In that world, embracing the power of joy and daring to be authentic is an act of rebellion. Joy has the power to fuel our sense of purpose and improve our ability to lead with authenticity. In this interactive, multimedia session, Shabnam Mogharabi, co-founder and general manager of SoulPancake, a division of Participant, will share practical tips and easy-to-implement learnings on how to harness the power of joy and put it to good use for your meetings and events culled from more than a decade of creating uplifting and inspiring video content that has amassed 1B views online. Participants will walk away with personal and professional insights gleaned from the field of positive psychology; discover how to incorporate more gratitude, vulnerability, and purpose into their daily interactions at home and at work; and ultimately shift their perspective on the infectious power of joy to reconnect, gather more effectively and inspire their audiences in new and innovative ways despite the changes we have been through.

- 12:45pm – 2:15pm CST
 - **WEC Mid-Day: Exclusive Interviews, Discussion and Content**
Our WEC Mid-Day show returns with just-in-time exclusive content curated for our digital participants. Gain behind-the-scenes access, keynote interviews and conversations with industry leaders on how you can facilitate recovery of your business and the event industry.
- 2:15pm – 3:30pm CST
 - **WEC Mid-Day: The Breakthrough Power of Shared Values General Session, featuring David Allison**
Humans are hard-wired to chase the things they care about, what they value. We can't help ourselves, it's just what humans do. Groundbreaking new research commissioned for MPI's WEC 2020 has determined what people who attend conferences care about, what they want from the meetings and events they attend. This data, based on a half-million surveys around the world, has never been available before and will help you with program design, marketing, and every other aspect of your next meeting or event. This session will reveal



essential new knowledge about our industry that is vital to rebuilding and recovery. You can't afford to miss this.

3:30pm – 4:00pm CST

- Break

4:00pm – 5:00pm CST

- Concurrent sessions (3) choices
 - Force Majeure and Your Meeting Contracts
 - Coronavirus is the latest, but not the only, disaster that has affected the meetings and travel industries. If your meeting is scheduled to occur in the next few months, this webinar will discuss what your options are in making a Go or No-Go decision considering Coronavirus and how to interpret your contracts regarding liability. It will also cover how to prepare future contracts and the four legal standards to include to protect meeting sponsors from not only epidemics and diseases, but other disasters as well. Will insurance save the day? Come find out. Industry legal expert John Foster, Esq., CHME will present this topic and answer your questions at the end.
 - Speaker: John S Foster Esq., CHME
 - DIGITAL ONLY
 - Mastering Engagement in Virtual Events
 - The master in the art of creating great events (live, hybrid, virtual) makes little distinction between learning and connecting, classroom and hallway, teaching, and playing. Their events leave it up to the guest to decide if they are working or playing. To the designer, they are always doing both." This paraphrase of a James Michener quote is at the heart of relevant, dynamic, never-miss meetings. Play with a Purpose has been blending the two key results attendees want from a meeting – education and networking – using experiential and engaging learning strategies for decades. Come play, participate, and get hands-on as you learn to deliver bold results in virtual meetings.
 - Speaker: Sharon Fisher
 - DIGITAL ONLY
 - Hacking the Rockstar Attitude
 - COVID-19 has shown us that we cannot control what happens to us...but through high-energy stories, research examples, interactive rhythmic processes, live concert footage, and drumming performances, Mark demonstrates that we all have the power to control, choose or what he calls 'shift' our ATTITUDES about what is happening, shifting our perception and projections. Attitude is the foundation of an unprecedented and powerful formula because attitude is what drives our behavior; now think about the implications and power in that! Our behavior is then what determines the consequences of our lives. This formula is $A \times B = C$.



