



# *Ignite Your Success*

## **NACE Experience Conference for Catering and Events**

Detailed Public Schedule  
2023 NACE Experience Conference for Catering and Events  
July 22 – 26, 2023 Dallas, Texas

### **Saturday, July 22, 2023**

**8:00 AM - 5:00 PM CPCE Fast Track** (Majestic 2 - Central Tower, 37th floor)

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 breakfast, lunch, and a printed copy of the Fast Track Workbook.  
CPCE Educational Contact Hours: 8

Sunday, July 23, 2023

- |                     |  |
|---------------------|--|
| 9:00 AM - 12:00 PM  | <b>CPCE Exam</b>   |
| 11:00 AM – 6:00 PM  | <b>Registration Open</b> (Grand Hall, 1st floor)                         |
| 11:30 AM - 12:30 PM | <b>Meet the Candidates</b> (Grand Hall, 1st Floor)                       |
| 1:00 PM – 3:00 PM   | <b>Town Hall, Candidate Q&amp;A, Elections</b> (Dallas A2-A3, 1st Floor) |

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

**CLC Meeting: Chapter Leader Mid-Year Summit** (Dallas A1, 1st Floor)

**Design Fundamentals for Non-Designers: Learn the Basics + Background of Event Design** (San Antonio A, 3rd Floor)

[Jordan Kentris](#)

Design is often seen as an inherently creative process, but many don't realize that it goes far deeper than turning a brainstorming session into the final product. Expert design is certainly an art, but it's just as much a science — and, in this session, Jordan sheds light on the technical side. Join him as he runs through a crash course on design fundamentals, exploring influences beyond the events industry like fashion, history, film, art, architecture, and interior design. Attendees will walk away with a better understanding of design principles, terminology, and key influencers of the styles we see today.

During this session, attendees will learn to:

- Discover a pro designer's secret to marrying competing styles seamlessly
- Understand the best practices for leveraging dimension, texture, and pattern in design
- Locate additional resources for deep dives into design influences from art and history

**Increasing Employee Happiness through Productivity** (San Antonio B, 3rd Floor)

[Abigail Olaya](#)

The old saying, "the customer is right" is from a different generation and no longer applies in today's business. Happy employees create happy clients and learn how to increase employee engagement and productivity while at the same time creating happy self-managed employees.

During this session, attendees will learn to:

- Increase employee productivity
- Ditch the old rule book and empower employees
- Create a high-performing, thriving culture

**Sunday, July 23, 2023 continued**

6:00 PM – 7:00 PM            **Unite, Connect, Excel: An Inclusive Networking Reception**  
(Grand Hall, 1st floor)

Hosted by the NACE DEI Committee, this reception is a powerful opportunity for conference attendees to come together and forge meaningful connections within the rich tapestry of our diverse community. Welcoming all NACE member organized communities, including the Black Caucus, Asian American Pacific Islander Caucus, Neurodivergent members, and LGBTQIA+ members, this event celebrates the beauty of our differences while fostering an environment of unity, support, and growth. This is a great way for new members and first-time attendees to learn all about the diversity of our NACE community. Y'all means all here at the NACE Experience Conference in Dallas!

7:00 PM – 10:00 PM            **Opening Reception: Desert Disco** (Off Site Location: Gilley's Dallas)

Network, dine, and dance with the brightest in the catering and events industry in a colorful, dynamic, entertaining off-premise reception with a country feel.

*Attire:* Desert Disco

## Monday, July 24, 2023

8:00 AM – 5:00 PM **Registration Open** (Grand Hall, 1st floor)

8:30 AM – 9:00 AM **Coffee** (Grand Hall, 1st floor)

9:00 AM – 9:45 AM **Welcome Session** (Dallas D, 1st floor)

Join us for a fun welcome to the Experience Conference and recognize amazing NACE leaders and volunteers.

