



# EMERGE

SACRAMENTO  
★ FEB. 1-3, 2022

**TUESDAY**  
9am

## EDUCATION PREVIEW

*Technology for the Small Office/Home Office (SOHO) and Road Warrior*  
CORBIN BALL

**WEDNESDAY**  
2:30pm

*Writing An RFP That Works for You*  
DEAN JONES

*Tracking the Attendee Journey: Using Onsite Data Collection to Improve Expos & Events*  
CORBIN BALL

*Adapting to the Ever-Changing Meetings Landscape: Key Contract Clauses*  
BARBARA DUNN

*Food Talk*  
JOEL WEINBERGER

*The Ministry of Hospitality*  
DR. CRYSTAL WALKER

*Controlling On-Site Costs*  
FRENITA FULLWOOD

**THURSDAY**  
9:45am

*The Team Affect: The X's & O's of a Winning Team*  
CONNIE HOUSTON

*Top Technology Trends Transforming the Events & Tradeshow Industries & What It Means for You!*  
CORBIN BALL

*Going Virtual? Don't Forget to Address Key Legal Considerations*  
BARBARA DUNN

*How Do You Spell S-E-R-V-E?*  
MELVIN TENNANT

*The Struggle For Authenticity: How Honest Are You?*  
MICHELE KAUSCH

*Understanding Challenges and Resetting Expectations in Our Current World*  
TOMMY KEOWN • JEFF PERRIN • VICKIE HOUSEHOLDER • JEREON GERRESE • PATRICK MILLER

**THURSDAY**  
11:15am

*Rules of Engagement: Conflict Resolution for Meeting Planners*  
DESHAWN WYNN & EVAN CHATMAN

*Moving From Virtual to Hybrid Events: How to Maximize Your Success*  
CORBIN BALL

*It's a Risky Business: Best Practices for Managing Risk and Liability at Meetings*  
BARBARA DUNN

*Somebody's Following You*  
ODELL DICKERSON

*We Once Were Blind but Now We See: 10 Lessons Learned from Starting New Events*  
KELLIE PENN & REBEKAH ALBAUGH

*Questions You Don't Know To Ask! A Deep Dive From A Supplier Perspective*  
KURT KJELLSTROM • KIMBERLY WRIGHT • PATRICK UFFNER • KIM DOOLEY