

— MASTER YOUR — EXCELLENCE 2022 NACE EXPERIENCE CONFERENCE

Saturday, July 23, 2022

8:00 AM - 5:00 PM CPCE Fast Track

This pre-conference CPCE Fast Track course helps prepare candidates for the CPCE exam. This program should be used as a supplement to The Professional Reference Guide for the Catering and Event Industry.

The CPCE Fast Track course will cover key concepts of the CPCE's 8 core competencies:

- Accounting
- Beverage Management
- Catering Services
- Contracts and Agreements
- Event Management
- Food Production
- Human Resources
- Sales and Marketing

This course includes a printed copy of the Fast Track Workbook. CPCE Educational Contact Hours: 8

9:00 AM – 4:00 PM WSET Level 1 Award in Wines: Introduction to the World of Wine

Speaker: Lee Pancake, DipWSET

Taste and learn about wine and walk away with a WSET certificate!

The WSET Level 1 Award in Wines course is a thorough introduction to the world of wine suitable for those working in wine or hospitality as well as devoted wine enthusiasts. For those new to wine study or those wanting to start a career in the wine business this qualification provides a solid foundation. You will explore the main types and styles of wine through sight, smell, and taste, while also gaining the basic skills to describe wines accurately and make food and wine pairings.

Upon successful completion of the course and passing the examination you will receive a WSET certificate and lapel pin. Transportation to the training facility that is just 5 minutes from the hotel is included.

Sunday, July 24, 2022

9:00 AM - 12:00 PM **CPCE Exam**

1:00 PM – 3:00 PM **NACE Town Hall and Elections**

3:30 – 4:30 PM Educational Breakout Sessions* (1 educational contact hour)

CLC Meeting: Chapter Leader Mid-Year Summit

Speaker: Sarah James, CPCE

Join the CLC and other Chapter Leaders for this special chapter education workshop. We'll revisit the strategies and essentials we discussed at Evolve, giving you the opportunity to see where your chapter is and where it needs to go. You'll have the opportunity to work directly with mentors on your specific chapter needs and challenges such as board dynamics, finances, reporting, programming, and more. We'll be hosting facilitated roundtables by board position, helping you brainstorm ideas, discuss challenges, and make new connections. Don't miss this CLC hosted event to reboot your chapter leaders!

Maximizing Social Proof in 2022

Speaker: Meghan Ely, CWIP

Fire Up your Network: Powerful Connection Tips and Tricks

Speaker: Paige Mejia, FPO

Even with a fancy new name like Relationship Marketing, networking has been a career staple across all industries for hundreds of years. The connections you form with potential business partners not only grow your business but establish lifelong friendships. Dubbed the “Queen of Networking” in the D/FW area, Paige Mejia will take you through a journey of why networking is crucial to any business while giving you some simple tips and tricks that you can implement immediately to make your networking experience easy. Even if you consider yourself an introvert, Paige will teach you how to break through that fear and become a Relationship Marketing expert!

During this session, attendees will learn to:

- Break into conversations
- Strengthen connections
- Stand out in a crowd

3:30 PM – 4:30 PM **NACE Black Caucus Networking Reception**

6:00 PM – 9:00 PM **Opening Reception: All in One – Celebrating Diversity in Culture at Hard Rock Live!**

Join NACE for a celebration of music across many cultures and genres at the fantastic Hard Rock Live entertainment venue! Network with fellow catering and event professionals while enjoying culinary delights.

Attire: Comfortable fashion highlighting your favorite band, musical artist, or style of music.

Monday, July 25, 2022

8:00 AM – 9:30 AM **Executive Summit Breakfast**

9:30 AM - 11:00 AM **#MotivationMonday Experience** *(1.5 educational contact hours)*

11:00 – 11:30 AM **Interactive Break**

11:30 AM - 12:30 PM: Educational Breakout Sessions* (1 educational contact hour)

BEO Improv: Improve Social and Environmental Outcomes and Reduce Costs

Speakers: Aurora Dawn Benton, Molly Crouch

The key principle of improv is that participants must be open to any plot line and expand on it. This “yes, and...” mentality is the opposite of the “we’ve always done it this way” thinking that is so common in foodservice operations. The copy/paste approach to BEO, menu, and service planning prevents achieving food waste reduction goals, introducing healthy and sustainable options, and capitalizing on other promising trends. In this session, audience participation will be encouraged and eye-opening. After learning about some common objections to sustainability and innovation, attendees will be invited to role play menu and service planning with some typical scenarios. In this process, they will uncover opportunities to improve social and environmental outcomes and reduce costs.

