

2023 Schedule at a Glance

★ = Visit Sacramento Speaker Showcase 🏆 = Sports Only

Day 1

Tuesday, August 22, 2023

9:15 a.m.-noon	🏆 NCAA Bid Cycle Presentation	101F
2-2:30 p.m.	First Timers Orientation • <i>Sponsored by Visit Sacramento</i>	101FG
2:30-5 p.m.	Regiception • <i>Sponsored by Meetings Michigan</i>	Halls B-D
3:15-3:45 p.m.	Beyond the Room: The Four Phases of Community • <i>Sponsored by Spiro</i>	★
3:45-4:15 p.m.	Hotel Contracts Unlocked	★
4:30-5:30 p.m.	🏆 Sports Planner Happy Hour • <i>Sponsored by Visit Knoxville</i>	
6-9 p.m.	Opening Reception • <i>Hosted by Meet Minneapolis</i>	

Day 2

Wednesday, August 23, 2023

8:15-9:45 a.m.	CMP Breakfast (RSVP Required) • <i>Sponsored by Visit California</i>	101AB
8:30-9:30 a.m.	Hosted Breakfasts (Invite Only)	101C
10-11:30 a.m.	Marketplace Appointments • <i>Sponsored by Visit Mobile</i>	Halls B-D
11:30 a.m.-3 p.m.	Trade Show & Sports Zone Hours	
11:30 a.m.-1 p.m.	Lunch on Trade Show Floor • <i>Sponsored by VISIT Milwaukee</i>	
11:30 a.m.-noon	Fireside Chat With Deesha Dyer	★
11:45 a.m.-noon	Synchronizing Success: How Teamwork Wins Gold	Innovation Lab
11:45 a.m.-1 p.m.	Hosted Lunches (Invite Only)	101C / 101F
Noon-12:30 p.m.	The Future is Now: How AI Is Changing the Landscape of Event Planning	★
Noon-1:30 p.m.	🏆 NGB Lunch + Roundtables	101H
12:30-1 p.m.	Using Event Tech to Leverage Your On-Site Attendee Experience	★
1-1:30 p.m.	Event Visionaries: Planning the Future of Gatherings—A Journey With David Adler	★
1-1:45 p.m.	🏆 Venue Matching Reception: Baseball & Softball	Innovation Lab
1:30-2 p.m.	2024 Looks Bright: Forecasting What's Next in Audiovisual Production • <i>Sponsored by Animatic Media</i>	★
2-2:30 p.m.	Events on the Street: Event Management Trends in the Financial Sector	★
2-2:45 p.m.	🏆 Venue Matching Reception: Soccer, Lacrosse, etc.	Innovation Lab
3-5:10 p.m.	Marketplace Appointments • <i>Sponsored by Visit Mobile</i>	Halls B-D
10-11 p.m.	🏆 Florida Sports Foundation Power Hour (Sports Planners Only)	Hyatt Northwinds Ballroom

Day 3

Thursday, August 24, 2023

10-11:30 a.m.	Marketplace Appointments • <i>Sponsored by Visit Mobile</i>	Halls B-D
11:30 a.m.-3 p.m.	Trade Show & Sports Zone Hours	
11:30 a.m.-1 p.m.	Lunch on Trade Show Floor • <i>Sponsored by VISIT Milwaukee</i>	
11:45 a.m.-noon	Synchronizing Success: How Teamwork Wins Gold	Innovation Lab
11:45 a.m.-1 p.m.	Hosted Lunches (Invite Only)	101C / 101H
12:15-12:45 p.m.	Event Forecasting With Michael Dominguez • <i>Sponsored by Visit Tampa Bay</i>	★
1-1:30 p.m.	Delivering the Premium Sports Experience With 3Step Sports	★
1:30-2 p.m.	CVBs: Your Secret Weapon for Successful Citywide Event Planning	★
2-2:30 p.m.	Doing the Work in Sports: A Conversation With Roscoe Mapps, Chief Diversity Officer, San Francisco Giants	★
3-5:10 p.m.	Marketplace Appointments • <i>Sponsored by Visit Mobile</i>	Halls B-D
5:30-6:30 p.m.	Nicollet Mall Happy Hour	