

EDUCATION DAY & ACE AWARDS

November 9, 2020

12:00 - 12:50 pm EST

Login & Networking

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12:50 - 1:00 pm EST

Welcome

1:00 - 2:00 pm EST

Resilience Workshop

Speaker: Tia Graham

2:45 - 3:15 pm EST

**NYU Workshop – Reinventing Engagement During a Pandemic:
How We Designed the Uforia Livestream Concert**

Speaker: Professor Evan Korn

3:30 - 4:15 pm EST

DEI: Reflection, Resilience, Reinvention

Speakers: Derrick Johnson, Valerie Sumner

4:30 - 5:15 pm EST

The Future is Hybrid

Moderator: Eva Saha

Panelists: Jessica Berman, Manni Sehmbi,
Alan Steel, John Williams

EDUCATION DAY & ACE AWARDS

November 10, 2020

10:00 - 11:00 am EST

Login & Networking

my-virtual-events.com/NY-PCMA



11:00 - 11:30 am EST

Why the Meetings Industry Will Survive

Speaker: Professor Timothy Devinney

1:00 - 1:30 pm EST

**NYU Workshop – Event Entrepreneurship in Trying Times:
Tips, Tools and Practices to Help You Lead and Grow**

Speaker: Professor Adrienne Garland

1:45 - 2:30 pm EST

Play with a Purpose!



3:00 - 3:35 pm EST

Compose Your World

Speaker: Kai Kight



4:00 - 4:30 pm EST

Interviewing as a Life Skill: An Actor's Perspective

Speakers: Stephanie Courtney, Stacey Courtney

5:30 - 6:00 pm EST

ACE Awards

Resilience Workshop

November 9, 2020

1:00 pm – 2:00 PM EST

Session Description

In this workshop, participants will learn the key components of staying strong, being able to bounce back, and emotional wellbeing. Participants will learn proven ways to increase resilience and emotional balance during this challenging time. They will walk away with activities to work through challenging and unpleasant emotions. The workshop will include teachings, personal stories, the results of studies, and activities that they can take back into their personal and professional lives.



Tia Graham Biography

Tia Graham is a Speaker, Inspirationist, and the Founder of Arrive At Happy. She has worked with dozens of global companies such as Goldman Sachs, Hilton Hotels and Kashi to elevate engagement and drive bottom line results. With multiple certifications in neuroscience, positive psychology, leadership coaching, and employee morale she has supported leaders for four years at Arrive At Happy. Prior to running aah!, she led sales & marketing teams at luxury hotels in the United States and Turkey for brands such as W Hotels, Westin, and The London. She has a Business Degree in Tourism from The University of Hawaii. She is widely regarded by the corporate happiness community and is a speaker at the annual World Happiness Summit. Her insights have been featured in national publications like Forbes, The Los Angeles Times, Well + Good, and Yoga Journal. As a Certified Chief Happiness Officer, she can help CEOs and Chief People Officers with Leadership and Employee Engagement to Experience Positive Culture Transformation through utilizing her evidence-based aah! Business Accelerator Program.



ARRIVE AT HAPPY

NYU Workshop

Reinventing Engagement During a Pandemic: How We Designed the Uforia Livestream Concert

