



IAVM SENIOR EXECUTIVE SYMPOSIUM
April 21-24, 2024
Georgetown University, [School of Continuing Studies](#)
640 Massachusetts Ave NW, Washington, DC 20001

Schedule

Sunday, April 21

5:00-6:30: SES Registration & Opening Reception @ The [Dubliner](#) (next to [Royal Sonesta Hotel](#))

Monday, April 22

8:30-9:00: Breakfast at the Georgetown School of Continuing Studies Campus

9:00-9:15: Welcome & Opening

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.

12:15-1:30: Lunch

1:30-3:00 Business Strategy:

Key Indicators for Aligning Business Decisions with Strategies –
Dr. Michael McDermott, PhD

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.

4:45-5:00: Final Thoughts for the Day

Evening: Small Group Dinners on Your Own

Tuesday, April 23

8:30-9:00: Breakfast at the Georgetown School of Continuing Studies Campus

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.

12:15-1:30: Lunch

1:30-3:00: Contract Negotiation:

Best Tactics for Negotiating and for Getting Out of Difficulties –
Amy Minniti

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

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

4:45-5:00: Final Thoughts for the Day

5:30-8:00: Tour & Reception at Walter E. Washington Convention Center, Hosted by Events DC.

Wednesday, April 24

8:30-9:00: Breakfast at the Georgetown School of Continuing Studies Campus

9:15-11:15: 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.

11:30-12:30: Artificial Intelligence:

The Basics and the Business of AI –
Ani Matson

12:30-1:30: Lunch

1:30-3:00: Strategic Networking:

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

3:15-4:00: Closing Session/Final Thoughts for the 2024 Symposium

6:45-9:30: Networking Event – Nationals v LA Dodgers

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