During this session, attendees will learn to:

- Identify key excuses and objections that prevent sustainability initiatives such as food waste reduction
- Apply leadership and improv principles to advance sustainability and innovation in an organization
- Redesign menu and service planning processes to prompt greater social, environmental, and economic returns

Vanquish the Villains on Your Entrepreneur Hero's Journey: What's Stopping You from Reaching Your Business's Happily Ever After

Speaker: Aleya Harris, CPCE

As an entrepreneur, you are the hero in your business’ narrative even though it may not always feel like it. When your energy is low and you’re approaching burnout, it’s hard to feel like the triumphant CEO that has it all together. But, here’s a secret: Even the greatest heroes of all time need help! In this session, Aleya steps into the role of your guide to walk through the stages of the hero’s journey and the common pitfalls that present at each stage. She’ll reveal her tried-and-true strategies for overcoming the “villains” in one’s journey and keep positive energy flowing, so that you can rise out of burnout and discover freedom and abundance.

During this session, attendees will learn to:

- Identify the three stages of the hero's journey and how they apply to business principles
- Utilize key techniques for getting unstuck in your business
- Map out a successful hero’s journey for your business and personal life

The Power of Profitable Packages

Speaker: Shannon Tarrant

Today's customer shops in a very different way. They are lacking the time and energy to put into the decision-making process. It's time to make it easy for them by learning how to create packages for faster decisions.

During this session, attendees will learn to:

- Price your packages using the Good, Better, Best model
- Upsell and cross-sell with minimal effort
- Promote your bundles using all marketing channels

Changing Your Money Mindset: Creating a Healthy Relationship with your Finances

Speaker: Renée Dalo

The conversation surrounding money is typically one that we avoid, but why? Yes, it can bring about some discomfort and anxiety, but it's an inherently empowering and important discussion that every business owner needs to have. In this session, Renée will reveal how you can shift your money talk into one that's authentically positive to blast old biases and ultimately charge what you're worth.

During this session, attendees will learn to:

- Utilize simple exercises for changing your perception of finances, as well as creating new mantras and mindsets
- Identify how different generations discuss and use money, and how you can make that language work for your sales process
- Explore verbiage that conveys luxury without using the word "luxury," why this matters for your business, and why "what the market will bear" shouldn't really matter

12:30 PM – 2:00 PM Networking Lunch: Connect Through Play

Connect and play games with other attendees during this interactive, fun, reception-style lunch. You'll have a chance to meetup with old friends and make new connections in areas that most interest you within the industry!

2:15 PM – 3:15 PM: Educational Breakout Sessions* (1 educational contact hour)

The Labor Shortage: The Disconnect and Solutions

Speaker: Blase Viti

The catering and events industry has been on the biggest roller coaster ride of the industry's history. Customer demand has risen back to pre-pandemic levels, but now the staff to support it is nowhere to be found. How did this thriving and critical industry end up here? And what are the short and long-term solutions to the labor shortage? By focusing on future success in a post-pandemic catering and events industry, we'll identify how we avoid these pitfalls for any staffing challenges to come.

During this session, attendees will learn to:

- Identify why the hospitality industry was hit so hard and what's keeping workers from returning
- Apply actionable learnings to attract and retain workers
- Ensure they have the staff needed for busy event calendars

Sponsored by Qwick

The Three P's of Financial Management

Speaker: Nadia Anerson

Join Nadia to discover the people, products, and processes that ensure the health and viability of your business. This session will include practical examples and troubleshooting challenges with all of the 3 P's. In addition, Nadia offers a unique perspective to managing an events business due to her participation in operations from all angles - as a financial professional inspecting the books, as a start-up, and as an industry peer.

