

# The 2026 Event Coordinators' Workshop Agenda

Wednesday, Jan. 28

9:00 a.m. – 3:30 p.m.

Georgia Tech Exhibition Hall



**8:30 a.m.**

## **Workshop Check-In**

*Midtown Ballroom*

Light breakfast will be available

**9:00 a.m.**

## **Keynote: Discover Your Brilliance**

*Midtown Ballroom*

Dr. Patrice Buckner Jackson, EduCare  
Training and Consulting, LLC

**10:30 a.m.**

## **Breakout Session One**

### **Venue Smarts: How to Pick the Perfect**

### **Space and Set It Up for Impact**

*Centennial Room*

Christina Whitehead, CMP, corporate event &  
meeting planner/consultant

## **Planning Zero Waste Events**

*Home Park Room*

Kamilah Roberts, Georgia Tech  
Drew Cutright, Georgia Tech

**11:30 a.m.**

## **Breakout Session Two**

### **Launching a New Event for a Legacy**

### **Brand**

*Centennial Room*

Natalie Cabanas, Atlanta Track Club

## **Buzz-Worthy Event Design Trends**

*Kirkwood Room*

Leigh Simpson, WM Events

**12:30 p.m.**

## **Workshop Luncheon**

**1:45 p.m.**

## **Breakout Session Three**

### **Designing for IMPACT: Events that Engage, Inspire, and Deliver Results**

*Home Park Room*

Cynthia Culbreath, A Wonderful Change

## **Beyond the Scoreboard: Building Homecoming Traditions Without Athletics**

*Centennial Room*

Missy Poole, Emory University

**2:45 p.m.**

## **Vendor Showcase**

Balloonacy

Balloons Over Atlanta

BBJ Linens

Booker Promotions

Carlyle's

GT Catering

Magic Man Entertainment

Promo Entertainment

Time to Dine

**3:30 p.m.**

## **Workshop Closing**