

July 20-22, 2008
Red Rock Resort
Las Vegas, NV

Conference Brochure

CEMA SUMMIT 2008

CEMA

For Technology Event Marketing Professionals

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*Senior Director, Conferences,
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Scott Stubbs

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Agenda at a Glance

SUNDAY, JULY 20

2:30 – 8:30pm

CEMA Lounge

(Registration and Internet Cafe)

6:30 – 7:00pm

VIP Reception

Invitation Only for First Time Attendees

Sponsored by the Las Vegas

Convention & Visitors Authority

7:00 – 8:30pm

Welcome Reception for All Attendees

Sponsored by the Las Vegas

Convention & Visitors Authority

MONDAY, JULY 21

8:00am – 5:30pm

CEMA Lounge

(Registration and Internet Cafe)

8:00 – 9:00am

Breakfast

9:00 – 10:15am

Keynote

**The No Asshole Rule,
Building a Civilized Workplace
and Surviving One That Isn't**

Robert Sutton, PhD and Author

Sponsored by Impact Unlimited

10:15 – 11:00am

**The Evolution of Event Marketing
in the Technology World**

Rodney Clark, *GM,*

Microsoft Across America

11:00 – 11:15am

Break

11:15am – Noon

**Experiential Marketing: A Master
of Engagement, Research on
How Engaging Events Pay**

Skip Cox, *President,* Exhibit Surveys

Noon – 1:00pm

Luncheon

Sponsored by The NAB Show

1:00 – 1:30pm

**Generational Marketing,
Are you Reaching Your Audience**

Matt Heller, *Cultural Anthropologist,*

The Brand Experience

1:40 – 2:10pm

Concurrent Session

**From Google Analytics to Booth
Analytics: Understanding how
web-site visitor metrics can be
applied to booth analytics**

Philips Healthcare and Alliance Tech

Concurrent Session

The Organization as Storyteller

Encore Productions

2:20 – 2:50pm

Concurrent Session

**The Business Case
for Green Meetings**

Mary Peters,

Meeting Strategies Worldwide

Concurrent Session

**Prescription for Success:
What Technology Exhibitors Can
Learn from the Healthcare Industry**

Impact Unlimited and Exhibit Surveys

2:50 – 3:00pm

Break

3:00 – 3:30pm

**How to Measure
Word of Mouth Marketing**

Dax Callner, *SVP,* Jack Morton Worldwide

3:30 – 4:15pm

**Case Study: Tostitos
Fiesta Bowl/Insight Bowl**

Tracy Guerra, *Director*

of Game Management

4:15 – 5:00pm

Keynote

**PEAK, How Great Companies
get their Mojo from Maslow**

Chip Conley, *Author and Founder
and CEO of Joie de Vivre Hotels*

Sponsored by Immersa Marketing

6:30 – 9:00pm

Roundtable Reception

Dinner

Sponsored by International CES

9:00pm – Midnight

CEMA Celebration

TUESDAY, JULY 22

8:00am – 5:30pm

CEMA Lounge

(Registration and Internet Cafe)

8:00 – 9:00am

Breakfast

9:00 – 10:15am

Keynote

**Managing Energy vs.
Time for High Performance**

Chris Obst, *Human Performance Institute*

10:15 – 11:00am

**Measurements You Need
to Speak with Your CFO — Part One**

Kelvin Taylor

11:00 – 11:15am

Break

11:15am – Noon

**Measurements You Need
to Speak with Your CFO — Part Two**

Kelvin Taylor, *MarketingNPV*

Noon – 1:30pm

Luncheon

1:30 – 2:15pm

Concurrent Session

Implementing Green Meetings

Dax Callner, *SVP,*

Jack Morton Worldwide

Concurrent Session

The Great RFP Debate

George P. Johnson

2:25 – 3:15pm

Concurrent Session

**Intellectual Property:
the Best Practices Initiative**

John Pavek, *Editor,* Exhibitor Magazine

Concurrent Session

**How to Use Measurement as
a Tool to Improve Performance**

RSA and Nth Degree

3:15 – 3:30pm

Break

3:30 – 4:15pm

Best Practices of User Conferences

Moderated by

Mary Fehrstrom, *Event Strategy,* Cisco

4:15 – 5:00

Keynote

**Pushing Past Perceived Boundaries
to Pursue your Greatest Dreams**

Susan Ershler, *Author of*

Together on Top of the World

7:30 – 9:00pm

Dinner

Session Descriptions

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Keynote

The No Asshole Rule, Building a Civilized Workplace and Surviving One That Isn't

Robert Sutton, PhD and Author

Sponsored by Impact Unlimited

10:15–11:00am

The Evolution of Event Marketing in the Technology World

Rodney Clark, GM, Microsoft Across America

There seems to be an ever growing number of events for customers to attend. As Event Marketers and Producers — where are events going in the future? How is technology expanding our reach and What is the impact? How do we evolve with the technology advances? Live events will never go away but as budgets get tighter how do we expand our reach effectively? How can we use technology and virtual events to create an experiential event?