During this session, attendees will learn to:

- Identify the people to engage in financial management for the business
- Discover the processes that cultivate healthy financial management
- Utilize the financial products to have in place to capture data and make better business decisions

3:30 – 4:30 PM: Educational Breakout Sessions* (1 educational contact hour)

Battle of the All-Stars: Event Planner versus Venue Manager

Speaker: Alicia Crosby, CPCE

A question as old as time - what is the different between a venue manager and an event planner? While many professionals in the industry think they know, the lines are blurred more and more lately, and clients are usually left confused or disappointed. Explore the similarities and important distinctions that distinguish the roles in order to build positive vendor relationships and appropriately educate clients.

During this session, attendees will learn to:

- Identify the important similarities and major differences between both professionals and how to clearly define roles in advance and communicate effectively to clients
- Collaborate effectively to avoid issues during the planning and execution of an event
- Discover and take away top tips on how to separate duties, collaborate and create a well-oiled machine

How ROE drives ROI: an introduction to Return on EmotionSM

Speaker: Thuy Diep, CGSP, DMCP, CSEP

As marketers, for years we've heard that 95% of purchasing decisions are based on emotion. And we've heard that you must evoke emotions in your marketing to drive brand loyalty, but no one ever told us which emotions need to be evoked... much less how you actually measure them. And is brand loyalty even really the metric that matters? Don't we actually want pipeline and revenue? Good news: Haute has figured it out. We now know the five emotions you must evoke in order to drive pipeline and revenue. And we'll share it with you!

During this session, attendees will learn to:

- Understand the five emotions you need to evoke during your marketing program to create the connections that will drive the pipeline
Utilize Return on Emotion as a blueprint to create shared experiences to ensure they are going to drive pipeline and revenue
Measure it, thanks to having Return on Emotion as an option right at your fingertips

Hospitality, Redefined: Where Do We Go From Here?

Speaker: Leah Weinberg

In a matter of a few years, the hospitality industry—and the world as we knew it—has transformed considerably. Event professionals have navigated feast and famine, learned to establish firm boundaries, and realigned their businesses to remain competitive. As we collectively adjust to a “new normal,” how we do business and serve our clients looks remarkably different than it did prior to 2020. In this session, Leah forecasts the future of the industry and explores how event professionals can thrive in an unpredictable market. She’ll shed light on the importance of teamwork, revealing how vendors can overcome shortages, staffing issues, and other challenges through productive collaboration.

During this session, attendees will learn to:

- Be proactive in creating a balance between client care and self-care to preserve one’s physical and mental wellbeing
- Take a frank look at the psychology and behavior of the average consumer, and how the pandemic has influenced the way we interact with today’s clients
- Discover the secret to retaining repeat clients amidst unstable settings that may impact budgets, priorities, staffing, and other critical factors

Owning Your ISH in the Events Industry

Speakers: Mary Davidson, MBA, Candace Roberts, CPCE, and Keneisha Williams

All our stories are impactful and can radically impact the industry we work in. This educational breakout session will discuss a deeper understanding of identifying the purpose within your story and creating helpful tools to project your purpose while becoming successful in your career. Now is the time for you to truly own your ISH and become the professional you know you were meant to be. With success comes plenty of setbacks and learning how to navigate and maintain focus can propel you forward. We live within a world that often strives for perfection but working in this industry is challenging and as we strip away our perfections, we become relatable, we find our true selves, and become unstoppable.

During this session, attendees will learn to:

- Own their position within the events industry
- Differentiate between being a specialist and being a generalist
- Contribute their skills to the industry at large

8:30 PM – 11:30 PM Foundation of NACE Signature Fundraising Event: Foundation Follies

Join the Foundation of NACE for a fun networking event while raising money for a great cause!

Show off your talent at the Foundation Signature Event. Hosted by Steve Kimble, America's Sassiest Lifestyle Guru.

Tuesday, July 26, 2022

8:00 AM – 9:00 AM CPCE Breakfast

For CPCEs only, this special breakfast celebrates the CPCE community and provides updates on the latest in the program.

9:00 AM – 10:30 AM Design Experience: Rainbow Connection Design Gallery *(1.5 educational contact hours)*

Browse through NACE's own design gallery to see the latest trends in corporate, social and wedding events. List to designers talk about what inspires them and how they create magical experiences for their clients. Network with other attendees to hear the best ideas they have for incorporating amazing design into their future events.

