

ISES Eventworld 2011 | August 4 – 6, 2011 | St. Louis Union Station Marriott Bootcamp for Emerging Event Professionals Schedule

**The following agenda includes information for Bootcamp Only Pass registrants. Breakfast will be provided on Friday and Saturday. Lunch will not be provided. Additional information for Bootcamp & Networking Pass registrants immediately follows.*

THURSDAY, AUGUST 4

ALL DAY

ISES Connections Lounge

1:00pm – 1:45pm

Introduction

- *Attendees will meet their mentors and will be broken up into groups depending on their area of interest (corporate, social, fundraising)*

2:00pm – 3:30pm

Attend Opening General Session

The Original Social Media – Don Neal, Leading Authorities Inc.

4:00pm – 5:30pm

Attend General Session

Demystifying Virtual Events – Kathy Sulgit, Cisco Systems, Inc.

FRIDAY, AUGUST 5

ALL DAY

ISES Connections Lounge

7:30am – 8:30am

Breakfast for Attendees

8:30am – 10:00am

ISES Annual General Meeting & Spirit of Excellence Awards

10:15am – 12:15pm

How to Interview A Prospective Client

- *Attendees will learn the proper techniques required to interview a prospective client. This portion will include actual live experiences interviewing clients and attendees will receive an interview template that can be brought back to their company for use in their own work environment.*

12:15pm – 1:30pm

Lunch (on your own)

1:30pm – 3:45pm

The Site Inspection and Vendor Interaction

- *Attendees will take part in an actual site inspection and will have the opportunity to interview the various participants of the inspection (Convention Service Manager, Venue Sales Rep, Catering Rep, Engineering, etc).*
- *Attendees will also have the opportunity to interview and question the various outside vendors that make up a typical special event (entertainment, production support, décor, and floral.*
- *Attendees will receive a site inspection template as a take-away.*

4:00pm – 5:15pm

Attend General Session

The Experience Marketing Imperative – David Rich, George P. Johnson

SATURDAY, AUGUST 6

ALL DAY

ISES Connections Lounge

8:00am – 9:00am

Breakfast for Attendees

9:15am – 10:15am

Introduction to Production Schedules

- *Attendees will learn the proper techniques for producing a production schedule for their hypothetical event. Attendees will receive a production schedule template for reference.*

10:30am – 11:45am

Creative Writing

- *A guest speaker will demonstrate the importance of proper writing skills as it applies to describing your event and/or product.*

11:45am – 1:00pm

Lunch (on your own)

1:00pm – 3:45pm

The Big Finish

- *Attendees will write their hypothetical proposal with their teammates, and then will give an oral presentation to their prospective “client”.*
- *Attendees will receive a proposal template that can be brought back to their company for use in their work environment.*

4:00pm – 5:00pm

Assist in setting up for the Esprit Celebration

5:30pm - 7:30pm

Listen to Esprit Awards on Clear-Com

7:30pm - 10:30pm

Attend a separate pizza party download with their mentors

**The following includes additional networking events for Bootcamp & Networking Pass registrants.*

THURSDAY, AUGUST 4

7:00pm – 10:00pm

Welcome Event at the City Museum

SATURDAY, AUGUST 6

7:30pm - 11:30pm

Attend Esprit post-awards dinner as Guest