

MONDAY, APRIL 14

12:00pm-4:00pm	Own Every Moment: Experiential Strategies That Build Brand Trust Presented by: 	KA Theatre
1:00pm-4:00pm	Meow Wolf Omega Mart Field Trip Presented by: 	Meow Wolf
1:00pm-1:30pm	How to Get the Most out of EMS	Terrace Ballroom 150
1:00pm-1:30pm	How to Master Connection in Exhibits Presented by: 	Terrace Ballroom 151
1:45pm-2:15pm	Nurturing a Year-Round Event Community with Sony	Terrace Ballroom 150
1:45pm-2:15pm	The Story-Driven Event with GitHub	Terrace Ballroom 151
2:30pm-3:00pm	Using Data to Create "Made for Me" Experiences	Terrace Ballroom 150
2:30pm-3:00pm	Lessons from LinkedIn: Creativity in B-to-B	Terrace Ballroom 151
3:15pm-3:45pm	Successful Campaign Launches in New Markets and Countries	Terrace Ballroom 150
3:15pm-3:45pm	How to Craft Revenue-Busting Field Events	Terrace Ballroom 151
4:00pm-4:30pm	How to Get the Most out of EMS	Terrace Ballroom 150
4:00pm-4:30pm	Case Study: A Strategic Vision for Dreamforce	Terrace Ballroom 151
4:30pm-6:00pm	Opening Reception Presented by: 	Hall of Ideas
4:30pm-6:00pm	Experiential in Color Mentorship Program Mixer Presented by: 	The Event Marketer Clubhouse
4:30pm-6:00pm	First-Timer's Meetup: Mix, Mingle and Make Connections	Highmark Hub
6:30pm-9:00pm	Ex Awards Gala and Hall of Fame Induction Presented by: 	Boulevard Ballroom

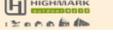
TUESDAY, APRIL 15

6:45am-7:30am	5K Fun Run MGM Grand Lobby Lion Statue Presented by: 	
7:30am-8:00am	Guided Meditation Presented by: 	Paws and Reflect Studio
8:00am-8:40am	Morning Warm Up Presented by: 	Boulevard Ballroom
8:40am-9:45am	Keynote: The Science of Limitations-Unlocking Creativity Presented by: 	Boulevard Ballroom
9:45am-10:45am	Coffee Break Presented by:  with Facilitation Partner: 	Hall of Ideas
9:50am-10:10am	Behavior Science in Action: Using Behavioral Science to Maximize Event Impact Presented by: 	The Event Marketer Clubhouse
10:15am-10:25am	From Art to Activation: Turning Creative Spaces into ROI Powerhouses Presented by: 	The Event Marketer Clubhouse
10:30am-10:45am	Back to Basics: The Quiet Power of Hospitality in Experiential Marketing Presented by: 	The Event Marketer Clubhouse
10:45am-11:40am	Mobile Marketing Workshop: Creating Iconic Mobile Experiences Presented by: 	Terrace Ballroom 150
10:45am-11:55am	True Collaborations: Navigating Pitfalls and Creating Big Wins Presented by: 	The Event Marketer Clubhouse
10:45am-11:15am	Aligning Brand + Events for Experiential Success Presented by: 	Boulevard Ballroom
10:45am-11:15am	Inside Canva: Building a Global Flagship from the Ground Up	Evolution Dome Stage
10:45am-11:15am	The B2B Balancing Act: Business Strategy and Attendee Experience Presented by: 	Big Impact Stage
10:45am-11:15am	High-Value Experiences Money Can't Buy	Highmark Hub
11:25am-11:55am	Redefining Sponsorship: Visa's Approaches to Engaging Audiences and Partners	Boulevard Ballroom
11:25am-11:55am	Building Pathways for BIPOC Leaders in Experiential Marketing	Evolution Dome Stage
11:25am-11:55am	The Creative Edge: AI-Powered Brainstorming for Brand Innovation Presented by: 	Big Impact Stage
11:25am-11:55am	Logistics Deep Dive: Inside Fox's Super Bowl Takeover	Highmark Hub
11:50am-12:45pm	Mobile Marketing Workshop: Building Iconic Mobile Experiences Presented by: 	Terrace Ballroom 150
12:05pm-12:35pm	Power Plays in Sports Sponsorship	Boulevard Ballroom
12:05pm-12:35pm	The Trade Show Exhibit of the Future Presented by: 	Evolution Dome Stage
12:05pm-12:35pm	The Next Big Thing in Events	Big Impact Stage
12:05pm-12:35pm	Tips from AARP on Collaborations That Strike the Right Note	Highmark Hub
12:45pm-2:00pm	Networking Lunch	Hall of Ideas
12:50pm-1:50pm	Lunch & Learn: How to Speak Event Ops-Tips for Producers, Planners and Designers Presented by: 	Highmark Hub
12:55pm-1:15pm	Creating An Event That Lives Beyond The Moment Presented by: 	The Event Marketer Clubhouse
1:20pm-1:30pm	Merging Meetings and Wellness with Resorts World Las Vegas Presented by: 	The Event Marketer Clubhouse
1:35pm-1:55pm	How Coca-Cola is Unlocking Insights & Maximizing Return Using New Metrics Presented by: 	The Event Marketer Clubhouse
2:00pm-3:10pm	Brands Only: Fortify Your Teams for Today's Challenges Presented by: 	Terrace Ballroom 150
2:00pm-3:10pm	Igniting Passion: How Fanatics Fest Redefined Fan Engagement Presented by: 	Big Impact Stage
2:00pm-2:30pm	Redefining Fandom for Today's Brands: Insights from Audible and FX	Evolution Dome Stage