10:30 – 11:00 AM Interactive Break

11:15 AM - 12:15 PM: Educational Breakout Sessions* (1 educational contact hour)

Design for Purpose: Form and Function

Speaker: Kelly Dalisa, CPCE

As live events regain momentum, the bar has been set higher than ever for designing attendee experiences. The environment in which you deliver your content plays a huge role in attendee engagement and can directly impact your ability to meet your event's goals and objectives. Join CORT Events' Kelly Dalisa, CPCE in this session as she shares 2022 design trends, strategies for designing around your event's core purpose, and marrying functionality and aesthetics. Walk away with real world examples and inspiration you can use to elevate your next event.

During this session, attendees will learn to:

- Implement clients' goals and objectives through design
- Create a memorable event experience
- Design for purpose and functionality

Sponsored by CORT

Creating Emotional Marketing to Attract Luxury Clientele

Speaker: Renee Sabo

Events are celebrations of personal milestones and important facets of life. Naturally, this festivity is an emotional experience for clients and their loved ones, with a big factor in their success being the team hired to bring their vision to life. In this session, Renee will show how intentionally incorporating emotion to create a powerful marketing campaign that will focus on human connection, shared interests, and mutual respect will land you the luxury clientele perfect for you.

During this session, attendees will learn to:

- Understand why emotional marketing is a stronger approach than traditional marketing strategies in the special events industry
- Understand the expectations of luxury clients and how to highlight their needs in your marketing messages
- Build small but powerful details into the client experience to go above and beyond and how to capture this in your marketing strategy

The Importance of Vetting Every Client

Speaker: Brian Green, CMP, CMM

Have you ever found yourself with a client that you cannot for the life of you figure out how you missed the red flags at the beginning of the journey? That's because you aren't asking all the right vetting questions. I'll teach you to avoid the pitfalls, not to ask the right questions but to ask the BETTER questions, and give you a roadmap to follow so that you can feel confident that the client is your ideal client.

During this session, attendees will learn to:

- Ask better vetting questions
- Spot the wrong client by their answers before it's too late
- Understand the benefit of vetting a client effectively

Let's Make a Deal: Negotiate Like a Pro Without Losing Your Profit or Your Sanity

Speaker: Terrica Skaggs

12:30 – 2:00 PM

Culinary Experience

Retro Design, Sustainable Choices (*1 educational contact hour*)

Head back in the past while enjoying a plated culinary experience lunch and learning food trends that encourage continued sustainability and social responsibility.

2:30 PM – 3:15 PM: Educational Breakout Sessions* (*0.75 educational contact hours*)

Enslavement to Empowerment: How African Americans Molded Today's Catering Industry and Its Continued Evolution

Speaker: Rod Westmaas, CPCE

Rod will take you on a journey beginning with the first Africans being recorded as landing on US soil, their enslavement, the conditions under which they lived, and what skills and food they brought. He will tell the stories of ten individuals based in prominent US cities who stood out as significant contributors in pre- and post-emancipation America. For the most part, Rod will refer to those forcibly removed from the African continent as Enslaved Africans. However, when the word 'slave' is used, it is a reflection on the circumstances that surround its use. Finally, he will end telling you about African Americans who continue to contribute to this rewarding profession.

During this session, attendees will learn to:

- Appreciate African American history and its connection to today's catering industry
- Relate to the journey of African American catering and event professionals and their ancestors
- Formulate an understanding of the roots of African American catering traditions

Checklist for Your Cannabis Event

Speaker: Philip Wolf, CMP

During the 2021 NACE Experience Conference, Philip Wolf invited attendees to a cannabis fireside chat at the Bellagio in Las Vegas. This year, join Philip as he discusses what you need to know to put on your own cannabis event. From legalities, hospitality, and the plant, he will provide a thorough check list to cover for your cannabis event.

During this session, attendees will learn to:

- Understand legalities
- Incorporate cannabis hospitality into their event
- Present cannabis at an event

Stop Selling Your Service and Sell the Experience

Speaker: Tara Melvin

Attendees of this educational breakout session will be guided through the process of how to dive into the emotional intelligence of their potential clients by focusing on selling the experience and not the service. At the end of the day, clients buy what they want and not what they need!