10:00 AM – 11:00 AM: Educational Breakout Sessions\* (1 educational contact hour)

**The Art of Cannabis and Food Pairings** (Dallas A3, 1st Floor)

[Philip Wolf](#)

Food in itself is an art that on the surface can be simple but to the passionate can be a canvas of sensory pleasure that has endless possibilities to make the heart and tummy celebrate. When you pair cannabis, which is done through smoking and not infusions, you have an opportunity to enhance your senses while weaving and synergizing in an orchestra of flavors in a multi-media creation on your dinner table. Through the Art of Cannabis and Food Pairings, you not only get to play with orgasmic flavors in your mouth, but you get to learn about cannabis and food to the point where you can actually understand what type of high you will have before you consume by understanding the organoleptic properties of the flower.

During this session, attendees will learn to:

- Identify what is a cannabis and food pairing
- Understand the exquisite properties of cannabis
- Explore how to use the platform of food to educate guests

**Ten Step To Inclusive Practices** (San Antonio B, 3rd Floor)

[Ric Simmons](#)

You don't know what you don't know. Inclusive means to include everyone and everybody. Why? The future is inclusive. Ric will share the growing inclusive population, explaining the time is now to start taking steps toward inclusive business practices. What exactly does that mean? The "Ten Steps To Inclusive Practices" is a step-by-step inclusive awareness education program starting with Step #1, Becoming an Ally. What does being an Ally look like? Each "Step" in the Ten-Step program has an essential understanding of each Step's topic. Along with a quick narrative takeaway, we are making it great for teaching yourself and your staff inclusive business practices. In this session, Ric will break down each Step's topic in the Ten-Step program, allowing smaller groups to build upon those topics in our breakout groups. This interactive session is excellent for gaining a better understanding of inclusive practices and actions.

During this session, attendees will learn to:

- Participate in the Ten Step Topics To Inclusive Practices
- Discover inclusive population growth
- Understanding the importance of identity

**Monday, July 24, 2023 *continued***

**A Frank Talk About the Future of the Wedding Industry (Dallas A2, 1st Floor)**

[Kevin Dennis, CPCE, CWIP](#)

[Meghan Ely, CWIP](#)

[Dana Kadwell, CPCE](#)

[Elizabeth Sheils](#)

Sponsored by Wedding Industry Speakers

There has been much discussion about the need to adapt to the changing tides of the wedding industry- and rightfully so. Now it's time to unpack what the 'new normal' means as we look to 2024. In this candid talk, we'll hear from top industry experts across the US, as they provide insight into what to expect and the essential strategies to stay the course.

Takeaways include:

Industry shifts: What's here to stay? What's on the way out?

Client expectations: Keeping up while managing this never-ending Wedding Boom

The new wave of new faces - vendor turnover and how it will impact you

11:00 AM – 11:30 AM      **Networking Break** (Grand Hall, 1st Floor)

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

**Prevention versus Treatment: How to Shift our Mindset about Food Waste**

(San Antonio B, 3rd Floor)

[Aurora Dawn Benton](#)

In 2022, World Wildlife Fund ran a pilot program to identify best practices for preventing food waste in events through in-depth studies at 7 hotels and venues. Planner consultation opportunities, consumption audits, spending shifts, and visualization exercises were among the interventions implemented during the pilot. In this session, the lead subject matter expert, Dr. Aurora Dawn Benton, will share case studies from the participating event venues. Learn about 'prolifically problematic menu items' and how addressing these can make a significant progress towards our goal to cut food waste in half by 2030.

During this session, attendees will learn to:

- Engage in more collaborative food waste prevention conversations during the planning process
- Identify and address the most wasteful items at events
- Measure and report on food waste in an actionable manner

**Monday, July 24, 2023 continued**

**Trends To Inspire You (Dallas A2, 1st Floor)**

[David Caruso](#)

This is a don't miss session for anyone who is looking to be inspired with an engaging snapshot of the hottest event trends. Join David as he reveals his favorite ideas for food, drinks, entertainment, design, stationery, furniture, and more!

