


AGENDA Presents

BEST EVENTS EXPO 2009

CHICAGO



AGENDA-AT-A-GLANCE JUNE 10, 2009

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| 8:00-9:00 a.m. | REGISTRATION & BREAKFAST | | <p>EXPO HALL OPEN: 10:15 a.m - 3:15 p.m</p> <p>Explore the Best Event Venues, Suppliers and Resources at the Expo Hall</p> |
| 9:00-10:00 a.m. |  OPENING KEYNOTE PRESENTATION: Joe Wagner, CEO, XA The Experiential Agency | | |
| 10:00-10:45 a.m. | OPENING RECEPTION IN EXPO HALL | | |
| | BUDGETING & STRATEGY | CONTENT & MESSAGE | |
| 10:45-11:30 a.m. | Straight to the Top: 10 Success Strategies for Women in Business | Making Meetings Memorable and Motivating | |
| 11:45 a.m.-12:30 p.m. | How Planners Can Optimize Vendor Relationships | Using Events and Catalysts for Ongoing Customer Relationships | |
| 12:30-2:00 p.m. | LUNCH IN EXPO HALL | | |
| 2:00-2:45 p.m. | Roadmap to Successful Vendor Negotiations | Next Generation Meetings: Cause Tie-ins that Strengthen Events | |
| 2:45-3:15 p.m. | AFTERNOON REFRESHMENT BREAK IN EXPO HALL | | |
| 3:15-4:00 p.m. | Design Trends 2009 | Targeting High-End Clients | |
| 4:15-5:00 p.m. | Workshop: How to Green Your Events | How to Bulletproof Your Event Portfolio | |

REGISTER TODAY! www.BestEventsExpo.com