During this session, attendees will learn to:

- Change the narrative from product/service to solution to experience and overcome top customer objections with role-play scenarios
- Create a value proposition to be the anchor in the conversation; the conversation then becomes about the experience and not about the price
- Measure your level of assertiveness because confidence sells the experience and truly know what you are offering your clients to answer Who, What, Why

Take Back Your Time: Build A Better Business, Live A Better Life

Speaker: Troy Adams

These days, we're all busy. But is your busy by design? Overburdened schedules, others' agendas, and poor planning all result in less success and more burnout. Most people let their schedule run them, instead of taking charge of their time. Or maybe they have a plan, but constantly let others distract them. It all results in working too much, for too little. We're going to change that with this session. In this powerful presentation, Troy will share 10 steps to take control of your time and deter distractions. Based on proven research and time-tested practices, attendees will walk away with methods they can implement immediately to increase efficiency and generate gains, both personally and professionally.

During this session, attendees will learn to:

- Increase efficiency and productivity through proper scheduling techniques
- Improve personal and professional performance through science and self-assessment
- Generate improved focus and direction through two key prioritizing methods

Craft Beverages 101: Emerging Trends and Styles

Speaker: Carol Dekkers

In this session, we'll introduce and explore the newest and emerging craft beer styles from IPAs to sours and lambics to seltzers - and you'll emerge with an understanding of why so many millennials and generation x' and y's can't get enough of local craft beer in your state. This tasting will feature unique Florida flavors, combined with information about local and national trends.

During this session, attendees will learn to:

- Be knowledgeable in differentiating between modern beer styles and seltzers
- Follow and stay ahead of emerging trends in craft beer, especially with millennial drinkers
- Work with breweries to incorporate craft beer into upcoming events

Designing Social Ads for Real Results

Speaker: Christie Osborne

Advertising is a long game and one that has fundamentally changed in 2021. Even the best concepts don't become wildly successful overnight. Instead, great ads are carefully researched, planned, and tested before fully launching to the masses. In this session, Christie will examine the importance of testing social media ads and share real, actionable tips for writing, designing, and testing ads that hit the mark with your target market.

During this session, attendees will learn to:

- Listen and gather advertising insights and strategies from their ideal clients
- Identify what to test and how much they should be spending to test content
- Measure results and adjust their marketing strategy accordingly

How to Profit from Non-Profits

Speaker: Geoffrey Sandler

All business owners receive multiple phone calls every week asking if we can provide our services for free for a Non-Profit event. We want to help our local communities and charities that need help, but we also have hard costs and opportunity costs associated with doing an event for "exposure dollars." Geoffrey will share his success story and reveal the blueprint of how he started replying to the those asks and how those responses have created a division of his company that now generates over \$250,000. This road map will work for every type of business in the event industry and will be the educational breakout session that will pay for your entire trip to NACE Experience!

During this session, attendees will learn to:

- Know what to say when answering a call from a Non-Profit
- Provide value to Non-profit events
- Start charging full price for fundraising events

6:00 PM – 10:30 PM **NACE One Awards Gala and After Party: Excellence in the Wild**

The NACE One Awards recognizes individuals and chapters that demonstrate one of a kind planning, production, and execution of spectacular events. For each of the categories, NACE award judges select ONE winner, will you be THE ONE? Celebrate all the NACE One Award winners during this formal awards program and dinner in a tropical setting.

Attire: Formal wear with a tropical twist

10:00 PM – 11:55 PM **NACE One Awards After Party: Tropic Like It's Hot**

Dance the tropical night away with award winners and friends!

Monday, July 25, 2022

Enjoy Orlando!

Now that you have mastered your excellence, spend time with NACE friends and enjoy Orlando.

Guests at the hotel receive exclusive theme park benefits including Early Park Admission (valid theme park admission required), complimentary water taxis, shuttle buses or walking paths to the theme parks and Universal CityWalk™, and more! Universal Orlando Resort is your ultimate destination, where you'll find three amazing theme parks, non-stop nightlife and spectacular on-site hotels, all in one convenient location.

**Educational content eligible for contact hours toward CPCE application or recertification. Maximum number of educational contact hours for the 2022 NACE Experience Conference is 10.5.*