November 9, 2020

2:45 – 3:15 PM EST

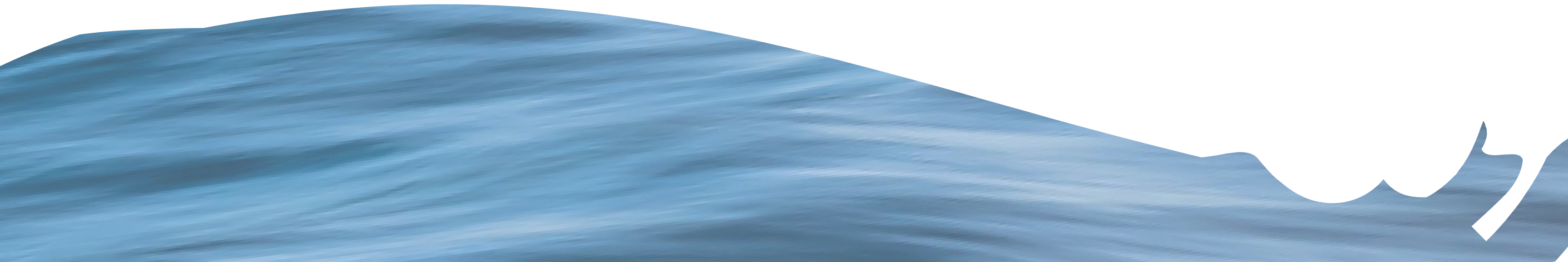
Session Description

Coming soon



Evan Korn Biography

Evan is the Managing Partner and CEO at IDEKO, a New York based experiential production company focused on designing, building, and permitting interactive and innovative consumer experiences for world-renowned brands and agencies. At IDEKO, Evan is responsible for leading the firm's overall operational and growth strategy, as well as logistics and planning for live event productions. Previously, Evan served under two NYC mayors, starting out in the Mayor's Community Assistance Unit as Special Assistant to the Commissioner and Director of Special Projects. Evan quickly ascended up the ranks to serve as Deputy Manhattan Borough Commissioner, and the Assistant Commissioner of the NYC Department of Transportation soon after. Evan was tapped by Mayor Michael R. Bloomberg in 2007 to create the first ever Citywide Event Coordination and Management office and serve as the Inaugural Executive Director. In this role Evan served as the primary Mayoral authority on all events that effected or utilized public property within the City of New York. Evan currently serves as an adjunct professor at NYU's Jonathan M. Tisch Center of Hospitality in the Masters of Event Management Program.



DEI: Reflection, Resilience, Reinvention

November 9, 2020

3:30 – 4:15 PM EST

Session Description

In a collaborative discussion, presenters will take an insightful look at DEI in the business events industry. Together we will reflect on DEI, reclaim resilience, and reinvent the future of our industry. Purposeful dialogue and creative solutions require multiple perspectives: all are welcome and encouraged to join the conversation!



**Derrick M. Johnson, II, CMP, DES,
PCMA Board of Directors
Chair, LGBT Meeting
Professionals Association**



**Valerie Sumner
PCMA Board of Directors
Chair, PCMA Foundation**

Click [HERE](#) to learn more about our speakers

The Future is Hybrid

November 9, 2020

4:30 – 5:15 PM EST

Session Description

We all know that the future of meetings and events will look different, but what will this really mean in our new reality? Join our The Future is Hybrid panel to learn about how New York City is preparing to welcome groups back to its venues. This session will spotlight various venues, large and small, and their plans to host meetings, conventions, and events safely and effectively. By introducing hybrid hosting programs, venues are reinventing the meeting experience to accommodate both remote and in-person attendance.

Learner's Outcomes:

- Understand the new capabilities of meeting venues
- Discover recent successful hybrid events
- Identify new strategies and opportunities for planning in-person events



Eva Saha

Professional Host & Moderator



Jessica Rothstein Berman, CMP
VP of Sales & Marketing
Manhattan Center



Alan Steel
President & Chief Executive Officer
New York Convention Center



Manni Sehmbi
Director of Sales, New York
etc.venues



John Williams
President
American Guest USA

Click [HERE](#) to learn more about our speakers

Why the Meetings Industry Will Survive

November 10, 2020

11:00 – 11:30 AM EST

Session Description

The session will discuss why F2F human interaction is critical to profession and societal development and how the pandemic, while a short term shock to the industry, may lead to a better model of interaction between professionals in meetings.



Professor Timothy Devinney Biography

ETimothy Devinney (BSc CMU; MA, MBA, PhD Chicago) is Chair and Professor of International Business at Alliance Manchester Business School. He is also the Director of the DBA programme and the A/Dean (International). He has held positions at U. Chicago, Vanderbilt, UCLA and Australian Graduate School of Management and the University of Leeds been a visitor at many other universities. He has published 12+ books and 100+ articles in leading journals. He is a fellow of the Academy of Social Sciences, the Royal Society of Arts, Academy of International Business, and an Alexander von Humboldt Research Awardee and Fellow. He has served on the executive of a number of academic associations as well as corporate and charity boards. He regularly consults with major corporations across the globe.

NYU Workshop

Event Entrepreneurship in Trying Times: Tips, Tools and Practices to Help You Lead and Grow

November 10, 2020

1:00 – 1:30 PM EST

Session Description

Seeing opportunity in the face of uncertainty is one of the key elements of an entrepreneurial mindset. Further, taking action and learning from those actions is what can turn an opportunity into a lucrative venture. While many of us are feeling the pressures of the multitude of looming unknowns, those who can embrace the growth mindset, a spirit of inquisitiveness, and a mind that's open to possibilities can not only survive, but grow and lead, no matter what.