11:00–11:15am

Break

11:15am–Noon

Experiential Marketing: A Master of Engagement, Research on How Engaging Events Pay

Skip Cox, President, Exhibit Surveys

Much of the buzz concerning “engagement” marketing practices has centered on new media such as user-generated content, online communities such as MySpace, viral video sharing, etc. Yet event and sponsorship budgets are growing, and major marketers are expressing their enthusiasm over the opportunity that events afford to get close to their customers and prospects. In 2008 research sponsored by the Advertising Research Foundation was completed on multiple B2B and B2C events and major brands to validate that live brand experiences generate high levels of brand engagement. Highlights of the final research plus key actionable outcomes from the findings will be presented.

Noon–1:00pm

Luncheon

Sponsored by The NAB Show

Session Descriptions

1:00–1:30pm

Knowing Your Audience

Matt Heller, *Cultural Anthropologist*, The Brand Experience

Knowing your audience makes all the difference in developing exciting, effective, great communications strategies. Heller introduces cutting-edge approaches that are employed by some of the most successful companies, in the most competitive marketplaces, to reach the most sought-after audiences. From film and television to technology, Heller explores some of the nuances you need to know when attracting (and keeping) a loyal audience.

1:40–2:10pm

Concurrent Session

From Google Analytics to Booth Analytics: Understanding how web-site visitor metrics can be applied to booth analytics

Philips Healthcare and Alliance Tech

Some think web visitor metrics, such as Google Analytics, are far more advanced than analytics available for tradeshow booths. Recent booth analytic advancements can now help you deliver measurements that are as valuable as those provided by leading Web reporting tools. In this session, you will understand how web visitor metrics compare to booth traffic analytics, you will be made aware of recent advancements in tradeshow booth traffic analytics and you will come away with an understanding of how the principles of web visitor metrics can be applied to booth traffic analytics.

1:40–2:10pm

Concurrent Session

The Organization as Storyteller

Encore Productions

A thought-provoking talk that presents a refreshing, new approach to corporate event design, agenda development, speechwriting, and a host of other meeting planning tasks. Applying traditional and proven storytelling techniques to the challenge of creating a 21st century meeting, this discussion provides you with a unique and highly adaptable communications model against which to measure all your meeting planning efforts.

2:20–2:50pm

Concurrent Session

The Business Case for Green Meetings

Mary Peters, Meeting Strategies Worldwide

Learn about the business case — ROI of green meetings and how to increase your value to your organization. The Convention Industry Council launched Recommended Green Meeting Guidelines in 2004 that are being adopted nationwide. This presentation describes how to use those guidelines in your meetings/events to benefit both your economic and environmental bottom lines. If you are an innovative planner, this is essential information for you to continue to be an industry leader.

2:20–2:50pm

Concurrent Session

Prescription for Success: What Technology Exhibitors Can Learn from the Healthcare Industry

Impact Unlimited and Exhibit Surveys

Healthcare exhibitors are highly regulated as to their exhibit communications, booth strategies, and premiums. Yet as an industry, Healthcare exhibitors have typically led the list as the most remembered exhibits by some industry publications. What are some of the creative strategies that increase the memorability and effectiveness of these exhibitors?

2:50–3:00pm

Break

3:00–3:30pm

How to Measure Word-of-Mouth Marketing

Dax Callner, SVP, Jack Morton Worldwide

Event marketers continue to struggle with comparisons to traditional media “impressions” and other common measures. Word-of-Mouth Marketing measurement enables event teams to demonstrate real reach and the power of events to change perceptions and behaviors not just of attendees, but also with the people that attendees talk to and influence beyond the event. This session will demonstrate strategies, tools and resources for measuring the value of the Word-of-Mouth that has been inspired by effective event experiences.

Session Descriptions

It will focus on recruiting influential participants; on forecasting long-term results prior to the event; on measurement and reporting techniques. The talk will be punctuated with real-world case studies and the highlights of proprietary research conducted by Jack Morton Worldwide and Word-of-mouth industry leaders The Keller Fay Group.

3:30–4:15pm

Case Study: Tostitos Fiesta Bowl/Insight Bowl

Tracy Guerra, *Director of Game Management*

Learn from an industry veteran about the production and operations aspects of managing the Fiesta Bowl and Insight Bowl including sponsorships, branding, sales contests and incentives as well as online marketing.

