

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 – Grand Ballroom Foyer C
- 1:00pm – 1:45pm** **Introduction** – Jeffersonian/Knickerbocker
- 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** **Opening General Session** – Grand Ballroom E/F
The Original Social Media – Don Neal, 360 Live Media
- 4:00pm – 5:30pm** **General Session**– Grand Ballroom E/F
Demystifying Virtual Events – Angie Smith, INEXPO

FRIDAY, AUGUST 5

- ALL DAY** ISES Connections Lounge – Grand Ballroom Foyer C
- 7:30am – 8:30am** **Breakfast for Attendees**– Grand Ballroom Foyer C
- 8:30am – 10:00am** **ISES Annual General Meeting & Spirit of Excellence Awards** – Grand Ballroom E/F
- 10:15am – 12:15pm** **How to Interview A Prospective Client**
Jeffersonian/Knickerbocker
- 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** – Jeffersonian/Knickerbocker
- 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** **General Session** - Grand Ballroom E/F
The Experience Marketing Imperative – David Rich, George P. Johnson

SATURDAY, AUGUST 6

- ALL DAY** **ISES Connections Lounge – Grand Ballroom Foyer C**
- 8:00am – 9:00am** **Breakfast for Attendees – Grand Ballroom Foyer C**
- 9:15am – 10:15am** **Introduction to Production Schedules – Jeffersonian/Knickerbocker**
- *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 – Jeffersonian/Knickerbocker**
- *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 – Jeffersonian/Knickerbocker**
- *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** **Esprit Celebration Set-up - Grand Ballroom E/F**
- 5:30pm - 7:30pm** **Listen to Esprit Awards on Clear-Com - Grand Ballroom E/F**
- 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** **Esprit post-awards dinner as Guest - Grand Ballroom E/F**