



SISO Executive Conference

A Business Revolution

NEW ECONOMY • NEW GENERATIONS • NEW TECHNOLOGIES

Monday, August 9 – Wednesday, August 11, 2010

Boston, MA

Hosts and Title Sponsors



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SESSIONS AT A GLANCE

Monday, August 9, 2010

7:00 pm – 9:30 pm

Opening Night Reception and Dinner Towne Stove and Spirits

Boston's Newest Blockbuster Restaurant

Transportation will be provided - Vans depart from the Westin, Seaport and the Renaissance hotels at 6:30 pm

Hosted by



Tuesday, August 10, 2010

Conference Sessions will be held in **Room 151**
Breakfast and Lunch will take place in **Room 153**

All Meal and Networking events hosted by



7:00 am – 8:10 am

Breakfast

8:15 am – 9:00 am

Introductions

9:00 am – 10:30 am

KEYNOTE: The Generational Imperative for Show Organizers

10:30 am – 11:00 am

Networking Break

11:00 am – 12:00 pm



Sponsored by: Convention & Exhibition Facilities

Virtual Events: Friend or Foe? Are they here today and gone tomorrow, or ARE THEY HERE TO STAY?

12:00 pm – 1:00 pm

Lunch

1:00 pm – 2:30 pm

Generational Roundtable: Setting strategies for effective marketing in a multi-generational environment

2:30 pm – 3:00 pm

Networking Break

3:00 pm

Presentation for 2011 Executive Conference Philadelphia Convention Center

3:05 pm – 03:10 pm • Technology Presentation

FloorplanGenie by a2z, Inc., Rajiv Jain, President



3:10 pm – 3:15 pm • Technology Presentation

Concierge Elite® by Freeman
David Haas, Director of Technical Solutions

F R E E M A N

3:15 pm – 3:20 pm • Technology Presentation

ConventionCenterPlace.com, Gwyn Thakur, Co-founder



3:30 pm – 4:30 pm



Sponsored by:

The Changing Face of Customer Retention

6:30 pm – 9:00 pm - Reception and Dinner

Ballroom level - Boston Convention and Exhibition Center

SESSIONS AT A GLANCE Cont.

Wednesday, August 11, 2010

Conference Sessions will be held in **Room 151**
Breakfast and Lunch will take place in **Room 153**

All Meal and Networking events hosted by



 **7:30 am – 8:30 am**

Breakfast

 **8:45 am – 10:00 am**



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Pre-Nuptial Agreements Required? Co-locating events in a changing landscape

 **10:00 am – 10:30 am**
Networking Break

 **10:30 am – 12:00 pm** 
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Whose Data is it Anyway? The Changing Business of Registration

 **12:00 pm – 1:30 pm**

Lunch

 **1:30 pm – 2:30 pm**

Effective Exhibitor ROI: Measuring and Messaging

 **2:30 pm – 3:30 pm**



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Sponsored by:

Retaining and Motivating staff. What works and what doesn't in the "New Economy"