- Speaker: Mark Schulman
- DIGITAL ONLY

Thursday, November 5th

8:00am – 9:00am CST

- Concurrent sessions (2) choices
 - Navigating in a Perfect Storm – How to Master Meeting Experience in a Multi-platform Meeting World
 - After having spent the last 6 months navigating in a perfect storm – we have tried, tested, failed, learned, and grown. In this session, we are looking at the successes and failures from a different perspective when we are talking hybrid, online, and in-person events.
 - Speakers: Majbritt Sandberg & Anne Seeberg
 - DIGITAL ONLY
 - STRONG Nation™ Digital Workout!
 - Experience the HIIT workout driven by music that helps students reach — and crush — their fitness goals. Cardio and muscle-conditioning routines are synced to original music customized to match every single move. Every squat, every lunge, every burpee is driven by the beat. So instead of counting reps, students can push past their limits, burn more calories, and get results faster.
 - Speaker: Kelly Bullard

8:15am – 9:15am CST

- Break

9:15am – 10:15am CST

- Concurrent sessions (3) choices
 - The Engagement Enigma
 - The move to virtual has been quick, with no real standards in place. Things are still clunky- like the first few dates with someone new. You think you like them, but don't know whether you're compatible, so you ask all sorts of awkward questions, or do all sorts of awkward activities trying to connect. Virtual events still feel that way, right? But what if they didn't have to? What if the opportunity for connection still exists, it just looks different because the way people connect *is* different and the way we engage has changed. This session will unpack the new ways we're all learning to create connection, and the new opportunities for engagement within every event- virtual, IRL, and hybrid alike. From new technology solutions to opportunities for real human moments we'll discuss how to create true points of connection, raving fans, and ecstatic clients.



From new technology solutions to opportunities for real human moments we'll discuss how to create true points of connection, raving fans, and ecstatic clients.

- Speaker: Damany Daniels
- IN-PERSON & DIGITAL
- Inclusively Sourcing
 - Supporting minority-owned businesses also means supporting minority communities. From Venues & Catering to Speakers & Travel Management, these businesses thrive from the opportunities given through your meetings and events. Learn how to source, engage, and support in an inclusive and equitable fashion
 - Speaker: Antwone Stigall
 - IN-PERSON & DIGITAL
- Zumba® Digital Workout!
 - Zumba® is perfect for everybody and everybody! We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. A total workout, combining all elements of fitness – cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class.
 - Speaker: Kelly Bullard

10:15am – 10:30am CST

- Break

10:30am – 3:30pm CST

- WEC Mid-Day Broadcast

Live from the ALHI Studios at the Gaylord Texan in beautiful Grapevine, Texas, join this talk show-style broadcast featuring our WEC General Session keynotes, curated content, interviews with thought leaders and experts and much, much more. See below for today's schedule.

- Speakers: Matt King, Itamar Kubovy, Bonnie Smith, Michele Schneider, Sherry Huss, Jessie States, Sarah Soliman, Ben Nemtin, Dena Blizzard
- 10:30am – 11:15am CST

WEC Mid-Day: Exclusive Interviews, Discussion and Content

Our WEC Mid-Day show returns with just-in-time exclusive content curated for our digital participants. Gain behind-the-scenes access, keynote interviews and conversations with industry leaders on how you can facilitate recovery of your business and the event industry.



- 11:15am – 12:30pm CST
 - **WEC Mid-Day: Tapping into Your Natural Creativity Expert Panel + RISE Awards**

How'd they do that? If you have ever experienced a conference, festival, or performance that had that phenomenal WOW factor, you might wonder, where did that idea come from? Increasingly, meetings and events professionals are called on to connect purpose and people through live experiences. Everyone can be creative but sometimes that means being tuned into the inspiration that surrounds us every day. Real transformational change comes from looking outside the traditional conference and tradeshow formula and exploring how other types of communities are nurturing creativity, innovation, and impact. Join us for a candid conversation with leading event curators to hear how they find inspiration through authenticity and how you can tap into your natural creativity.
- 12:30pm – 2:00pm CST
 - **WEC Mid-Day: Exclusive Interviews, Discussion and Content**