SCHEDULE AT A GLANCE

2:00pm-2:30pm	Rethinking Event Inclusivity: Creating Spaces That Welcome Everyone	Highmark Hub
2:00pm-2:30pm	Community Meetup: New to Events	The Event Marketer Clubhouse
2:10pm-3:10pm	Meet the B-to-B Dream Team Presented by: 	Boulevard Ballroom
2:40pm-3:10pm	Keep the e.i.f. Up: How Brands Win by Moving at the Speed of Culture	Evolution Dome Stage
2:40pm-3:10pm	Event Safety and Security in the Modern Era	Highmark Hub
3:15pm-3:45pm	Coffee Break Presented by: 	Hall of Ideas
3:25pm-3:45pm	Show, Don't Tell-Illustrating Brand Personality Through Experiential Presented by: 	The Event Marketer Clubhouse
3:45pm-4:15pm	Expanding Horizons: Entering New Markets and Evolving Brand Portfolios	Boulevard Ballroom
3:45pm-4:15pm	Experiential University: What's Next for Event Designers	Evolution Dome Stage
3:45pm-4:15pm	Experience as a Currency: Experiential as the New Loyalty Program	Big Impact Stage
3:45pm-4:15pm	Mastering the Art of Event Budgeting Presented by: 	Highmark Hub
3:45pm-4:15pm	Community Meet-Up: Experiential Around the World	The Event Marketer Clubhouse
4:25pm-5:00pm	Secrets from the World's Biggest Event Productions	Boulevard Ballroom
5:00pm-6:45pm	Happy Hour Presented by: 	Hall of Ideas
5:00pm-6:45pm	EDPA Member Mixer Presented by: 	The Event Marketer Clubhouse
8:30pm-10:30pm	EMS After Dark	Clique at The Cosmopolitan

WEDNESDAY, APRIL 16

6:45am-7:30am	5K Fun Run MGM Grand Lobby Lion Statue Presented by: 	
8:00am-8:30am	Guided Meditation Presented by: 	Paws and Reflect Studio
8:30am-9:15am	Morning Warm Up Presented by: 	Boulevard Ballroom
9:15am-9:45am	Keynote Kick-off Presented by: 	Boulevard Ballroom
9:45am-10:15am	Keynote: Experiential Portfolios That Perform, with American Express	Boulevard Ballroom
10:15am-10:45am	Coffee Break Presented by: 	Hall of Ideas
10:15am-10:30am	Back to Basics: The Quiet Power of Hospitality in Experiential Marketing Presented by: 	The Event Marketer Clubhouse
10:35am-10:45am	From Art to Activation: Turning Creative Spaces into ROI Powerhouses Presented by: 	The Event Marketer Clubhouse
10:45am-11:55am	Brands Only: Redefining the Event of the Future Presented by: 	Terrace Ballroom 150
10:45am-11:55am	Crafting Immersive Brand Spaces That Live On Presented by: 	The Event Marketer Clubhouse
10:45am-11:15am	Award-Winning Ideas Showcase	Boulevard Ballroom
10:45am-11:15am	Exclusive Research: EventTrack 2025	Evolution Dome Stage
10:45am-11:15am	Unlocking the Future of Events: Engaging Gen Z with Authenticity and Impact Presented by: 	Big Impact Stage
10:45am-11:15am	Inside Sephora's Cross-Industry Event Strategy	Highmark Hub
11:25am-12:35pm	Agency Forum: Hot Topics for Event Agency Leaders Presented by: 	Boulevard Ballroom
11:25am-11:55am	Crafting Memorable Exhibit Experiences that Drive Engagement Presented by: 	Evolution Dome Stage
11:25am-11:55am	Reimagining Event Experiences with Sustainability at the Forefront Presented by: 	Big Impact Stage
11:25am-11:55am	On the Road Again: Tips on Mastering the Art of Mobile Tours	Highmark Hub
12:05pm-12:35pm	From Space to Screen: Designing Physical Experiences That Make Digital Matter Presented by: 	Evolution Dome Stage
12:05pm-12:35pm	How Capital One Brings Products to Life Through Retail Experiences	Highmark Hub
12:40pm-1:45pm	Networking Lunch	Hall of Ideas
12:50pm-1:10pm	Owning the Future of Events - How to Seamlessly Manage Physical & Digital Experiences Presented by: 	The Event Marketer Clubhouse
1:00pm-1:30pm	Event Fails: What Would You Do? Highmark Hub Presented by: 	
1:45pm-2:55pm	The Big Career Conversation for Women: Thriving Beyond Limits Presented by: 	Boulevard Ballroom
1:45pm-2:15pm	Cracking the Pop-Culture Code	Evolution Dome Stage
1:45pm-2:15pm	Creating a Competitive Event Strategy	Big Impact Stage
1:45pm-2:15pm	Reclaim Your Mojo: Smart AI Strategies for Stressed Out Event Profs	Highmark Hub
1:45pm-2:15pm	Community Meet-Up: Creative Directors	The Event Marketer Clubhouse
2:25pm-2:55pm	Premieres and Launches for Modern Audiences	Evolution Dome Stage
2:25pm-2:55pm	Next-Level Event Measurement	Big Impact Stage
2:25pm-2:55pm	Event Arc Mastery with Consistent KPIs: Success in Rural and Suburban Markets	Highmark Hub
3:05pm-3:35pm	Like a Rolling Stone: Audience Engagement Techniques from World-Class Shows and Concerts	Boulevard Ballroom
3:45pm-4:00pm	Final Toasts, Contest Winners and Swag Exchange	Boulevard Ballroom