Adrienne Garland Biography

Adrienne Garland is an entrepreneurial leader, conference producer and sought-after marketing consultant who works with the most powerful female entrepreneurial leaders through her media platform and podcast network where her influence inspires thousands of women to aspire to business success. At the feet of her grandfather, Adrienne first learned the rules of entrepreneurship, and in several jobs through college, she honed her intuition, business edge, and agency. She earned an MBA from the NYU Stern School of Business, and serves in a leadership role with the Stern Women In Business Alumnae Committee. Adrienne is also an adjunct professor of Entrepreneurship and Business Plan Development at the NYU Tisch Center of Hospitality. Adrienne honed her leadership, marketing and business development skills via senior leadership roles at PricewaterhouseCoopers, PR Newswire and Cablevision prior to founding She Leads Media – which has hosted the most engaging women's entrepreneurship & leadership conference in Manhattan for 7+ years.

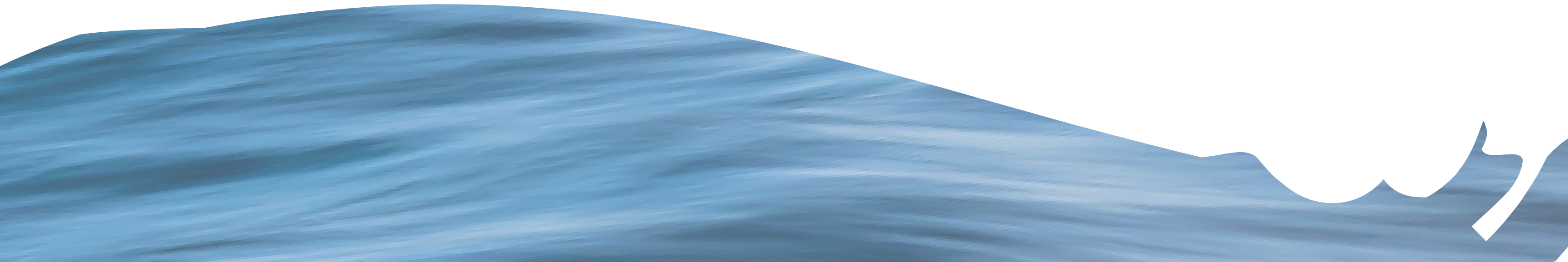
Play with a Purpose!

November 10, 2020

1:45 – 2:30 PM EST

Session Description

Get ready to play your way to learning more about how to turn watchers into participants. The game will give you great ideas on how to make your conference more conversational, connected and relevant. Join us on your computer, but have your phone or tablet ready to go (gotta keep hands busy, right?)



Compose Your World

November 10, 2020

3:00 – 3:35 PM EST

Session Description

In this time of rapid change and disruption, there lies, in front of each of us, a blank page on which we can compose our future. In music, the composer must not only reimagine what's possible, but they must also make revisions along the way. This interplay between "moving forward" and "looking back" is what allows the composer's vision to reach its highest potential. In his music-infused presentation, violinist Kai Kight will explore how individuals can embody this spirit of a composer in order to spark reinvention in their lives and work in the events industry. Audience members will leave inspired to:

- reimagine old habits and routines
- improvise in moments of chaos
- examine past decisions and make adjustments



Kai Kight Biography

As a classical violinist turned innovative composer, Kai Kight uses music as a metaphor to inspire individuals and organizations across the world to compose paths of imagination and fulfillment. Inspired by his own mother who, when diagnosed with cancer, revealed regrets of not bringing her ideas to the world, Kai is on a mission to spark a global mindset shift in which ingenuity is the norm, not the exception. In his emotionally powerful presentations, Kai performs mesmerizing original music and vulnerably shares stories from his own transformation as an artist. Kai translates these insights into takeaways that audiences can easily infuse into their own lives and work environments.

Sponsored by:



Gotham Artists

Interviewing as a Life Skill: An Actor's Perspective

November 10, 2020

4:00 – 4:30 PM EST

Session Description

Understanding the role and rehearsing lines are just a few parallels between interviewing and auditioning. Stephanie Courtney, actor, comedian, improv artist, and most widely known for her role as Flo from the Progressive Insurance commercials, will discuss staying resilient in a competitive environment and how acting techniques can help land your next role.

Learner's Outcomes:

- Effective job interview skills using improv
- Listening and applying feedback
- Being prepared, authentic, and committed



Stephanie Courtney Biography

Stephanie Courtney is a comedic actress who has appeared in shows such as Mad Men, The Goldbergs, You're The Worst, and Comedy Bang Bang among many others. She is best known, however, for her portrayal of Flo the Progressive Insurance lady for over a decade. An alumni of The Groundlings sketch and improv theater, she performs regularly in their Wednesday night long form improv show, The Crazy Uncle Joe Show (Now on Zoom because... you know... *hugs a Lysol wipe*). She is also, and most importantly, Stacey Courtney's sister!

Moderator:



Stacey Courtney
NYPCMA President

Let's Celebrate !

November 10, 2020

5:30 – 6:00 PM EST