Our WEC Mid-Day show returns with just-in-time exclusive content curated for our digital participants. Gain behind-the-scenes access, keynote interviews and conversations with industry leaders on how you can facilitate recovery of your business and the event industry.
- 2:00pm – 3:30pm CST
 - **WEC Mid-Day: Why Your Dreams Matter General Session, featuring Ben Nemtin, + RISE Awards**

Ben Nemtin is on a mission to achieve the unthinkable. From playing basketball with President Obama to streaking a soccer field, from raising over \$400,000 for charity to placing a record-breaking \$250,000 bet on roulette, Ben's bucket list quest has inspired millions to strive for greatness. Ben weaves the compelling story of how his MTV show "The Buried Life" grew from 100 impossible dreams scribbled on a piece of paper into a global movement of millions, and skillfully connects his story to the fabric of our daily lives. Ben will inspire us to be our authentic self, so we can create Authentic experiences for ourselves and others on our road to recovery.

3:30pm – 4:00pm CST

- Break



4:00pm – 5:00pm CST

- Concurrent sessions (3) choices
 - Budgeting for Hybrid Programs, "we'll be back!"
 - Staceyann and Patrick of Well Seasoned Education explore the cost of hybrid vs in-person or virtual events
 - Speakers: Patrick Brochu & Staceyann Marie Van Horn-Doria, CMP
 - IN-PERSON & DIGITAL
 - Experience design for virtual events: Meeting participant needs with intentionally designed micro-moments
 - Have you ever attended a large-scale event that fell flat? Sometimes the large macro experience gets lots of love, but we forget about all the important micro-moments. Every experience contains a myriad of micro-moments. Sometimes, though, within the hustle and bustle of designing the event, some of these micro-moments lack the intention and time they deserve. What if we were able to create, moment by moment, identify, and then design specific micro-moments we knew would yield specific outcomes? Zooming out, think of what the entire experience might look like with that level of intention! This session will define and describe distinct “micro-experience” types grounded in experience design research and show participants how to intentionally craft events by carefully curating micro-experiences that climax in a magnificently personalized experience and gives your participants exactly what they want and need.
 - Speaker: Dr. Andrew Lacanienta
 - DIGITAL ONLY
 - Virtual Meeting Experience
 - Customer experience is recently considered as a more competitive advantage than price, product, or quality. However, virtual event experience is different from traditional meetings due to the lack of face-to-face social interactions with people and the physical environment, as well as a lower level of engagement. This session aims to present the results of the MPI research project on virtual event experience and attendees' risk perceptions during the post-COVID-19 era, introduce different components and temporal dimensions of virtual event experience, and propose new innovative measures to capture the affective and moment-by-moment nature of event experience, including survey scales, experience sampling method, electrodermal activity, electrocardiography, pupillometry, and other emerging techniques.
 - Speaker: Maksim Godovykh
 - DIGITAL ONLY



Friday, November 6th

8:00am – 9:00am

- European Education Session- How to influence our brain to learn?
 - When we organize events, we want to change behavior of our participants. We want them to do something different after the event than before: buy new products or services, gather new knowledge to innovate their services, change their ideas and attitude towards a specific subject to grow closer in a cooperation etc. To change behavior we need to learn, gain new insights and get inspired. How can we help our brain to optimize this activity? How can we influence our brain to learn?
 - Speaker: Ingrid Rip & Babs Nijdam
 - DIGITAL ONLY