During this session, attendees will learn to:

- Stand out from the crowd as the expert in their marketplace
- Use the latest trends to enhance all types of events, big and small
- Build relationships with vendor partners and clients that are long-lasting and rewarding

**Me + You = Magic: The Art of Writing Captivating Copy that Converts (Dallas A3, 1st Floor)**

[Aleya Harris, CPCE](#)

You don't really know how to market your business. If you did, you wouldn't be wondering how to stand out from your competition or struggling to articulate who you are in your messaging. The reality is that you may know the technical ins and outs of marketing, but you are missing one critical element: the ability to create the magical "meeting of the mentor" moment. In this brass-tacks session, Aleya Harris will walk you through how to build a compelling marketing funnel and write spellbinding copy that catalyzes lifelong client relationships.

During this session, attendees will learn to:

- Discover the process to build a marketing funnel that will keep you consistent, work with the algorithms, and allow space for a radically authentic copy that makes prospects take notice
- Understand the true definition of marketing as the process of building lucrative relationships
- Use the keys to writing copy for connection and conversion

**Catching Fire: Attract Your Dream Client Like a Moth to a Flame (San Antonio A, 3rd Floor)**

[Don Mamone](#)

Not everyone is your client and that's OK! You're searching for more than just people that want to give you money in exchange for a product or service. You're committed to curating your client list to include your ideal client because they appreciate your hard work, dedication, and the value you create for them. They see you as an investment, not an expense, and that just hits different. In order to create this blissful professional existence, you've got some hard work to do so you can say no to just any money and say yes to your dream client.

During this session, attendees will learn to:

- Leverage personal identity to create a unique brand that differentiates you from your competition and renders them irrelevant in the most saturated markets
- Increase lead volume and conversion percentages as you refine your marketing voice, presence and sales funnel
- Destroy those nagging feelings of imposter syndrome and self-limiting beliefs that are holding you back, crushing your confidence, and questioning your worth so you can set premium pricing and communicate why you're the clear choice for your ideal client

**Monday, July 24, 2023 continued**

12:30 PM – 2:00 PM

**Design Experience Lunch (Dallas BC, 1st floor)**

Enjoy an elevated convenient lunch while experiencing and learning about design trends in action.

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

**A Journey Through Mexico: Understanding Tequila and Mezcal! (Dallas A3, 1st Floor)**

[Russ Kempton, CSS](#)

Mexico's distilleries, brands and sales have dramatically increased the past 10 years. During this session, attendees will be introduced to the Micro and Macro picture on Tequila and Mezcal, where we were, where we are now, and how trends moving into the future. We will discover where large legacy Mexican distilleries fit in, how they're adapting, and discover the new entrees and expressions into the market. This session plans to have a tasting including a combination of 6 Tequilas and Mezcal, lightest to heaviest, not youngest to oldest.

During this session, attendees, will learn to:

- Recognize the shift in brand loyalty from legacy Tequila brands
- Appreciate why Mezcal is moving from under Tequila's shadow
- Gain new knowledge and understanding for Tequila and Mezcal history, insights, mystic, heritage, and new discovery

**How to Add Visual Impact to Your Presentations and Events (Dallas A2, 1st Floor)**

[Kelly Dalisa, CPCE](#)

[Kim DuBose](#)

Sponsored by CORT

Want to create dynamic, visual presentations to help sell your event products and services to a variety of clients?

During this session, attendees will learn to:

- Create inspirational and storytelling design boards
- Bring event visions to life with 3D floor planning technology
- Explore how customization creates a personal event experience

**Monday, July 24, 2023 *continued***

**Revolutionizing Revenue: Unleashing the Power of Unique Programming**

(San Antonio B, 3rd Floor)

[Emily Speakes](#)

[Desiree Springer](#)

