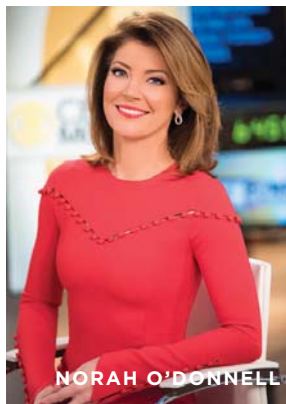


ENGAGE

IASB CONVENTION **APRIL 12-14, 2018** BOSTON



32nd ANNUAL CONVENTION PROGRAM & SCHEDULE



NORAH O'DONNELL



GEORGE TAKEI



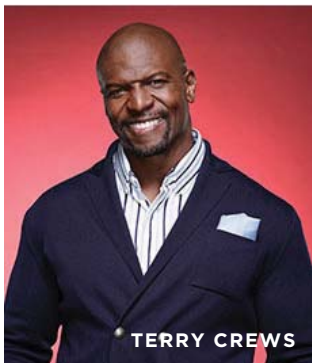
DJ KHALED



MICHAEL J FOX



JIM GAFFIGAN



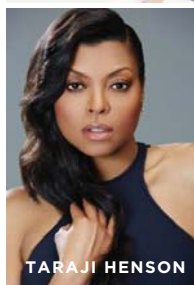
TERRY CREWS



SAMANTHA BEE



GUNS N' ROSES



TARAJI HENSON



PREET BHARARA



CHRIS HARDWICK



CHUCK TODD



BRIAN KILMEADE



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Thank you for joining us for the 32nd Annual IASB Convention!

This is the signature event of the International Association of Speakers Bureaus. It is the largest gathering of speaker bureau, agency and speaker management professionals in the world. Designed by and for our members, the annual convention provides attendees with unparalleled opportunities to learn, engage and build relationships.

Welcome from the IASB President & Convention Chairs...

To paraphrase a certain old TV show: "Making your way in the world of speakers and events today takes everything you've got. Sometimes you want to go where everybody knows your name . . . and they're always glad you came."

We are very glad you came! We've made some thoughtful changes to the Convention this year. . . all of which are designed to help you **ENGAGE**.

ENGAGE with your Colleagues with added time and space designed specifically for networking including the ENGAGE Lounge which will be open daily.

ENGAGE with Innovation at our popular Masterclass presented this year by Ryan Estis and Seth Mattison. Ryan and Seth have really done their homework! You don't want to miss this!

ENGAGE with the Industry with our Best Practice and Deep Dive Sessions designed with content you can relate to and use to enhance your business.

ENGAGE with our Speakers throughout the event. We are really excited to have Keith Ferrazzi share strategies from his upcoming book in the Opening Session and to hear insights from legendary journalist Bob Woodward in the Closing Session. In between is the strongest line-up of IASBtalks Speakers we have ever had – selected from a record 40+ applications!

Please stop us to say hello and do not hesitate to let us know how we can help make your 2018 IASB Convention experience amazing!

Cheers!

Board President: Convention Co-Chairs:



Sheldon Senek



Iván Abanades



Arnold Sand

Convention Committee Members:



Susan Lauterbach



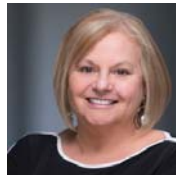
Jennifer Lier



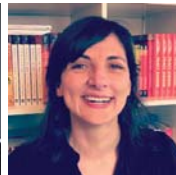
Adrián Peña



Jen Peykar



Jan Tavitian



Miriam Feuerle
Immediate Past Chair



Nick Gold
Immediate Past Chair



Tim Mathy
Board Liaison

Interested in connecting with your colleagues to help plan the 2019 Convention?

Please contact the Incoming Board President, Charlotte Raybourn or IASB Executive VP, Marie Fredette at (480) 839-1423/info@iasbweb.org.



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Download the Convention App!



Download the App to your mobile device. Includes interactive content, schedule and session info, plus speaker and attendee info. If you need assistance stop by the Convention Registration desk and IASB Staff will be happy to help.

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For more information:

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The following companies have visibly demonstrated their support for the industry and association by making a significant contribution to the Convention. Please join us in expressing our deepest appreciation for their generosity and goodwill.

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Engage Lounge



Breakfast Roundtables



Silver Sponsors



Welcome Reception



Video Spots



In-Kind Partners



Please refer to Page 21 for contact information for the above Partners.

SCHEDULE INFO

Refer to the Mobile App for additional details, updates and links.