9:00am – 9:15am

- Break

9:15am – 10:15am

- Concurrent sessions (3) choices
 - Master the Power of LinkedIn Branding & Social Selling
 - Why should you use LinkedIn? LinkedIn is the proven #1 ranked online business-networking tool that gives business professionals and companies the ability to connect, demonstrate their skills, services, and products, and develop meaningful business relationships and sales. With more than 464 million users worldwide, LinkedIn provides unlimited networking and business-building opportunities. Widely considered to be a Guru of LinkedIn, Terry has trained more than 6,200 business owners and leaders across the nation on how to create their very own unique online brand that gets results. His inspiring LinkedIn training programs focus on branding, keyword optimization, and Social Selling strategies that help his customers tap into the world of Social Media to get more prospects, leads, and clients. In his presentation, Terry will show you how to use LinkedIn to take advantage of the immense opportunities this powerful platform offers as a personal branding and marketing tool to achieve your business goals. In Terry's presentation, you will learn how to harness the power of Social Selling with LinkedIn.
 - ✓ Build Better Leads Faster
 - ✓ Connect with The Right People
 - ✓ Build a Great Reputation
 - ✓ Manage Your Contacts More Efficiently



With The Right People ✓ Build a Great Reputation ✓ Manage Your Contacts
More Efficiently

- Speaker: Terry Sullivan
- IN-PERSON & DIGITAL
- Welcome to 2030: Your Hybrid Event Life
 - For over a decade, the industry has been content to be "in-person first", despite having bullet-proof solutions for live streaming and remote audience engagement. Then COVID-19 happened, and we were forced to take our events completely online, all at once. And what did we see? Increased attendee counts more diverse and worldwide engagement, hundreds of new streaming providers, and for some even a bump in membership and revenue. There is no question in-person events will always have a future, but now that both planners and attendees have had a taste of the power of online events, how can we move forward? The future is hybrid. Learn how modern events will incorporate two distinct audiences, online and in-person, and how to build unique, engaging experiences for both.
 - Speaker: Brandt Krueger
 - IN-PERSON & DIGITAL
 - Zumba® Digital Workout!
 - Zumba® is perfect for everybody and everybody! We take the "work" out of workout, by mixing low-intensity and high-intensity moves for an interval-style, calorie-burning dance fitness party. A total workout, combining all elements of fitness – cardio, muscle conditioning, balance and flexibility, boosted energy and a serious dose of awesome each time you leave class.
 - Speaker: Ludmilla Marzano

10:15am – 10:30am

- Break

10:30am – 11:30am

- Concurrent sessions (3) choices
 - Case Study: WEC, The Journey from Live Event to Virtual Hybrid Conference
 - The planning for WEC 2020 was in the home stretch until COVID-19 derailed everything. When MPI's leadership made the decision to postpone WEC to November, the WEC planning group had to throw out years of traditional event planning best practices and not only start from scratch but transition a highly interactive live event into a hybrid conference. Kevin Iwamoto, GLP, GTP and Melinda L. Burdette, CMP, CMM, HMCC, Director, Events for MPI discuss what happened and how MPI pivoted to re-create WEC 2020 in a pandemic world.



- Speaker: Kevin Iwamoto & Melinda Burdette
- DIGITAL ONLY
- Event F&B in the New World
 - Event Food & Beverage in the New Environment – There are so many things to think of when planning meetings with the health and safety of your participants in mind. This session will help you identify ways to modify catering for your meetings to prevent exposure.
 - Speaker: Melissa Milione
 - DIGITAL ONLY
- Fast Lane Negotiating: Driving Winning Authentic Partnerships To Leverage Buying Power
 - Meeting and event planning are a constant negotiation. There are simple negotiations like price, terms, and concessions that define a predetermined outcome. However, to recover and compete in the fast lane in today’s hectic global world, the scope and significance of negotiations involve intense, high-stakes interactions revolving around a series of complex daily issues. When facing these more sophisticated situations, negotiators need highly developed methods, strategies, and formulas that are often the difference between getting what you want and settling for what the other side will give you. BUCKLE YOUR SEAT BELT! This fast pace program is designed to reunite with those who expect to analyze and participate due to the extreme new challenging business negotiations. Immediately experience and engage with your peers to effectively execute today’s negotiations that create winning authentic partnerships when dealing with your customers, vendors, co-workers, the boss, family, friends, or even the Starbucks coffee server. Up for the challenge?
 - Speaker: Deborah Gardener
 - DIGITAL ONLY