Sponsored by Tito's Handmade Vodka

In this educational breakout, Tito's Handmade Vodka invites you to discover the innovative strategies and untapped potential of leveraging a spirit brand to drive revenue and profits for meetings and events across various outlets of an event property. Join us as we delve into the exciting world of experiential programming, exploring how the integration of a carefully selected alcohol brand can elevate your offerings and create unforgettable experiences for your clients. With a focus on ease of execution, our session will equip you with practical tools and strategies to seamlessly integrate Tito's Handmade Vodka into your programming. Explore effective marketing and sales techniques, such as upselling opportunities that help enhance the overall guest experience. Learn how to leverage the brand's story, values, and product offerings to craft engaging and authentic experiences that captivate attendees and boost revenue streams. From themed mixology focused by day part and curated tasting events for signature pop-up bars, you'll discover a wealth of creative opportunities to monetize your meetings and events. Whether you're an event planner, venue operator, or hospitality professional, this breakout session is designed to unlock the full potential of unique, easy-to-execute programming with Tito's Handmade Vodka and take your meetings and events to new heights of success. Cheers to a profitable future!

During this session, attendees will learn to:

- Upsell their customers
- Innovate their guest experiences
- Unlock revenue potential

**Copacetic: How to Reduce Pain and Conflict and Love What you Do Longer**

(San Antonio A, 3rd Floor)

[Jennifer Trotter](#)

What's the secret to sustaining a fulfilling, successful, and profitable career? Managing conflict. When left unchecked, nothing will destroy your energy, joy, and long-term sustainability faster than business interactions filled with chaos and discord. Learning how to prevent and minimize the negative effects of conflict is a crucial skill you need to protect your business, your reputation, and your sanity for the long haul.

During this session, attendees will learn to:

- Methodically review your business operations to prevent painful conflict before it starts
- Apply techniques to communicate with staff, clients, and vendor partners that are designed to foster an environment of peace and productivity
- Fix it fast with minimal damage using foolproof words and phrases when conflict strikes



**Monday, July 24, 2023 continued**

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

**Why Non-Alcoholic? Three Words: Revenue, Marketing, Inclusion (Dallas A3, 1st Floor)**

[Bill Gamelli](#)

[Beth Harbison](#)

It used to be "nice" to offer non-drinkers a seltzer with a splash of cranberry juice and a lime wedge. Now, with a growing number of people limiting or abstaining from alcohol, the opportunity is ripe for caterers to not only include but to proactively promote and offer exciting non-alcoholic menus to their clients. In addition to being more inclusive, this option can be lucrative as well. Beth Harbison, a former Director of Sales in catering and founder of the non-profit Sobar, and Bill Gamelli, the Founder and CEO of Mocktail Beverages, the official drink of Dry January, will partner to share their knowledge of the growing Adult Non-Alcoholic Beverage market and strategies for implementation that can help your operation profitably succeed in this growing beverage space.

During this session, attendees will learn to:

- Create beverage menus that will attract the growing market of non-drinking clients
- More cost-effectively manage bar costs overall
- Be responsive to this growing market trend

**Live Event Production, Immersive Design, and Sustainability? Yes, They Are Compatible!**

(Dallas A2, 1st Floor)

[Jonathan Martin](#)

Interested in sustainability? This session will share how to approach your show design and event production needs using sustainable elements. There are changes taking place in production trends, and Jonathan will delve into how to discover the role of theatricality in corporate meetings and how that leads to immersive design for the live experience. Attend this session to find out what attendees will be expecting from live events in 2023 and beyond, as well as understanding the critical questions you need answered before going to contract.

During this session, attendees will learn to:

- Practically and creatively enhance the appeal and engagement levels of their events
- Combine the principles of immersive show design with event production
- Introduce principles of sustainability into event production

Monday, July 24, 2023 continued

## **Building Psychology Safety at Work Through Play (San Antonio B, 3rd Floor)**

Jeff Harry

Managers often associate “playing at work” with goofing off or wasting company time and money. But what if play was a crucial component to building a solid foundation for your team? What if it could help create a sense of belonging and psychological safety in the workplace and rekindle morale — especially surrounded by all this uncertainty?

