



**14th Annual Event Coordinators' Workshop
Agenda**

**Living Life in the Fast Lane: Innovation in
Event Management**

Wednesday, Jan. 18, 2023

8:30 a.m. – 3:30 p.m.

Georgia Tech Exhibition Hall

8:30 a.m. – Workshop check-in

Light breakfast will be available

9 a.m. – Keynote: Mastering High Stakes

Conversations

Karen R. Hilton, SHRM-SCP, CPC, PCC, ELI-MP

10:30 a.m. - Session One

**Preparing for the Open Road: Diversity, Equity,
& Inclusion Event Planning**

Johnathan Duke, Kennesaw State University

Gary W. Sergent, University of Georgia

Alexis Martinez, Georgia Tech

Carly Bloomingdale, Georgia Tech

Running Low on Gas: Maximizing Your Budget

Heather Hawes, CMP – Spelman College

11:30 a.m. - Session Two

Nuts & Bolts to a Great Event

Toni Friday, Alliance Theater

Marion Welsh, Cobb Galleria

William Fogler, WM Events

Filling the Stands: Event Marketing 101

Speaker to be announced.

12:30 p.m.- Workshop Luncheon

1:45 p.m. - Session Three

**Super Speedway Events: Large Scale Event
Production**

Michael Kloss, CMP – Emory University

**Planning for a Pit Stop: Why Operations Plans
are so Critical**

Alex Ortiz, Georgia Tech

**2:45 p.m. – Recharge and Refuel: Networking
and Vendor Fair**

Network with colleagues and meet Georgia
Tech approved vendors over light refreshments.

Vendors will be updated soon.

3:30 pm – Workshop Closing