

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