During this session, attendees will learn to:

- Explore how play is key to building camaraderie in this surreal new reality of work and steps necessary to build psychological safety and how to show up as a leader that is fostering an inclusive workplace
- Identify the traits of psychologically safe workplaces & why it's important
- Determine strategies to implement psychological safety techniques within the team in real-time

## **Mind-Numbing vs Mind-Blowing: How to Energize your Presentation (San Antonio A, 3rd Floor)**

Glenn Anderson

Presentations, both virtual and face-to-face, are enjoyable and effective when the speaker is sharing their passion and energy. Whether you are staring at your computer screen doing a Zoom presentation or are lucky enough to be standing in front of a live audience with a projector and some slides, how exactly is that accomplished? Speakers have power! Discover the characteristics of a great presentation – a strong opening, positive body language, proper usage of PowerPoint, good time management, handling questions, and many more. The focus of this session is on the basics of designing, developing, and delivering all types of presentation material both virtually and face-to-face.

During this session, attendees will learn to:

- Capture the audience's attention and keep it
- Present themselves with energy through voice, movement, and proper use of technology and visual aids
- Manage content development and presentation length
- Utilize their power as a presenter, virtually or face-to-face

## **8:00 PM – 11:00 PM      Foundation of NACE Signature Fundraising Event: An Evening Under the Stars**

Klyde Warren Park will transform into a magical starlit oasis in the Arts District in downtown Dallas. Sip on custom specialty drinks, savor delicious snacks and desserts, and dance the night away with fellow professionals in the events industry. This event is not just about having fun; it's also about making meaningful connections and all at the same time supporting the Foundation of NACE's scholarship and education initiatives in support of NACE chapters and members. Connect with like-minded individuals, exchange ideas, and forge lasting relationships that could benefit your career for years to come!

*Attire:* Casual Starry Chic

**Tuesday, July 25, 2023**

9:00 AM – 9:15 AM **Coffee** (Grand Hall, 1st Floor)

9:15 – 10:15 AM: Educational Breakout Sessions\* (1 educational contact hour)

**East vs. West : Catering Trends Across America** (Dallas A2, 1st Floor)

[Michele Polci, CPCE, CMP](#)

[Thomas Whelan](#)

Sponsored by Qwick!

Join Michele and Thomas for a discussion on current catering trends and how they are implemented from coast to coast. From the bright lights of the Las Vegas strip to the charming Benjamin Franklin Parkway in Philadelphia, these two catering professionals use years of experience and knowledge to curate exciting menus for their guests. From intimate wedding celebrations to the world's largest vow renewal, and attendee meals on trade show floors to VIP's boardroom, learn how you can implement the latest trends, and catering classics, and wow your attendees no matter where you are located.

During this session, attendees will learn:

- Understand catering trends and implement them in your regionality
- Implement changes you can make to your current menu to surpass your guests' expectations
- Think locally and compete globally on curated menus and experiences

**Elevating your Events: Design Trends and Florals at the Right Price** (Dallas A3, 1st Floor)

[Ericka Barreto](#)

How to turn an empty room into a custom experience every weekend doesn't have to take up as much space in your brain! Join Ericka for a lesson in design trends, industry pricing, and common arrangement options to help guide your upcoming events, budgets, and future clients. You'll leave with a better understanding of industry costs to help you dream big and realistically, and a new florist mindset after you dig in and create your own grocery store arrangement in this workshop.

During this session, attendees will learn to:

- Think like a florist
- Optimize floral and design budget with a new understanding of industry pricing
- Refer clients with basic knowledge of service offerings

Tuesday, July 25, 2023 *continued*

**Strategies and Challenges for Adding Corporate Events to Your Portfolio (San Antonio A, 3rd Floor)**

[Meredith Commender, CSEP](#)

Sponsored by Tripleseat

In this seminar, attendees will learn about the ins and outs of producing corporate events including understanding different types of corporate events typically requested, conceiving and producing written proposals for corporate clients, working with the “personality” and expectations of a corporation vs a wedding/social client, understanding issues surrounding taxation, insurance, legalities, and pricing with corporate clients, and overcoming challenges with this type of event.

