

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, MUSE Productions

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

Affairs to Remember

Alon's Bakery

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