The Convention Desk will be located in the hallway adjacent to the Grand Ballroom.
The Engage Lounge will be open from 8:30 a.m. to 4:00 p.m. on Friday & Saturday.

THURSDAY, APRIL 12

2:00 p.m. - 6:30 p.m. CONVENTION REGISTRATION/CHECK-IN
2:30 p.m. - 5:30 p.m. PRE-CONFERENCE SESSION: MASTERCLASS*
6:00 p.m. - 6:30 p.m. SPECIAL SESSION: ORIENTATION
6:30 p.m. - 8:00 p.m. WELCOME RECEPTION**

FRIDAY, APRIL 13

8:30 a.m. - 10:00 a.m. OPENING PLENARY
10:00 a.m. - 10:30 a.m. BREAK**
10:30 a.m. - 12:00 p.m. IASBtalks
12:00 p.m. - 1:00 p.m. LUNCH**
1:15 p.m. - 2:15 p.m. CONCURRENT SESSIONS
2:15 p.m. - 2:45 p.m. BREAK**
2:45 p.m. - 4:00 p.m. BEST PRACTICE SESSIONS*
5:15 p.m. TRANSPORT TO OFF-SITE EVENT***
6:00 p.m. - 7:30 p.m. FRIDAY NIGHT EXPERIENCE (RECEPTION)**
7:30 p.m. - 9:15 p.m. FRIDAY NIGHT EXPERIENCE (SHOW)**

Stay Connected with the Convention Mobile App

SPONSORED BY THE HARRY WALKER AGENCY



Download the App to your mobile device. Includes interactive content, schedule and session info, plus speaker and attendee info.

If you need assistance stop by the Convention Registration desk and IASB Staff will be happy to help.

SATURDAY, APRIL 14

7:30 a.m. - 8:45 a.m. BREAKFAST ROUNDTABLES***
9:00 a.m. - 10:00 a.m. PLENARY SESSION
10:30 a.m. - 12:00 p.m. IASBtalks
12:00 p.m. - 1:00 p.m. LUNCH**
1:15 p.m. - 2:15 p.m. CONCURRENT SESSIONS
2:15 p.m. - 2:45 p.m. BREAK**
2:45 p.m. - 4:00 p.m. CLOSING PLENARY
7:00 p.m. - 7:30 p.m. RECEPTION**
7:30 p.m. - 9:30 p.m. DINNER & AWARDS PROGRAM**

*Session is restricted to registered attendees.

**Meal functions are included in the registration fee. Your attendee badge serves as your ticket to these functions. Additional meal tickets for guests may be purchased at the convention desk by Noon on Friday. Evening function attendees must be 21 years or older.



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Many thanks to IASB and our bureau partners.
We value our wonderful relationships and look forward to
working closely together throughout the year.



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Lori Greiner



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Ronan Farrow



Ann Curry



Shaquille O'Neal



Julia Gillard



Sir Tim Berners-Lee



Steven Levitt



Stephen Dubner



Cokie Roberts



Charles Duhigg



Howard Dean



Penny Pritzker



Joe Lieberman



Jim Messina



Capt. Richard Phillips



Karl Rove



Jane Pauley



Jimmy Wales



Mae Jemison



Itzhak Perlman



Adam Braun



Steven Kotler

HWA SPEAKER MANAGEMENT



Seth Mattison



Nataly Kogan



Peter Sheahan



Michelle Stacy



Julie Williamson

If you need fees, availability, and more ideas, please contact Ann Shavrck Sudry at
anns@harrywalker.com. We look forward to working with you!

646.227.4900

www.harrywalker.com

THURSDAY APRIL 12

Unless otherwise noted, all events take place in the Grand Ballroom.

Refer to the Mobile App for additional details, updates and links.

*Session is restricted to Members and registered attendees.

**Name Badge or Meal Ticket required.

Speaker Biographies may be found on pages 16-18; additional session info including session-related handouts where available may be accessed in the mobile event app.

2:00 p.m. - 6:30 p.m. CONVENTION REGISTRATION (Grand Foyer)

The convention desk will be open daily with IASB Staff available to assist you. Specific hours the desk will be staffed will be posted.

6:00 p.m. - 6:30 p.m. SPECIAL SESSION (Skyline C)

First-time Attendee Orientation

Take away tips for maximizing your time plus an overview of the resources and connections available to you at this brief orientation.

6:30 p.m. - 8:00 p.m. WELCOME RECEPTION** (Grand Foyer)

HOSTS: JOHNNY CUPCAKES, PODIUM BUZZ & PATRICK SWEENEY

Global Meetings Industry Day

Join us as we celebrate Global Meetings Industry Day (GMID) an International Day of Advocacy for the meetings & events industry. Featuring light hors d'oeuvres and a cash bar (one complimentary drink is included).