**Fear, Worry, Doubt and the Thoughts of Others (San Antonio B, 3rd Floor)**

[Bobbi Brinkman](#)

It's time to stop self-sabotaging yourself with fear, worry, doubt, and the thoughts of others and start making the efforts to change your mindset and give energy to the things you can control. Change only happens in your business or life when you decide to make an effort to change and then take action to do it. There is power in taking action, so let's take away these limiting beliefs and focus on steps to help you become action-takers and start believing in yourself and building the business and life you want. Some of the ideas this session will address include: why we have fear, worry, doubt, and thoughts of others. Overthinking and getting caught up in what that inner voice is telling you. Comparing yourself to others and stop seeking validation. Don't be afraid of mistakes and failures. Discuss what's holding you back from taking action. Commit yourself to making changes and taking actions that benefit yourself, your business, and your clients. Steps to help you take action and make changes to reach your potential and grow your business for success.

During this session, attendees will learn to:

- Shift your mindset and focus energy on what you can control
- Gain clarity behind fear and worry
- Build quick momentum toward taking action

10:15 AM – 10:45 AM

**Networking Break** (Grand Hall, 1st Floor)

Grab a snack and meet some new people during this networking opportunity.

**Tuesday, July 25, 2023 continued**

**10 :45 – 11:45 AM: Educational Breakout Sessions\* (1 educational contact hour)**

**Now, New, Next: Globally Inspired Cuisine (Dallas A2, 1st Floor)**

[Michael Stavros](#)

Excitement abounds in the catering world! Join Stavros for a deep dive into the latest food, beverage, presentation, and service trends. From global inspirations to regional interpretations, we will explore all the new things, cleverly reinvented classics, and WOW-factor surprises that will keep your clients and their guests excited and delighted.

During this session, attendees will learn to:

- Incorporate F+B concepts, presentations, and expressions of trends
- Identify resources including inspirations, purveyors, and trendsetting professionals
- Anticipate and understand where our industry is heading

**The Lead Game Has Changed: Getting to More Conversations That Get More Bookings**

(San Antonio B, 3rd Floor)

[Tom Chelednik](#)

Sponsored by WeddingPro

WeddingPros, who successfully convert leads to bookings, are constantly evaluating their follow-up process and content. With the Generation Z crowd, it's more important than ever to build trust and rapport. So, we're going to unlock and share secrets that will increase the chances of actual conversations that turn into real bookings for you.

During this session, attendees will learn to:

- Strategize to improve your lead process
- Improve your follow-up content with examples that work
- Automate your follow-up process to book more leads

**Shift and Sell: Selling to Different Personality Styles (San Antonio A, 3rd Floor)**

[Troy Adams](#)

Professional selling requires you to change lanes - to get comfortable being uncomfortable. Because unless all your prospects and clients have the same personality, it is a must to mirror theirs for business. In this session, we will implement the patterns and practices to help you better connect and close, no matter the style. Troy has been studying personality styles for nearly a decade and using that to build a better business. Using these personality practices, his team closes 70-80% of their conversations on the frontend, and ranks Top-10 in the country in reviews as well. Increasing sales and referrals is something we can all be comfortable with, so let's deliver on our differences.

During this session, attendees will learn to:

- Better identify others' styles through core questions and tells
- Build trust and ask the hard questions with softening statements
- Close more sales with different signals and techniques by style

Tuesday, July 25, 2023 *continued*

**Achieving Effective Leadership by Unlocking your Core Management Style (Dallas A3, 1st Floor)**

[Courtney Hopper](#)

[Dana Kadwell, CPCE](#)

Sponsored by Wedding Industry Speakers

A common misconception among business owners is that you shouldn't have to juggle differing personalities within your team. Everyone should be fully in-sync all the time, right? Wrong - it's actually very common to have a plethora of personality types, and there are proven results that show a diverse company culture can easily succeed. However, it's important that you're well-equipped as a manager to bridge the gap between team satisfaction and that dream client experience we all aim for. In this session, Courtney and Dana will pull back the curtain on shared team values as well as understanding your management style and effectively applying it to your role as a leader.

