

Conference Agenda

Wednesday, March 2, 2022

Time	Session	Location
11:00 AM	Registration Opens	Olmstead Pre-function
1:45 PM	Welcome	Olmstead 4/5/6/7
2:00 PM -3:00 PM	Keynote Address <i>Sponsored by Catalyst Exhibits</i>	Olmstead 4/5/6/7
3:00 PM -4:00 PM	Innovation in the Next Normal: Big Ideas from the Big Bang Collaborative <i>Steve Mappes, ImpactXM</i> <i>Jon Ellms, AccessTCA</i>	Olmstead 4/5/6/7
4:00 PM -5:00PM	Corporate & Association Roundtable	Olmstead 4/5/6/7
6:00 PM	Welcome Reception Bourbon Barrell Loft at the Bluegrass Brewing Company <i>Sponsored by Go To Louisville</i>	Meet in Omni Lobby

Thursday, March 3, 2022

Time	Session	Location
8:00 AM -9:15 AM	Breakfast Roundtable: Corporate & Association <i>Sponsored by Sparks</i>	Butchertown
8:00 AM -9:15 AM	Breakfast Roundtable: Supplier	Crescent Hill
9:30 AM -10:00 AM	GST Spotlight Sessions 9:30 AM Cvent 9:45 AM Live Marketing	Olmstead 4/5/6/7
10:00 AM -11:00 AM	Don't Get Married After One Date <i>Panel & Group Discussion</i>	Olmstead 4/5/6/7
11:00 AM -12:00 PM	Now that You're Married <i>Panel & Group Discussion</i>	Olmstead 4/5/6/7
12:00 PM -1:00 PM	Networking Lunch <i>Sponsored by Sparks</i>	Olmstead 1/2/3
1:00 PM -2:00 PM	The Elephant in the Room: Supplier Session <i>Panel & Group Discussion</i>	Butchertown
1:00 PM -2:00 PM	The Elephant in the Room: Corporate & Association Session <i>Panel & Group Discussion</i>	Olmstead 4/5/6/7
2:00 PM -3:00 PM	Logistics Primer for the New Normal <i>Panel & Group Discussion</i>	Olmstead 4/5/6/7
3:00 PM -3:30 PM	Coffee Break	Olmstead Pre-function
3:30 PM -4:30 PM	GST Spotlight Sessions 3:30PM: Sparks 3:40PM: GES 3:50PM: Impact XM 4:00PM: Derse 4:10PM: Reality Engineering	Olmstead 4/5/6/7
4:30 PM -5:00 PM	State of the Industry <i>Ken Holsinger, Freeman</i>	Olmstead 4/5/6/7



Annual Meeting 2022
GROWING SMARTER
TOGETHER
March 2-4, 2022 | Louisville, KY

Friday, March 4, 2022

Time	Session	Location
8:00 AM -8:50 AM	Networking Breakfast <i>Sponsored by GES</i>	Olmstead 1/2/3
9:00 AM -10:00 AM	ROI in the Sky: A Hybrid Approach to a Hybrid World <i>Joe Federbush, Evolio Marketing</i> <i>Chris Metzger, Czarnowski</i>	Olmstead 4/5/6/7
10:00 AM -10:30AM	Closing Address	Olmstead 4/5/6/7