2:30 p.m. – 5:30 p.m. MASTERCLASS*

Introduced in 2012, the IASB Masterclass was an instant success and continues to deliver relevant tools, resources and immediately actionable ideas and strategies.



**Leading
Breakthrough
Performance in a
2020 World**
**RYAN ESTIS &
SETH MATTISON**

As the meeting and events category continues to evolve there is incredible opportunity to bring a new approach and next level value proposition to the marketplace. The traditional, transactional service model is vulnerable as a more sophisticated, connected and informed consumer continues to evolve and expect more from the traditional service provider and vendor partner. While barriers to entry have never been lower, rapidly evolving customer expectations and intense competition will simultaneously provide both unprecedented challenge and opportunity to the speaker bureau category. This Masterclass will challenge bureau leadership to “disrupt themselves” and evolve the existing business model in order to prepare to win in a 2020 world.



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FRIDAY APRIL 13

Unless otherwise noted, all events take place in the Grand Ballroom.

Refer to the Mobile App for additional details, updates and links.

*Session is restricted to Members and registered attendees.

**Name Badge or Meal Ticket required.

Speaker Biographies may be found on pages 16-18; additional session info including session-related handouts where available may be accessed in the mobile event app.

8:30 a.m. - 9:00 a.m. OPENING PLENARY



Engage

PRESIDING:

SHELDON SENEK 2017 IASB PRESIDENT



Official Convention Emcee

SCOTT BLOOM

Scott is a veteran comedian and television personality who has built a reputation as the “go-to” choice for business humor, having hosted hundreds of events for companies such as FedEx, IBM, MetLife, Pfizer and Sprint. As emcee, he’s the master performer and the common denominator who can cultivate an engaging environment in which everyone is transfixed on the message and meeting purpose.

9:00 a.m. - 10:00 a.m. PLENARY SESSION



Never Lead Alone – Going Higher Together Through Co-Elevation

KEITH FERRAZZI

MANAGED BY ODE MANAGEMENT

The world of business has changed and is now radically interdependent. In a marketplace that demands more and more innovation and agility, the speaking and events industry and all of us collectively are facing increasing pressure for continuous transformation. But even increased collaboration isn’t enough. Keith Ferrazzi’s research will show us how co-elevation -- both internally between individuals and departments within our own organizations and externally between IASB member organizations -- can equip us for the transformations needed to sustain growth and avoid disruption. Keith Ferrazzi, the #1 *New York Times* best-selling author and coach to CEOs of the most powerful companies in the world, will reveal the research from his upcoming book and help guide us in our own efforts to navigate this complex and evolving world for greater professional success and personal joy.

10:00 a.m. - 10:30 a.m. BREAK** (Grand Foyer)

ENGAGE LOUNGE HOSTED BY BIG SPEAK

Recharge your tech and bio batteries while connecting with colleagues in the Engage Lounge located in the Grand Foyer.

10:30 a.m. - 12:00 p.m. SPECIAL SESSION

IASBtalks

Offering much more than just a showcase, the IASBtalks Program features professional speakers specially selected to share their knowledge and expertise on topics relevant to our industry. New this year are deep dive sessions where you can explore a topic more fully.

Check out the booking incentive for IASB Members!

Refer to Page 18 for speaker biographies and the mobile event app for more info.



Bringing Amazon Survival Skills to Business

YOSSI GHINSBERG

MANAGED BY CMI SPEAKER MANAGEMENT

Yossi’s ‘Amazon Survival Skills for Business’ is a mesmerizing storytelling session that will keep audiences riveted to the edge of their seats. However, this total absorption facilitates also a deep learning experience. Yossi’s counter-intuitive insights will expand horizons, open new dimensions and facilitate new possibilities. What can be learnt from a man who survived against all the odds in the Amazon Jungle? Yossi Ghinsberg is a master storyteller with an epic story to share. Lost alone in the midst of the Amazon rainforest for three weeks, he not only survived, he found new meaning for his life and work. The author of the international bestseller, *Jungle*, now a major motion picture starring Daniel Radcliffe, Yossi was recently rated as one of the top ten speakers in the business. His survival skills for business are designed to shift your attendees’ perspective and inspire them to always assume responsibility, taking their game to the next level.



