



Convening Leaders 2018 Submit Your Story Topics

Event Experience Design

- Mitigating cyber threats
- Protecting participants and your brand during an event crisis
- Developing a data-driven engagement strategy
- Measuring return on engagement
- Generating and keeping raving fans of your brand
- Creating a welcoming experience to draw international participants to your event
- Human-centered design thinking for event experiences

Business Development & Operations

- Influencing behavior to drive revenue using data
- The impact of mergers & acquisitions on business events in 2018
- Strategic planning tools to advance organizational goals
- Protecting your brand and attendees from discriminatory legislation

Leading Change

- Gaining stakeholder buy-in for your ideas

Big Data

- Data driven mass customization
- Event analytics for smaller budgets
- Biggest event data mistakes and lessons learned

Corporate Events

- Expansion & adoption of SMMs globally
- Articulate and maximize ROI based on corporate objectives
- Strategic networking to support a corporation's objectives
- Mergers, acquisitions and your SMM program

Exhibits & Trade Shows

- Creating excitement and buzz on your trade show floor
- Aligning exhibitors and sponsors with unique brand experiences
- Innovative trade show ideas from around the world

Medical Events

- Implications of the revised EFPIA codes in 2018

Responsible Business Practices

- Weighing the value of hosting business events against their carbon footprint
- Overcome event sustainability obstacles with design thinking
- Best practices for anticipating needs & minimizing food waste
- Responding to ethical dilemmas in the business events industry
- Establishing and enforcing an attendee code of ethics