11:30am – 12:00pm

- Break

12:00pm – 2:30pm

- WEC Mid-Day: WEC Las Vegas Preview + Exclusive Interviews, Discussion and Content

Our daily WEC Mid-Day show returns with just-in-time exclusive content curated for our digital participants. Gain behind-the-scenes access, keynote interviews and conversations with industry leaders on how you can facilitate recovery of your business and the event industry. Meanwhile, we’ll pop in and out of our WEC Las Vegas Preview in-person experience with featured entertainment Daniel Emmet, a finalist on NBC’s *America’s Got Talent*, best known for taking on the “impossible challenge” levied by Simon Cowell—learn a song in Italian in one hour and perform it live on national television.



- Entertainment: The Watercoolers and Daniel Emmet

2:30pm – 2:45pm

- Break

2:45pm- 3:45pm

- Concurrent sessions (3) choices
 - Reinvent, Recalibrate, Redesign Your Business
 - Your business model is broken...just like everyone else. Let's spend an hour to prepare yourself for the next years, to identify future challenges, and to get you clarity on the actions you are going to take in the short term.
 - Speaker: Eric Rozenberg
 - IN-PERSON & DIGITAL
 - Sharpen Up Your Resume and Job Search in the Time of Coronavirus
 - The global pandemic has hit the meetings industry harder than other sectors, especially since the whole purpose of our work is to bring people together. With so many companies furloughing or laying off staff, or closing altogether, this makes for a difficult job search for professionals in our field. Certified resume writer and long-time MPI member Dawn Rasmussen will lead this session that will educate you on current job search trends, technologies used in the applicant screening processes, and how to write an effective resume. Be prepared for an action-packed session that will give you lots of "meaty" takeaways, not to mention a lot of things to reflect upon.
 - Speaker: Dawn Rasmussen
 - DIGITAL ONLY
 - Success is the Greatest Revenge: Transforming a Setback into a Comeback
 - Let's be honest, this year has been tough. Feeling lost or even paralyzed is completely normal, but it's important to recognize that there is a unique opportunity to have the most tremendous professional and personal comeback you could have ever imagined. As "business as usual" has been tossed out the window, we're forced to engage, think, and lead differently. Learn how transforming pain into purpose, increasing empathy, and leveling up your servant leadership skills leads to more authentic connections, revolutionizes your brand, and creates a long-lasting, impactful legacy. Great things never come from your comfort zone. Are you ready? Let's do this.
 - Speaker: Courtney Stanley
 - DIGITAL ONLY



3:45pm – 4:00pm

- Break

4:00pm – 5:00pm

- Concurrent sessions (3) choices
 - Experience The Amani Experience
 - Enjoy a variety of music and interaction with DJ AmRo as we close out this day at WEC!
 - Speaker: Amani Roberts
 - DIGITAL ONLY
 - The 7 Habits of Inclusive Leaders
 - The business case for inclusion continues to grow, as evidenced through research from the likes of Boston Consulting Group, Harvard Business Review, Catalyst, and the NeuroLeadership Institute. Translating that research into actionable tactics is where the difficulty lies. Join Melissa Majors, CEO of Melissa Majors Consulting for a blame-free examination of why one should care, and how to become a more inclusive leader. This discussion is for all leaders; leaders of self, people, initiatives, and business.
 - Speaker: Melissa Majors
 - DIGITAL & IN-PERSON
 - THE BLENDER - All About How to Think DIFFERENT!
 - As the saying goes, no one likes change except waitresses and babies in dirty diapers. But this new virtual world requires change, and we must learn to use it to our advantage. Innovation, fresh ideas, and new tools are needed to blend the best of our previous meetings with novel new tactics into a unique event model. We'll share a couple of our favorite "Think Different" experiences - including The BLENDER (it is almost happy hour after all) to give you practical tools to design and create original and engaging experiences to ensure yours is the can't-miss meeting to attend. Of course – be prepared to play!
 - Speaker: Sharon Fisher
 - DIGITAL ONLY