



November 5–7, 2018 | Grand Hyatt Tampa Bay

MONDAY, NOVEMBER 5

- 8:00 a.m.-6:00 p.m. **Registration and Conference Concierge**
- 10:30 a.m.-5:00 p.m. **Golf Outing**
- 12:30 p.m.-1:30 p.m. **Lunch**
- 6:30 p.m.-7:30 p.m. **Opening Reception**
- 7:30 p.m.-9:30 p.m. **Dinner**
- 9:30 p.m.-11:30 p.m. **AVEC After Hours**

TUESDAY, NOVEMBER 6

- 7:30 a.m.-7:00 p.m. **Registration and Conference Concierge**
- 8:00 a.m.-9:00 a.m. **Breakfast**
- 9:00 a.m.-9:20 a.m. **Welcome Remarks**
David Labuskes, CEO, AVIXA
Jon Sidwick, Senior Vice President - Global, Maverick
- 9:20 a.m.-10:20 a.m. **Opening Keynote**
Introduced by Black Box
Matt Dixon, Chief Product and Research Officer, Tethr

A seasoned business researcher and best-selling author, Matt has been involved in dozens of original quantitative and qualitative research studies on topics ranging from customer experience strategy to customer service and sales effectiveness. Matt will set the stage for our customer-centric program with insight into the importance of understanding how customers see themselves and their own businesses.
- 10:20 a.m.-10:50 a.m. **Global Economic Outlook**
Andy Banerjee, Managing Principal of Business Analytics & Forecasting, IHS Markit



November 5–7, 2018 | Grand Hyatt Tampa Bay

As AVIXA’s main market intelligence partner, IHS Markit will leverage its extensive reach into global economic, social, and political trends to highlight the key factors likely to impact the behavior and mind-set of the AV industry’s customers in 2019 and beyond.

10:50 a.m.-11:10 a.m.

Networking Break

11:10 a.m.-12:00 p.m.

**AV Market Intelligence Report:
Emerging Trends by Industry Verticals**

Sean Wargo, Senior Director, Market Intelligence, AVIXA

AVIXA’s head of market intelligence will explore the specific opportunities created by macroeconomic trends through the lens of the latest Market Opportunity Analysis Reports.

Broken down by industry verticals, each report demonstrates the emerging trends for AV end users, including an increase in demand for **strategic partnerships** and an emphasis on **experience creation**.

12:00 p.m.-12:30 p.m.

A Look Ahead: Preview of Breakout Sessions

Margot Douaihy, Editor-at-Large, AV Technology

Jennifer Acevedo, Editor-in-Chief, VMSD Magazine

Malcolm Brown, Director of Learning Initiatives, EDUCAUSE

Moderator: Brad Grimes, Senior Director, Communications, AVIXA

12:30 p.m.-1:30 p.m.

Lunch

1:30 p.m.-5:00 p.m.

Breakout Sessions

Focus on Strategic Partnerships	Emphasis on Experience Creation
<p>The largest buyers of AV expect to work with a strategic technology partner who can help them deploy regionally, nationally, or globally beyond the needs of an individual room, meeting, building, or campus.</p>	<p>Live event, retail, and venue end users are increasingly tasked with delivering fresh, compelling experiences that are AV-centric, presenting new opportunities for expanding beyond technology supply to content creation and experiential design.</p>
<p>Targeted conversations with end users will illuminate needs for consistent branding,</p>	<p>End-user discussions will explore opportunities within installed systems and</p>