How to Work With & Lead People Not Like You

KELLY MCDONALD

MANAGED BY SPEAKERSOFFICE

How do you work with people who are quite different from you, respect their differences and still be effective? We’re ALL dealing with people “not like us”. It can be daunting. And frustrating. There are many ways clients and coworkers can be “not like you”, beyond the obvious ways such as age, race or gender. Morning people are different from night owls. Introverts differ from extroverts. Even attributes like “tech savvy” or “tech phobic” can drive wedges between people. This session covers specific tactics for navigating today’s world without losing your mind or becoming frustrated by approaches to work that differ from yours. You’ll learn the *four magic words* that smooth over friction with clients or colleagues, *every time*. As a bureau, you must lead your associates – and your clients - to the right solutions. Even when you don’t see eye-to-eye, you can foster great relationships with every single person you interact with.

FRIDAY APRIL 13

10:30 a.m. - 12:00 p.m. SPECIAL SESSION (continued)



The Best Team Wins: The 5 Disciplines of High-Performance Teams

CHESTER ELTON & ADRIAN GOSTICK
MANAGED BY ODE MANAGEMENT

Adrian Gostick and Chester Elton's latest research is changing the way organizations are managing their teams – and shattering preconceived notions about how the best teams work. Based on the findings of an 850,000-person study, Chester and Adrian will go "Beyond the Carrot" to introduce a sample of the strategies leaders are using to address challenges facing teams today, such as the rise of Millennials, an increased speed of change, the growing number of global and virtual teams, and friction created by working cross-functionally. Then in their interactive Concurrent Session, they will take a deeper dive to help you build a specific action plan to implement these strategies within your own organizations.

Your feedback is important!

Please take a minute to complete a brief evaluation at the end of each session - click on the link in the session listing in the event app.

12:00 p.m. - 1:00 p.m. LUNCH** (Skyline)
SPONSORED BY CMI SPEAKER MANAGEMENT

Enjoy locally-inspired food and great conversation.



Be the first IASB Member to book an IASBtalks Speaker after the convention and you'll be saying, "Hello" to a **40% Incentive!**

See Page 18 for more info.



Thank you to ALL of our bureau partners.

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OVER 30 YEARS
AS PROUD
IASB MEMBERS



Warren Jones
CEO



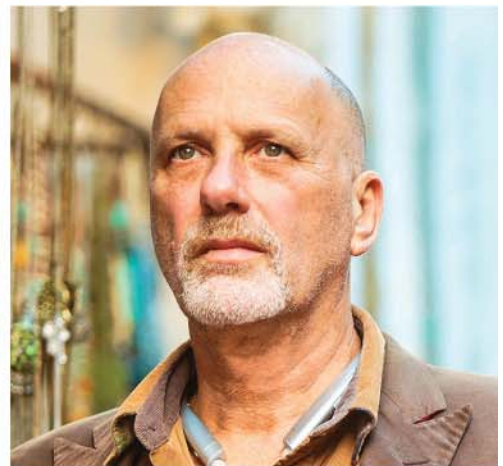
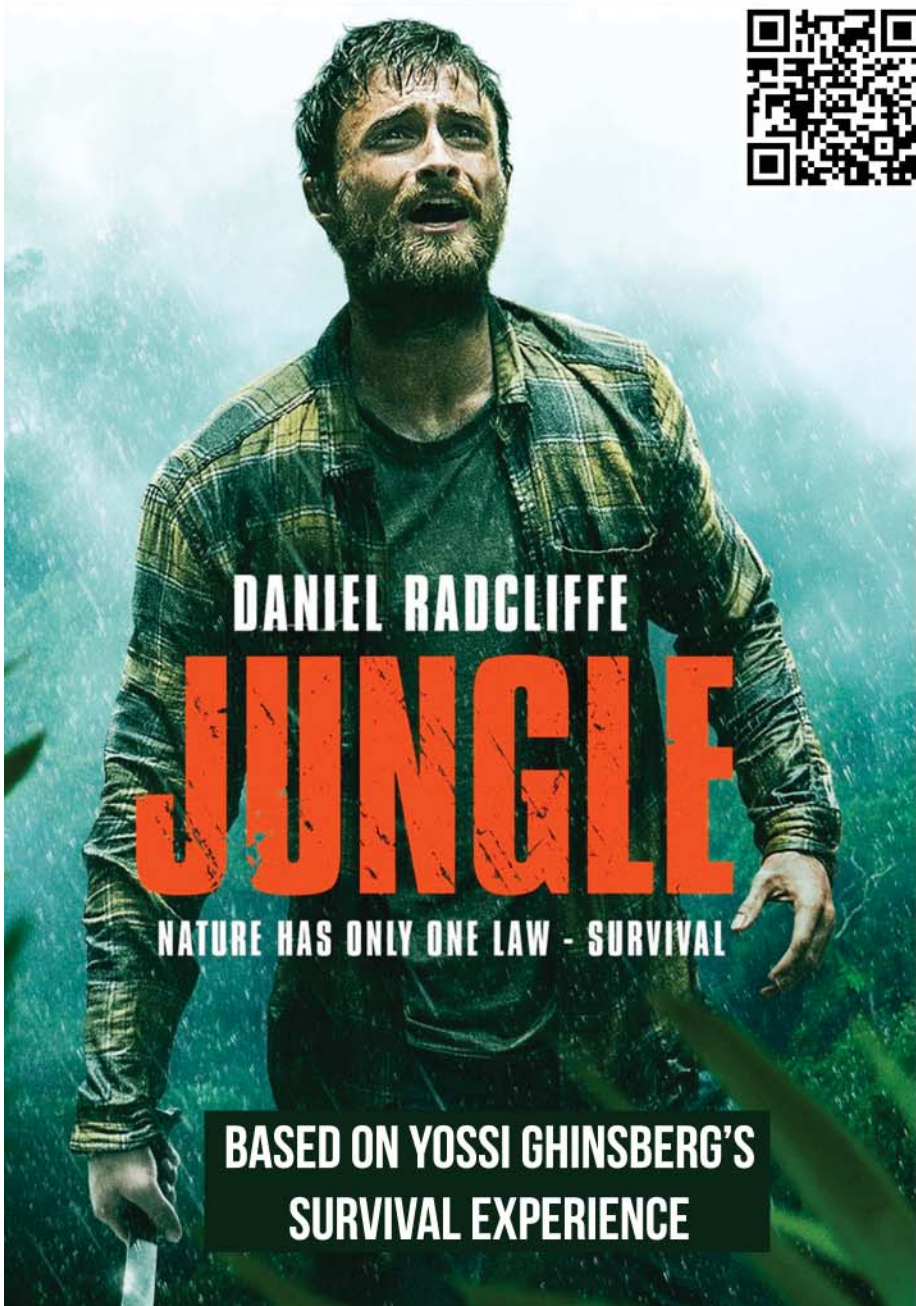
Randy Ehman
Vice President,
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FRIDAY APRIL 13

