



CONVENING LEADERS REDUX

A rebroadcast of the most popular sessions of the meeting
Wednesday | January 30, 2013 | 8am – 4:05pm Central

8:00am – 9:00am Central

General Session: Great By Choice: How to Thrive in Uncertain Times

Featured Speaker: Morten Hansen, Management Professor; Co-Author of Great by Choice; Author of Collaboration, University of California, Berkeley and INSEAD, France

With a team of more than twenty researchers, Morten Hansen and Jim Collins studied companies that rose to greatness—beating their industry indexes by a minimum of ten times over fifteen years—in environments characterized by big forces and rapid shifts that leaders could not predict or control. The research team then contrasted these “10X companies” to a carefully selected set of comparison companies that failed to achieve greatness in similarly extreme environments. The study results were full of provocative surprises, which Morten shares in his talk.

9:00am – 10:00am Central

General Session: Global Competitiveness in 2013 and Beyond

Featured Speaker: Stéphane Garelli, Director, World Competitive Center, International Institute for Management Development

Join Professor Stephane Garelli as he sheds light on the essential forces driving the global economy in 2013 and what this means for global competitiveness. Professor Garelli will explain why the world economy is no longer synchronized. He will explain how the cost of the “Great Recession” has been a fragmentation of the world economy: some countries are in recession, others are overheating; some nations risk inflation, while others risk deflation. In advanced economies, debt, public finance and the efficiency of government are the main causes for concern.

Attendees will also understand how consumers are also divided between those living in a slow-moving “replacement economy” – the US, Europe and Japan – where a purchase replaces an older product, and those in a buoyant “first-buy economy” – the emerging markets - where a purchase introduces a new product.

Garelli will also share how changes in society will have deeper impact on corporations than changes in management: sustainable development, corporate governance, wellness, social networks, etc. They will impose a change in attitudes. Competitiveness will be a question of mindset. Which management competencies and personal skills ensure success in this brave new world?

10:00am – 11:00am Central

Masters Series: Through the Informed Looking Glass

Moderator: Peter Yesawich, Chairman & Chief Executive Officer, Ypartnership

Panelists: Bob Somers, Vice President, Global Sales, Delta Air Lines, Inc., David Townshend, Senior Vice President, Global Sales, Marriott International

We all wish we had a crystal ball, but we don't want to end up eating the glass. What if you could hear from the global visioning experts for services critical to your meetings success? Peter Yesawich Ph.D., one of America's foremost travel, tourism, and leisure industry marketers, will be facilitating our frank dialogue with sales executives from Marriott and Delta. You'll look through their global lens and hear their organization's North American and global vision, what they see on the horizon - short-term, long-term and how it will impact your own meeting planning. From expansions to reductions - From group sales strategies to pricing strategies, you'll gain guiding new insights.

11:00am – 12:00pm Central

General Session: Taking People With You: The Only Way to Make Big Things Happen

Featured Speaker: David Novak, Chairman and CEO, Yum! Brands

Novak, recognized as one of the best-performing CEO's in the world by *Harvard Business Review*, runs Yum! Brands—the world's largest restaurant company and parent of KFC, Pizza Hut and Taco Bell—with a staggering 1.4 million employees. He learned long ago that you can't lead a great organization of any size—from a tiny startup to a global giant—without getting your people aligned, enthusiastic, and focused relentlessly on the mission. *But how do you accomplish that?*

As Yum's chairman and CEO, and as the author of *TAKING PEOPLE WITH YOU: The Only Way to Make Big Things Happen*, Novak has personally trained thousands of managers with his leadership guide—which has been 15 years in the making and tested on more than 4,000 managers—and is an action plan that challenges leaders to rise to higher levels of performance.

Novak knows that managers in the trenches don't need leadership platitudes or business theories. With a focus on corporate culture, customer relations and employee empowerment that enabled him to grow Yum! Brands globally, Novak cuts right to the chase and shares the secrets of the unique leadership program he's developed in easy-to-follow steps: setting big goals, getting your people on board, blowing past your targets, celebrating together after you shock the skeptics, and doing it again and again until consistent excellence becomes a core element of your culture. Highly engaging and motivated, Novak inspires teams—from front line to front office—while delivering a specific process to help organizations achieve growth.

12:00pm – 1:00pm Central

General Session: Thomas Friedman

Featured Speaker: Thomas Friedman, Foreign Affairs Columnist, The New York Times • Author, *The World is Flat*; *That Used to Be Us*, Royce Carlton, Inc

Winner of three Pulitzer Prizes, Thomas Friedman has covered monumental stories from around the globe for *The New York Times* since 1981.

Using examples from his bestselling book *The World is Flat: A Brief History of the Twenty-First Century* and *That Used to Be Us*, his newest book with Michael Mandelbaum, one of our leading foreign policy thinkers, Friedman will delve into complex issues facing the modern world and provide us with an essential update on globalization, its opportunities for individual empowerment, its achievements at lifting millions out of poverty, and its drawbacks—environmental, social, and political. He will help us understand and analyze key challenges the U.S. is facing such as—the revolution in information technology, the nation's chronic deficits, and its pattern of energy consumption—and what America.

1:15pm – 2:45pm Central

Masters Series: When "Free" is No Longer An Option: Navigating New Pricing Realities at Convention Centers

Moderator: Claire Smith, Vice President, Sales & Marketing, Vancouver Convention Centre

Panelists: James Rooney, Executive Director, Massachusetts Convention Center Authority, Robin Preston, Asst. Executive Director, Conferences, Exhibits & Sponsorships, National School Boards Association, John Patronski, Executive Vice President, Global Experience Specialists (GES), Lisa Block, Vice President of Meetings and Conferences, Society for Human Resource Management, David Causton, General Manager, McCormick Place/SMG, Gregory O'Dell, President & Chief Executive Officer, Events DC

The days of meeting planners receiving convention center space or services for free are dwindling. As more cities tighten their financial belts, the pressure on government-owned convention facilities to remain profitable is rising. And that decreases their ability to be flexible with pricing. Come together as an industry for an important conversation about these new financial realities and which new pricing alternatives might be viable and sustainable for everyone involved. Planners will walk away with a better understanding to help forecast budgets, as well as ideas for creative funding/pricing models they can use within their shows - whether or not they rely on current convention center pricing.

3:00pm – 4:05pm Central

Masters Series: Digital Disruption's Impact on Conventions and Trade Shows

Moderator: Michelle Bruno, President, Bruno Group Signature Events

Panelists: Michael Doyle, Executive Director, Virtual Edge Institute, H. Stephen Lieber, President/CEO, Healthcare Information & Management Systems Society, Tony Lorenz, Founder, bXb Online, Rich Hawkinson, EVP, INXPO, Johnnie White, Executive Director, Center For Education, Cardiovascular Research Foundation, Chris Brown, Executive Vice President, Conventions and Business, National Association of Broadcasters

Whoosh... You hear that sound every day. It's the sound of the digital world disrupting the status quo. Conventions and trade shows are not immune. We've overcome our fears of virtual and hybrid meetings and shows, we've integrated social media and embraced mobile apps, but are we just scratching the surface of a complex dynamic that evolves with each breath? Hear and see from our panel, representing both sides of the aisle - providers and users, about what they have learned, experienced and implemented... And more importantly what's next.