

BEST EVENTS EXPO NEW YORK

AGENDA-AT-A-GLANCE MARCH 16, 2010

8:00-9:00 a.m.

REGISTRATION & BREAKFAST—Lenox Ballroom

9:00-10:00 a.m.



OPENING KEYNOTE: BACK TO THE FUTURE, Leigh Reeves, Philips
Empire Ballroom

EXPO HALL OPENS: 10:00 a.m.—Metropolitan Ballroom

10:00-10:45 a.m.

OPENING BRUNCH RECEPTION IN EXPO HALL—Metropolitan Ballroom

10:45-11:30 a.m.

PROFESSIONAL DEV.
Empire Ballroom, West

Sponsored by



HOW WE DID IT
Empire Ballroom, East

YOUSESSIONS
Metropolitan Ballroom Stage

11:45-12:30 p.m.

Social Media:
Get It, Got it... Good

Museum of Modern Art:
Thriving by Change

Designing Events and
Meetings: From Idea
Through Breakdown

11:45 a.m.-
12:30 p.m.

The Green Scene:
Improvements and
Enhancements

Memorial
Sloan-Kettering:
The Art of the Fundraiser

Venue Selection:
Right Place, Right Time

12:30-1:45 p.m.

LUNCHEON IN EXPO HALL—Metropolitan Ballroom

1:45-2:30 p.m.

What's Next:
8 Trends to Bet On

Baron Capital:
Customer is King

Planner Productivity:
Getting More Efficient...
and Effective

2:30-3:15 p.m.

AFTERNOON REFRESHMENT BREAK IN EXPO HALL—Metropolitan Ballroom

EXPO HALL CLOSES: 3:15 p.m.

3:15-4:00 p.m.

Attendee Marketing:
Best Practices Packing
'Em In

Tight Budget + Creative
Approach = Big Impact

4:15-5:15 p.m.



**CLOSING SESSION & RECEPTION: POWER PLANNERS:
AGENTS OF CHANGE**—Empire Ballroom, East