During this session, attendees will learn to:

- Utilize evaluation strategies to identify your leadership style and recognize different personalities within your team
- Incorporate communication techniques that will help motivate your team and show gratitude in equal measure
- Approach conflict resolution, internal crises, and create a comfort zone when it comes to feedback of any kind

12:30 PM – 1:30 PM      **Culinary Experience: Human Power of Hospitality (Dallas BC, 1st Floor)**

Speaker: [Chad Houser](#), Founder & Ceo of Café Momentum

Connect to the human power of hospitality in this inspiring, sit down lunch featuring a locally sourced menu.

1:45 – 2:45 PM: Educational Breakout Sessions\* (1 educational contact hour)

**Does Your Nose Know? (Dallas A3, 1st Floor)**

[Monique Studak, CS, CSS, CSW, WSET Level 2](#)

Take your wine knowledge to the next level by focusing on one of the strongest foundations for enjoying, describing, and selling wines... Aroma. See if you can master 15+ base aroma standards individually. And, then experience and describe their combinations in 5 top-selling varietals.

During this session, attendees will learn to:

- Improve their selling game by being better able to describe the aromas in wine to a customer
- Speak to the various wine regions that are growing in popularity in the United States
- Understand the varietal trends that are driving the wine industry

Tuesday, July 25, 2023 *continued*

**Let's Talk Tents: Tenting and Rentals Expert Q&A (Dallas A2, 1st Floor)**

[Alyssa Ruth, CPCE](#)

When it comes to successful off-premise events, fluency in tenting and rentals is an essential skill. During this session, attendees will learn to design, strategize, and communicate about tenting with their clients and collaborators. From terminology basics to design details, attendees will learn the building blocks of one-of-a-kind tented event spaces. They'll also learn catering essentials for tented events, including what to ask for, tips for catering prep tents, and how to set their teams up for success on-site. Attendees are encouraged to come with questions for their upcoming tented events. With over fifteen years of event production experience and years of custom tenting project management, Alyssa is excited to connect with you and answer your tenting and rental questions.

During this session, attendees will learn to:

- Design tented spaces that are not only beautiful but functional
- Strategize tenting and rental needs with their clients and collaborators
- Communicate about tenting to set their clients and teams up for success

**Building a Better Ad Strategy: How to Attract and Nurture Ideal Clients with Low-Cost Ads**

(San Antonio A, 3rd Floor)

[Christie Osborne](#)

While many business owners and marketers focus on inbound marketing tactics like blogging, SEO, social media, and video marketing, most marketing fails at the inquiry page. In fact, optimizing the inquiry page can lead to greater profits without deploying additional marketing tactics or incurring additional marketing expenses. In this hands-on workshop, Christie will explain how to use free tools and simple webpage tests to optimize for inquiries. Breaking the session into short, easy-to-understand steps, she will teach attendees three simple pieces of content to include in an inquiry page, how to deal with modern clients who "don't like to read," and how to design optimizing any inquiry page for peak performance (and profit).

During this session, attendees will learn to:

- Identify the three most important elements on a landing page that drive the biggest results
- Utilize simple, intuitive, and free online tools to quickly set up tests that lead to more inquiries
- Explore using core analytics reports to troubleshoot problems and uncover new opportunities



Tuesday, July 25, 2023 *continued*

**Driving Flexible Workforce Strategies in the Digital Workplace (San Antonio B, 3rd Floor)**

[Michele Shelton, CDP, CPC](#)

The dynamic has shifted again. Many employers anticipated the future of work would be hybrid in 2021 and early 2022 at the latest; however, employees have resisted return-to-office (RTO) mandates. This new movement has forced businesses to re-evaluate workforce strategies, practices, and connections.