November 5-7, 2018 | Grand Hyatt Tampa Bay

<p>communication, and knowledge sharing in sharper detail to offer executives clear insight into corporate AV buyer priorities.</p>	<p>event production services across all forms of entertainment.</p>
<p>1:30 p.m.-2:30 p.m. Breakout #1</p>	
<p>Corporate Communications: The strategic integration of AV can transform the way people work. Workplace designers and strategists discuss critical elements in successful installations that streamline AV deployment and content management.</p> <p><i>Pushpa Gowda, Executive Vice President and Global Technology Engagement Director, JLL</i></p> <p><i>Kay Sargent, Senior Principal, Director of WorkPlace, HOK</i></p> <p><i>Session Chair: Margot Douaihy, Editor-at-Large, AV Technology</i></p>	<p>Retail: Dynamic, interactive AV technology bridges the physical retail space with the digital world. This space, where customers spend much of their time, allows retailers to provide social, entertainment, and shopping experiences customers can only get in store.</p> <p><i>Mat Gurda, Associate Director Interior Design, FRCH Design Worldwide</i></p> <p><i>Emily Webster, Head of Media Architecture, ESI Design</i></p> <p><i>Session Chair: Jennifer Acevedo, Editor-in-Chief, VMSD Magazine</i></p>
<p>2:30 p.m.-2:40 p.m. Changeover</p>	
<p>2:40 p.m.-3:40 p.m. Breakout #2</p>	
<p>Higher Education: Learning-space designers are creating new environments both formal and informal, to maximize the impact of AV experiences for better educational outcomes. Discuss AV's place in new learning and training methods, including interactive, discovery-based learning.</p> <p><i>Barbara Brandt, Manager, Classroom Technologies, Emory University</i></p> <p><i>Bryan Lewis, Assistant Dean for Technology & Operations, University of Virginia McIntire School of Commerce</i></p>	<p>Sports and Entertainment Venues: With a focus on deepening fan engagement, venues are using AV technology to deliver a compelling stadium experience and shift seamlessly from sports arena, to performance space, to hosting corporate meetings, brand launches, and parties.</p> <p><i>Mark Ouwerkerk, Director, Events and Staging, Americas, Christie</i></p> <p><i>Bill Dorsey, Founder and Chairman, Association of Luxury Suite Directors</i></p> <p><i>Jill Monaghan, Senior Project Designer, Generator Studio</i></p>



November 5-7, 2018 | Grand Hyatt Tampa Bay

<p><i>Phillip Long, Senior Scholar, Center for New Designs in Learning and Scholarship, Georgetown University</i></p> <p><i>Session Chair: Malcolm Brown, Director of Learning Initiatives, EDUCAUSE</i></p>	<p><i>Justin Wood, Sports Practice Director, Dimensional Innovations</i></p> <p><i>Session Chair: Dan Daley, Journalist</i></p>
<p>3:40 p.m.-3:50 p.m. <i>Changeover</i></p>	
<p>3:50 p.m.-4:50 p.m. <i>Breakout #3</i></p>	
<p>Hospitality: Technologists and designers for top hospitality brands share how they are using AV to re-imagine hotel and meeting spaces, enabling customization, localization, and personalization for guests within a consistent brand environment.</p> <p><i>Paul Chavez, Associate, User Experience/Technology Design, Arup</i></p> <p><i>Michael Judeh, CTS, Regional Director of Technology, Convene</i></p> <p><i>Pablo Henderson, Senior Director, Global Brand Marketing, W Hotels</i></p> <p><i>Session Chair: Kirsten Nelson, Vernacular LLC, Program Director for InfoComm Center Stage</i></p>	<p>Event Production and Activation: AV technology is at the heart of immersive experiences in live events. Explore how event producers are combining AV tech supply with experiential design elements to deliver compelling, engaging live events.</p> <p><i>Brad Berridge, Director of Sound Operations, Feld Entertainment</i></p> <p><i>Colleen Krynick, Vice President, Event Producer, Morgan Stanley</i></p> <p><i>Andy Merkin, Producer, Moment Factory</i></p> <p><i>Tati Pastukhova, Managing Director, ARTECHOUSE</i></p> <p><i>Session Chair: Beth Kormanik, Editor-in-Chief, BizBash</i></p>
<p>4:50 p.m.-5:00 p.m. <i>Return to Plenary</i></p>	

- 5:00 p.m.-5:10 p.m. **Closing Thoughts**
- 6:00 p.m.-9:00 p.m. **Reception and Dinner**
- 9:00 p.m.-11:00 p.m. **AVEC After Hours**



November 5–7, 2018 | Grand Hyatt Tampa Bay

WEDNESDAY, NOVEMBER 7

- | | |
|-----------------------|--|
| 8:00 a.m.-9:00 a.m. | Breakfast |
| 9:00 a.m.-9:10 a.m. | Welcome Back
<i>David Labuskes, CEO, AVIXA</i> |
| 9:10 a.m.-9:45 a.m. | Attendee Spotlight: Insights from Breakout Sessions
Attendee-generated takeaways and action items from the breakout sessions.
<i>Sean Wargo, Senior Director, Market Intelligence, AVIXA</i> |
| 9:45 a.m.-10:45 a.m. | Closing Keynote
<i>Mike Michalowicz, Author and Entrepreneur</i>
Inspirational speaker and sometime reality-show host Mike Michalowicz sends attendees on their way with a simple approach that frees them up to pay attention to the things that matter, both at work and in life. |
| 10:45 a.m.-11:00 a.m. | 2018 AV Providers of Excellence: APEx
<i>David Labuskes, CEO, AVIXA</i> |