4:15–5:00pm

Keynote

PEAK, How Great Companies get their Mojo from Maslow

Chip Conley, *Author and Founder and CEO of Joie de Vivre Hotels*

Sponsored by Immersa Marketing

6:30–9:00pm

Roundtable Reception

Dinner

Sponsored by International CES

9:00pm–Midnight

CEMA Celebration

Join your CEMA peers for a chance to unwind and relax in the beautiful indoor/outdoor setting of the Cherry Nightclub.

TUESDAY, JULY 22

8:00am–5:30pm

CEMA Lounge

(Registration and Internet Cafe)

8:00–9:00am

Breakfast

9:00–10:15am

Keynote

Managing Energy vs. Time for High Performance

Chris Obst, *Human Performance Institute*

Results of the energy management assessment completed by CEMA Summit attendees. Session is designed to quickly determine your current energy management skills and capacity in four key areas: physical, mental, emotional, and spiritual — in the sense of your core values and sense of purpose.

10:15–11:00am

Measurements You Need to Speak with Your CFO — Part One

Kelvin Taylor

You got into Event Marketing because you were great at moving customers through an experience and making them more likely to do business, not because you were an accountant. As much as you would like to stay away from budgets and numbers it has become a vital piece of your job. Justifying your program and determining its effectiveness is now a top priority for Event Marketers. This session will provide you with the key metrics that you need not only to hold a conversation with your CFO, but how to make you a peak performer in your organization. In this two-part session, you will learn the key metrics that your CFO is looking for, build support and win endorsement for your measurement metrics and methods and understand and speak the language of your Finance department

11:00–11:15am

Break

11:15am–Noon

Measurements You Need to Speak with Your CFO — Part Two

Kelvin Taylor

Session Descriptions

Noon–1:30pm

Luncheon

1:30–2:15pm

Concurrent Session

Implementing Green Meetings

Dax Callner, *SVP*, Jack Morton Worldwide

Many event teams are discovering that “green” is not an option anymore when it comes to their events and tradeshow. Most (if not all) major brands have sustainability initiatives in place, and event attendees have been known to complain loudly when green best practices are not implemented. The question is — how deeply green should we go? This session takes a look at some of the tactical considerations an event marketer should consider when producing their events and the change-management that needs to occur to get an organization behind implementing green meetings. We’ll look at the impact of sustainability considerations on event planning, budgets and the audience experience.

1:30–2:15pm

Concurrent Session

The Great RFP Debate

George P. Johnson

With tens and even hundreds of thousands of dollars and entire portfolio strategies at stake every year, across the marketing world agencies and brands are revisiting the RFP/RFI process, trying to settle on the perfect balance between finding the best possible

partner and keeping precious resources focused on planning and activation. Some of the industry’s most respected brand and agency-side pros will share their insights.

2:25–3:15

Concurrent Session

Intellectual Property: the Best Practices Initiative

John Pavek, *Editor*, Exhibitor Magazine

Presentation of initial finding from the industry wide survey, revealing startling feedback on current practices and opinions regarding Intellectual Property, conducted by Exhibitor Magazine on behalf of CEMA and other participating associations.

2:25–3:15

Concurrent Session

How to Use Measurement as a Tool to Improve Performance

RSA and Nth Degree

Measurement enables justification and continuous improvement of your event marketing efforts. This workshop teaches how to measure the value of a conference program for external customers and prospects with an accompanying exhibit or vendor fair component. Learn to look at your event as a product that deliver value for the host company and must be managed to increase results and to keep the event current and relevant to its audience.

3:15–3:30pm

Break

3:30–4:15pm

Best Practices of User Conferences

Moderated by **Mary Fehrstrom**, *Event Strategy*, Cisco

High tech brands realize the power of their users as evangelists; it is quickly becoming their brand’s secret weapon. Hear from three leaders of the most successful user conferences in high tech: Margo Davis from Oracle, Kathy Doyle from Cisco and Amanda Litzow from SAP. This moderated panel will share their best practices and lessons learned from building a powerhouse global event.

4:15–5:00

Keynote

Pushing Past Perceived Boundaries to Pursue your Greatest Dreams

Susan Ershler, Author of *Together on Top of the World*

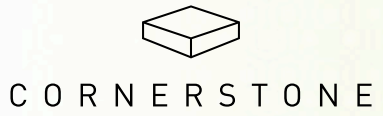
7:30–9:00pm

Dinner

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Save the Date

CEMA Summit 2009

July 19–21

Hard Rock Hotel, San Diego

