

The Need to be Decisively Indecisive: Understanding Behavioral Changes for the Meetings & Event Industry

WeConnect's Keynote Speaker, Michael Dominguez

Michael will ask the questions and share the latest thinking on how to turn the challenges of the past two years in the industry into the springboard to create a thriving, meaningful and robust future for meetings and events.

What will be the long-term changes in our industry? What were the silver linings to come out of this challenging time? How do we move forward amidst uncertainty?

It is important to know where to look and more importantly to not overthink what may or may not be structural in change. This session will help identify the questions we should be asking as we know the next 18 months will set the course on where end up with permanent behavioral changes to the Meetings & Events Industry.

Michael's first-hand perspective is the perfect match with the Unconference format of the day, where participants are contributors, sharing their expertise, and bringing real life experiences to the conversations in multiple sessions throughout the day - all capped off with a general session, facilitated by Haute Companies, to create actionable outcomes for all.

About Michael Dominguez

Michael Dominguez serves as the President & CEO for Associated Luxury Hotels International (ALHI). ALHI is a Global Sales Organization that serves a membership group of hotels that are an exclusive luxury collection. Prior to joining ALHI, Michael served in executive sales leadership roles with MGM Resorts, Loews Hotels, Hyatt Hotels, Starwood Hotels and many more.

Michael, a well-known thought-leader and advocate in the Meetings and Events Industry, is actively involved in leadership in many industry organizations and is currently a Past Chairman of the International Board of Directors for MPI. He frequently speaks on topics of disruption, the state of the industry, the economy and behavioral lessons.

Michael is actively involved in leadership roles in the Meetings and Events Industry and currently serves as a Past Chairman of the International Board of Directors for MPI. Michael speaks in the industry often on topics of disruption, the state of the industry, the economy, behavioral lessons. Michael was recognized in M&C Magazines survey of top industry speakers and was an invited speaker at South by Southwest in 2018.