During this session, attendees will learn to:

- Understand how to prioritize employee well-being in a way that is effective and empowering
- Implement insights into redefining relationship building in a virtual environment
- Explore strategies for encouraging productivity and engagement in the digital workplace

3:00 – 4:00 PM: Educational Breakout Sessions\* (1 educational contact hour)

**Engaging (NOT VIRTUAL) Meetings (San Antonio A, 3rd Floor)**

[John Chen](#)

John is the author of the #1 Amazon Hot-New Release of Engaging Virtual Meetings. How did he get here? By being engaging long before virtual was a thing. Engagement continues to be the #1 challenge in-person, hybrid or virtual. Come benefit from John's 35 years of engagement and learn the latest in-person engagement tools and techniques!

During this session, attendees will learn to:

- Design for engagement
- Utilize at least 3 specific tools for in-person engagement
- Engage even more at their next in-person event

**Storytelling vs Selling: Why Storytelling Takes your Business to the Next Level (Dallas A3, 1st Floor)**

[Brian Green, CMP, CMM](#)

In today's business environment, having excellent communication skills stands at the top of the list of the most important sales tools that businesses and professionals can cultivate and utilize. By ditching the old ideas of "sales" and mastering the art of storytelling as a form of communication you will connect more, close more sales, retain more clients, and develop long-term valuable relationships because of the connections formed and trust earned.

In this session, attendees will learn to:

- Format reels with calls to action
- Create reels that generate interaction
- Position themselves as leaders in the industry using short videos



Tuesday, July 25, 2023 *continued*

**Industry Advocacy: What's Next - Presented by the NACE National Advocacy Committee**  
(Dallas A2, 1st Floor)

[Jamie Adams, CPCE](#)

[Nicole Benvenuti](#)

[Bobbi Brinkman](#)

[Megan Estrada](#)

The events industry is powered by a diverse range of businesses and professional specialists. Coming together to advocate for the industry means first understanding the common and unique business and regulatory challenges faced by our constituents. From workforce to health and safety, to industry identity, we have multiple opportunities to collaborate toward the future of catering and events. Attend this session and help build a shared understanding of the issues we face, and what events industry advocacy can mean. You will leave with a greater understanding of how you can take part in keeping our industry front-of-mind with civic leaders, legislators, and regulatory bodies. The session is designed to allow direct audience participation in a facilitated discussion. Find out where you fit in and how we can help you and your business.

During this session, attendees will learn to:

- Gain a better understanding of the different forms industry advocacy can take
- Help form a shared understanding of our advocacy opportunities and issues
- Understand how you can advocate for catering and events

**How Will You Exit: Tips for Business Succession Planning** (San Antonio B, 3rd Floor)

[Allison Cochran](#)

You've most likely dedicated significant time and energy to visioning your business, executing your vision, and even writing up a business plan for the growth of your business. Yet far fewer business owners put the same amount of effort into planning for their company's continued success following their retirement, death, or incapacity. Not planning for the future of your business after you retire, become incapacitated, or die could have potentially disastrous consequences for you, your clients/customers, and your family. Creating a comprehensive succession plan as part of your overall estate plan is every bit as critical as any other planning you do for your business, if not more so. To ensure your company continues to prosper once you are no longer in the picture, Allison will share tips for developing a sound business succession plan.

During this session, attendees will learn to:

- Identify what business succession planning means and identify the different types of succession
- Consider the proper questions in their business succession plan
- Implement tips on creating the best exit strategy

Tuesday, July 25, 2023 *continued*

**NACE One Awards Program and Celebration Party (Program - Dallas D, 1st Floor; Celebration Party - Chapparral, 38th Floor)**

\*Conference Plus Pass holders get early access at 6:30pm!

This year's event reimagines what an awards ceremony can be! Cheer on the winners of the NACE One Awards in a formal seated awards show. Following the program, celebrate and dance into the evening with the winners in the high energy Celebration Party with food, drink and entertainment. Reception dinner and three drink tickets are included with your ticket price.

To elevate your program and party experience, consider upgrading to VIP table seating with table service or adding the All-Inclusive Beverage Package during the Celebration Party.

*\*Educational content eligible for contact hours toward CPCE application or recertification. Maximum number of educational contact hours for the 2023 NACE Experience Conference is 11.*