

IAVM SENIOR EXECUTIVE SYMPOSIUM
April 22-24, 2024
Georgetown University, Washington, D.C.

Scheduled Education Seminar Topics

Monday, April 22 Sessions

9:15-10:45: Performance Management:

Performance Management in the Modern Age: Moving from Transaction to Transformation –
Andrew Marshall

In a complex, fast-paced, hybrid environment, the day-to-day needs of leading people can get lost amid the urgent fires to fight and decisions to make. Yet, when done well, effective performance management can enhance employee engagement and improve organizational results more than anything else.

In this interactive session, leaders will learn techniques and gain tools for the day-to-day work of leading people through performance management. How might leaders help their people set effective performance goals? What does a productive one-on-one check-in look like? What can leaders do to create a psychologically safe environment, where feedback is motivating and accountability is high? And how might leaders do all this in a speedy, global, hybrid environment?

This session draws from the best research and experience to answer these questions and more. Leaders will leave ready to engage their workforces in new ways for improved performance.

11-12:15: Communicating Strategic Goals:

Your Organization, Your Voice: Thought Leadership in Action –
Carol Blymire

Thought leaders inspire by creating conversations that deliver value for individuals and organizations. Join Carol Blymire, Georgetown's Faculty Director for Public Relations and Corporate Communications, for this interactive seminar that will help you get clear on your professional voice and expertise, your point of view, and how you can best personify and communicate your organization's strategic goals to audiences that matter most.

1:30-3: Business Strategy:

The Strategy Pyramid –
Dr. Michael McDermott, PhD

In this session we explore the actions and practices that successfully develop and implement a strategy and those that doom a strategy to mediocrity or failure. There are five necessary components in the Strategy Pyramid. Each component is necessary for successful development and delivery of an organization's strategic approach to its market(s) and most importantly to the customers. There are wide gaps in employees (at all levels) understanding of what is needed to build and deliver a successful ever green strategic plan. We will examine four basic myths companies embrace that guarantee far from optimal strategic results. All successful strategies address a critical question; "what do our customers/users want or need?" Then, "what unique products, services and capabilities do we need to meet their requirements?" Of course, any business school lecture on strategy must review Porter's five forces. We will explore how KPIs are the building blocks of strategy implementation and evolution. We will discuss how to best construct KPIs that support the overall strategy.

Our exploration of strategy will begin with two core questions: (1) “Can you summarize your company’s strategy in 35 words or less?”; (2) If so, “would your colleagues describe it the same way?”.

3:15-4:45: Revenue Generation:

From Acme to Apex: Strategies and Solutions in Revenue Generation for Venues and Events –
Marty Conway

Leaders of venues and events have recurring needs to generate revenue beyond event day proceeds. This session, in workshop format, will examine and explore the methods and practices which can help your teams achieve the best possible outcomes in sponsorship.

Tuesday, April 23 Sessions

9:15-10:45: Diversity and Inclusion:

DEI Reimagined: Forging the Path to Sustainable Inclusivity –
Sherron Washington

As leaders at the forefront of organizational change, you understand the critical importance in addressing initiatives that shape the future of success for your company. Join us for this dynamic session that provides strategies to pave the way for a more equitable, diverse, and inclusive tomorrow for your organization. This session will challenge traditional notions of DEI and dive into the evolving landscape of inclusivity to uncover conventional approaches and explore innovative strategies to create sustainable inclusivity within your organization. Through thought-provoking discussions, practical insights and engaging activities, we'll navigate the challenges to implementing inclusivity initiatives, while rethinking the way to execute lasting change.

11-12:15: Media Training:

Digital Marketing and its Role in Brand Building –
Kurt Kehl

A foundational understanding of the continually evolving digital landscape and how leveraging core digital marketing principles can drive business growth. A strategic look at approaches for connecting with target audiences as well as attracting, engaging and converting new customers to build your brand.

1:30-3: Contract Negotiation:

Building Your Legal Toolkit: Practical Legal Advice for Venue Managers –
Amy Minniti and Brian Rothenberg

It's safe to say that all of you have much more fun and dynamic days at work than we do, but, unfortunately, legal issues abound in the field of venue management and all good managers must be in lockstep with their legal counsel! In our presentation, we will cover three important areas of venue management that require legal acumen: negotiating event license agreements; interacting with government officials; and advertising on social media. We don't plan to bore you with academic information, but rather provide you with practical advice that will help you perform your fun jobs in a more legally conscious way.

3:15-4:45: Venues and Destination Districts:

Regional Venues as Drivers of Local Residential Communities? –
Michael Stevens and Steve Moore

This session will explore the residential impact of large sports and cultural venues in Washington, D.C. and the challenges associated with fostering thriving local neighborhoods which simultaneously serve as regional destinations. Michael and Steve will provide insight into the role of place management organizations and the manner in which they have coordinated with venue managers. Speakers will reflect on the integration of the Washington Nationals ballpark, Audi Field, Arena Stage and The Anthem concert venue, all of which have been anchors to the creation of new residential communities in Washington, D.C.

Wednesday, April 24 Sessions

9-11: Marketing:

DIY Marketing: Elevate Your Brand and Boost Your Reputation –
Dr. Wendy Zajak, PhD

Standing out in today's crowded and complicated marketplace is harder than ever. Venues are faced by too many ways to market and too little time or budget to execute effectively. This action-packed interactive, hands-on workshop will explore how to find your unique value proposition, think about audience segmentation in a new and actionable way, craft compelling messaging that captures the attention of your audience and choose the right marketing channels to reach your audience where they are and maximize your venue's reputation. Participants will leave with actionable ideas, insights and strategies to enhance their marketing efforts.

11:15-12:15: Artificial Intelligence:

Transforming Business with AI –
Ani Matson

Ani Matson will lead a cutting-edge exploration into the realm of artificial intelligence and its profound impact on business strategy and operations. She will delve into the dynamic world of AI, highlighting its potential to revolutionize industry practices and create unprecedented opportunities for growth.

As AI redefines the boundaries of what's possible, senior executives will gain valuable insights into leveraging this powerful technology to optimize marketing strategies, enhance decision-making, and foster innovation. Attendees will discover practical applications of AI that offer a competitive edge, backed by real-world examples.

Whether you're an AI novice or an enthusiast, this session promises to illuminate the path for integrating AI into your business framework, ensuring you stay ahead in today's rapidly evolving marketplace. You'll be part of the conversation that sets the direction for the future of business innovation.

1:30-3: Strategic Networking:

Strategically Using Connections to Benefit You and Your Company –
Dr. Shonna Waters, PhD

In today's interconnected world, building strong connections is the key to unlocking personal and professional growth. This interactive session explores the fundamentals of strategic networking, emphasizing the importance of meaningful relationships. Attendees will learn how to initiate conversations, cultivate authentic connections, and navigate networking events with confidence.

Dr. Shonna Waters will share research-backed insights and practical strategies for identifying valuable connections, establishing trust, and fostering a network built on reciprocity. Discover how strategic networking can propel your career and positively impact organizational goals. Whether you're new to networking or seeking to enhance your skills, this session offers actionable tools for creating a powerful network that fuels long-term success.

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IAVM's Senior Executive Symposium returns to Georgetown University in Washington, D.C. with three illuminating days of enlightening and interactive content that will be delivered by some of Georgetown's most dynamic and esteemed faculty and by D.C. area subject matter experts. Venue management executives from all sectors will advance their knowledge and organizational skills from an array of inspiring approaches and practical solutions to topical subjects and daily challenges.

It will all be in the Nation's Capital: three invigorating days of executive education hosted by one of America's leading higher education institutions that should not be missed.