

April 3rd Hourly Agenda

session times subject to change

Hour 1

8 am – 9 am CT

MPI Chapter: New Jersey

Educational Session: Event Design Canvas

Keynote: Cameron Atlas- “The Resilient Mind”

Partner Highlight: Event Design Collective

State of the Industry: Students at the Southern Alberta Institute of Technology in Calgary

Hour 2

9 am – 10 am CT

MPI Chapter: Michigan

Educational Session: Take your event to a Third Tier City

Keynote: “Geopolitical Change, a panel discussion” with Annette Gregg, Paul Van Deventer, Amy Calvert, and Kevin Hinton

Partner Highlight: International Association of Conference Centers (IACC)

State of the Industry: Rob Adams- CEO, Bishop-McCann

Hour 3

10 am – 11 am CT

Educational Session: The Impact of Workforce Development, Visit Detroit

Keynote: David Hanscom- “AI Now and Next”

Partner Highlight: Questex

State of the Industry: Amanda Armstrong- SVP, Encore

Hour 4

11 am – 12 pm CT

MPI Chapter: Calgary

Educational Session: Event Prioritization and Business Impact

Keynote: Melissa Acosta- “Cultural Competency”

Partner Highlight: San Diego State University

State of the Industry: Event and Hospitality majors at the University of North Texas

Winner Prize Drawing: Hilton and Delta Giveaway!

Hour 5

12 pm – 1 pm CT

MPI Chapter: Arizona

Educational Session: Driving ROI and ROE

Keynote: Dorsey Standish- “Make Sleep your Superpower!”

Partner Highlight: LGBP MPA

State of the Industry: Rebecca DeLuca- VP of Destination Sales, Las Vegas CVA

Hour 6

1 pm – 2 pm CT

MPI Chapter: Ottawa and Georgia

Educational Session: Wellness Always, Caesars Entertainment

Keynote: Christopher L. Boyd- “Purpose-Driven Gatherings”

Partner Highlight: SITE

State of the Industry: Valeria Serrano- CEO and President, CTA Event Designer DMC

Hour 7

2 pm – 3 pm CT

MPI Chapter: Sacramento

Educational Session: Meetings Outlook Q1, 2025

Keynote: “Industry Voices”

Partner Highlight: MPI Committees

State of the Industry: Event and Hospitality Students at the University of Central Missouri

Hour 8

3 pm – 4 pm CT

MPI Chapter: British Columbia

Educational Session: Sustainability

Keynote: Cheryl Payne- “Tackling Contracts and RFP’s”

Partner Highlight: Event Industry Council

State of the Industry: Geoff Freeman- President and CEO, U.S. Travel Association