



ATTENDEE ACQUISITION ROUNDTABLE

**October 13, 2021
Agenda**

8:00 AM	Breakfast
9:00 AM	Welcome and Objectives — Sam Lippman, President, Lippman Connects
9:15 AM	Self-introductions
9:45 AM	<i>Attendee Acquisition Survey Results</i> — Joe Federbush, President, EVOLIO Marketing
10:05 AM	Marketing In-person and Digital Experiences
10:30 AM	Networking Break
10:50 AM	<i>Marketing Safe Events During Covid</i> – Ashley Weber, Publications Manager, mdg
11:10 AM	Break Out Sessions
Noon	Networking Lunch
1:15 PM	<i>The New Rules of Email Marketing</i> — Michael Engard, Web Developer and UX/UI Specialist, mdg
1:40 PM	Identifying New Prospects
2:45 PM	Networking Break
3:05 PM	Break Out Sessions
4:00 PM	Speed Round and Summary
4:30 PM	Adjourn

Sponsors

Evolio Marketing, Gather Voices, Map Your Show and mdg