

8th Annual

# WORKSHOP

Innovation & Technology - November 18, 2016

#ecnworkshop

**8:00 a.m. Registration and Continental Breakfast**

**9:00 a.m. Welcome and Announcements**

**9:15 a.m. Keynote Session / Tess Vismale / Becoming a Productivity Ninja with Technology Tools / Ballroom**

Legend has it that in ancient Japan, ninja training included invisibility, walking on water, and control over the natural elements. At times, the role of the meeting and event planner seems to require these skills and more. But when it comes to technology, we often forget our ninja strength and become overwhelmed and frustrated. This tech session is about empowerment and understanding how to use technology to meet our goals.

**10:15 a.m. Morning Break**

**10:30 a.m. Morning Breakout Sessions  
Steven Norris / Social Media Action Lab:  
The Good, The Bad, and The Totally In-  
teractive / Conference Room A**

In this session, we will take a deeper dive into how to craft and develop better content. Bring your laptops, phones, or other devices to create social graphics and engage with a live tweet with other educators and PR professionals to get a sense of creating an engaged audience.

**PSAV / Emerging Technology  
Applied / Conference Room B**

Join audio visual experts, PSAV, to experience some of the emerging trends in technology and explore production basics. Become more confident in audio visual basics with hands-on trouble shooting.

**Tess Vismale / Becoming a Productivity  
Ninja, Part 2 / Conference Room 2**

This session will support your ninja prowess with mobile apps, useful gadgets and other tactics to keep teams organized and efficient in a digital culture, whether in the office, or off campus. Become empowered by developing confidence when approaching new technologies.

**11:45 a.m. Buffet Lunch / 12:45 p.m. ECN Open Forum & Group Photo  
Ballroom**

**1:15 p.m. Plenary Session / Adrian Klemme / Innovative Thinking Strategies / Ballroom** So what do a termite mound and a skyscraper have in common? What about garbage and Beethoven? And did you know NASA is the king of water fights? In this session we will explore how seemingly disparate thinking can be leveraged to elevate your events and programs. We examine how paper and glue revolutionized office and home productivity, and how fire retardant ignited a campus furry of fun. This interactive session will challenge you to think outside of the box as you prepare for your next event.

**2:15 p.m. Afternoon Break**

**2:30 p.m. Afternoon Breakout Sessions  
Eric Sembrat / You're Speaking  
Drupalese to Me: Navigating Web in a  
Technical Land / Conference Room A**

This session will demystify some of the most common questions about building a website both for Georgia Tech faculty/staff and beyond. Eric will cover the strategies to determine your core audiences, content areas, best practices for writing content and images/video.

**PSAV / Emerging Technology Applied / Conference Room B**

Join audio visual experts, PSAV, to experience some of the emerging trends in technology and explore production basics. Become more confident in audio visual basics with hands-on trouble shooting.

**Kristen Bailey / Promoting with Intention:  
Old and New Technologie That  
Can Make Your Event a Success /  
Conference Room 2**

Getting to the point of promotion is a feat in itself, but without proper promotion, an event will not be a success. This session will outline specific tools and resources at Georgia Tech for promoting your event, as well as tips for streamlining your event message.

**3:45 p.m. Workshop Wrap Up  
Ballroom**

# OUR SPEAKERS

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**Tess Vismale, CMP, DES / Chief Event Executioner / iSocialExecution, Inc.** Tess is passionate about smart technology for hospitality professionals. She's always on the road educating event professionals on the latest and greatest technologies, as well as practical tech solutions that can make their lives easier and more efficient. Tess is Chief Event Executioner for iSocialExecution, Inc.; Tech Evangelist with Dahlia+ and Speaker. She is the former Senior Event Lead, Atlanta Botanical Garden, Tech Evangelist with The Meeting Pool, and Conference Center Manager, Atlanta Technical College, where she served on the President's Leadership Team.



**Steven Norris / Manager, Social Media / Georgia Tech Institute Communications** Steven directs the social media program for Georgia Tech. During his tenure, Georgia Tech's social and digital media program has been ranked the #3 college in America on Facebook and #7 on Twitter, and that growth has been based on building meaningful engagement and great storytelling. Under Steven's watch, social platforms have grown over 300% on average. Georgia Tech's Facebook reached 4 million monthly, and the Twitter account generates 3.5 million monthly impressions.



**PSAV / Atlanta, GA** For more than 78 years, PSAV has been setting the standard for event technology services within the hotel, resort, and conference center industry, offering the expertise for everything from intimate gatherings to large conventions. PSAV's focus is on delivering innovative technology, combined with legendary customer service to ensure your satisfaction and that of your attendees. The national company has a depth of local resources, including hospitality professionals, technical experts, and extensive audiovisual inventory, who turn good into spectacular with ingenuity and inspiration.



**Adrian Klemme / Consultant / Georgia Tech Office of Strategic Consulting** Adrian Klemme currently works as a consultant at Georgia Tech Strategic Consulting and has spent the past 10 years working in private and public higher education institutions. In his current role he is involved with projects that focus on organizational development, change management, leadership development and strategic planning. Before joining Georgia Tech in July 2016, Adrian spent 3 years at the University of Georgia in the Office of Academic Planning and the Honors program. Prior to UGA he spent seven years at Brigham Young University where he was Associate Director and Leadership Coordinator in the Department of Student Leadership.



**Eric Sembrat / Web Manager / Georgia Tech College of Engineering** Eric Sembrat serves as the web manager for the College of Engineering at Georgia Tech. Eric's work focuses on leading campus wide initiatives to make web easier, flexible, and more adaptive to the varying needs of campus stakeholders. He leads the Atlanta Drupal User's Group and USG Web organizations, serves on WPCampus and Drupal Association for annual web conference planning, and serves on various committees and councils on campus. Outside of work, Eric and his fiancée Sara enjoy exploring Atlanta and its various neighborhoods, events, and parks.



**Kristen Bailey / Campus Communications Manager / Georgia Tech Institute Communications** Kristen Bailey serves as campus communications manager for Institute Communications at the Georgia Institute of Technology, where she has been since 2010. She serves as editor of the Institute's two primary campus wide communications vehicles and works with communicators across campus to bring the most pressing and interesting news of Georgia Tech to students, faculty, and staff each day. She holds a degree in journalism from the University of Georgia's Grady College of Journalism and Mass Communication.