Submit Your Story for Convening Leaders 2018

Please select one primary topic area with which your story aligns. You may then select as many secondary topic areas as you see fit for your story. We are only looking for submissions that align with these topics.

Primary Topic Selection:
- Event Experience Design
- Business Development & Operations
- Leading Change
- Big Data
- Corporate Events
- Exhibits & Trade Shows
- Medical Events
- Responsible Business Practices

Secondary Topic Selection(s):

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

SHARE YOUR STORY:

Title
Write a working title for your story.

Presenter(s)
If you're submitting on someone else's behalf include their name, title and organization.

Organization Name
Include the name of the organization(s). If the organization featured in your story is a client please include the name. It is not necessary to confirm their participation before your submission is reviewed.

Event Location
Include where your event took place/the setting of your story.

Event Size
Include the typical number of participants.

The Characters
Identify all internal and external stakeholders involved.

The Challenge
Outline the objectives, strategy and implementation roadblocks.

The Resolution
Discuss outcome and metrics.

List up to three 'a-ha' moments
Describe lessons learned that you did not anticipate from the onset.

Strategic Importance
What makes your story a potential game-changer for business event strategists? In what ways has it supported your/an organization's strategic goals?

Include a link to a speaking video below. [Optional]
If you have a speaking clip we'd love to see it in order to get a sense of your presentation style.