

CONNECT WITH CONFIDENCE

Meeting new expectations with reimagined spaces and a commitment to well-being.

January 13, 2021 | 9:00am to 2:30pm
Gaylord Rockies Resort & Convention Center

MARRIOTT BONVOY®
EVENTS

CONNECT WITH
CONFIDENCE

pcma
Rocky
Mountain
Chapter

CONNECT WITH CONFIDENCE AGENDA

8:00am – 9:00am

Arrival & Contactless Check-In

9:00am – 10:00am:

Big Trends Shaping the World Today: Economics, Technology and Geopolitics - Thomas Friedman, Keynote Speaker – PCMA CL21 Main Stage - *Our lives are being transformed in so many realms all at once – and it is dizzying. In this keynote, Thomas Friedman exposes the tectonic movements and accelerations that are reshaping the world today and will provide a blueprint to get the most out of them and cushion their impacts. You will never look at the world the same way after this.*

10:00am – 10:30am:

Connect With Confidence Break

10:30am – 11:00am:

Live Polling / Q&A Feedback Session

11:00am – 11:30am:

Seven Change Actions: From ROI to ROE: Return on Events – How Business Events Impact Growth (PCMA CL21 Content)

Business events have a new definition: A gathering of people with shared interests who meet in the mediums where they are. Maybe it's IRL (in real life), URL (digitally) or both, but people are still gathering and industry research is demonstrating that events are as important as ever. The PCMA Foundation research study, Beyond ROI to ROE, provides a new framework and toolkit to help business event professionals analyze, quantify, and report on the impact of events — with a novel approach that makes it possible to equally measure the countable metrics, and the magic that happens when we gather, whether it's IRL or URL.

11:30am – 12:00pm:

Digital Experience Institute: Delivering Value to Virtual Sponsors (PCMA CL21 Content)

One of the biggest challenges organizations have faced this year while producing digital events is engaging participants with their sponsors and exhibitors. Some, however, have cracked the code and successfully constructed a model in which their traditional sponsors and exhibitors gained equal or greater value in their digital. This interview-style session will pinpoint how an organization created a positive experience for stakeholders and participants alike.

12:00pm – 12:50pm:

Connect With Confidence Lunch

1:00pm – 1:45pm:

It is Possible! Producing an In-Person, Well-Being Event in Challenging Times (Q&A Session Included)

Go behind the scenes with the team that produced this in-person event as part of Convening Leaders 2021 at Gaylord Rockies. With the support of the PCMA Rocky Mountain Chapter, this group of business event professionals collaborated closely with the Marriott International B2B Events & Programs team, the Gaylord Rockies and various supplier partners to vet ideas through a well-being lens, based on the planning pillars of Marriott Bonvoy Events – Connect With Confidence guidelines. This session will chronicle the entire planning experience, from strategy, communications, collaboration, decision making, overall event design and will demonstrate the processes and protocols put in place to create a well-being event environment. Bring your questions for an interactive panel with the team that made it all happen.

1:45pm – 2:30pm

Innovation & Change: Denver's Roadmap to Recovery

Just like all other major convention, leisure and business travel destinations, Denver has been significantly impacted by travel and meeting restrictions that have been imposed due to COVID19. With the cancellation and postponement of booked meetings & tradeshow and hotel occupancy levels at historic lows, the need to significantly pivot to new strategies for marketing, promoting and selling Denver has been vital to survival. Join Richard Scharf, President & CEO, and Rachel Benedick, Executive VP Sales & Services, of Visit Denver for an in-depth discussion on the current state of the Denver hospitality industry, in light of the recent approvals of vaccinations, and the outlook for 2021 and beyond. Richard and Rachel will share the roadmap of innovation and change that they will deploy to assist business event professionals in returning to in-person events.