



# Corporate Focus

<p><b>Mon 16 October</b></p>	<p><b>Corporate Focus, part 1 - The why (and beginning of "how")</b></p>
<p><b>10:30 - 12:30</b></p> <p><b>Location:</b> South Pacific B North Convention Center, Mandalay Bay Hotel</p>	<p>Nicola Kastner, Founder of The Event Strategist will guide you through building skills to communicate with other business professionals and senior stakeholders in the language of business, to understand:</p> <ul style="list-style-type: none"> <li>• The difference between the business of events, and the events business and the importance of taking results-based approach.</li> <li>• What our senior stakeholders really care about, what attendees care about, and how to find the balance.</li> <li>• How to build strategies that identify, articulate, and measure the value of events.</li> <li>• How to do competitive benchmarking and the importance of attending events.</li> <li>• How to use industry best practice research to manage stakeholder discussions/ expectations.</li> </ul> <p><b>Moderator: Nicola Kastner, Founder of The Event Strategist</b></p>
<p><b>Mon 16 October</b></p>	<p><b>Corporate Focus, part 2 - The how</b></p>
<p><b>14:30 - 16:30</b></p> <p><b>Location:</b> South Pacific B North Convention Center, Mandalay Bay Hotel</p>	<p>Industry experts will briefly present on various topics to provide inspiration for roundtable discussions with your peers. Topics include:</p> <ul style="list-style-type: none"> <li>• The Art of Communication: How to articulate value to stakeholders and craft a story arc, Brian Parsley, Global Speaker, The Constance Group</li> <li>• Intentional event design - Tahira Endean, Head of Program, IMEX Group</li> <li>• The Neuroscience of Human Connection, joy and belonging and how to create it in your events - Jacques Martiquet, The Party Scientist, ThePartyScientist.com</li> </ul> <p><b>Moderator: Nicola Kastner, Founder of The Event Strategist</b></p>