1:15 p.m. - 2:15 p.m. CONCURRENT SESSIONS (Charles - East Tower)
Select one of the following. Specific room assignments may be found in the App.

All In: Building A Culture Of Employee Engagement

FACILITATORS: CHESTER ELTON & ADRIAN GOSTICK

To be a successful organization in the speaking industry moving forward, you need to get your people "All In". Few things will have a bigger impact on your performance than getting your people to buy into your ideas and your cause and to believe what they do matters. Based on a global 300,000-person research study of high performance managers, this interactive program teaches specific leadership skills to help you build a winning work-group where team members give that extra push of effort that leads to greater buy-in and engagement. Through exercises, you will gain the skills to build a specific Action Plan that you can take back to your organization, incorporating *All In's* 7-step leadership road map: • Define a burning platform • Create a customer focus • Develop agility • Share everything • Partner with your talent • Root for each other • Establish clear accountability.

How To Market & Sell To People Not Like You: A Bureau's Guide To Better Selling

FACILITATOR: KELLY MCDONALD

If you could grow your business simply by raking in more referrals, making money would be a cakewalk. But to generate new revenue, you have to win over the customers and clients you're not getting, but *could* be. For a speakers bureau, it's imperative to form a connection with your clients and prospects to close the sale. But how do you form a connection with someone who is completely different from you? Whether it's gender, age, level of experience, type of industry or even type of business pressure your client is facing, you must break through barriers to present yourself and your speakers for consideration. Clients spend money on what they care about. Show your clients and prospects how you can solve their problems, and they'll show you the money. By recognizing your clients' differences and tailoring your approach, you'll get the business. You'll learn simple, low-cost/no-cost ways to get the business more often.

2:15 p.m. - 2:45 p.m. BREAK** (Grand Foyer)
ENGAGE LOUNGE HOSTED BY BIG SPEAK

2:45 p.m. - 4:00 p.m. BEST PRACTICE SESSIONS* (Charles East Tower)
Select one of the following. Specific room assignments may be found in the App.

The Customer Is Always Right – Until They're Not

FACILITATOR: TONY D'AMELIO

MEMBER PANELISTS: BRITTANNY KREUTZER, KELLY EGER MAKOVSKY AND MARTIN PERELMUTER

The drive to retain customers can be a tightrope walk. Providing excellent service is one thing – but what happens when deference to the customer goes too far? Being grateful for the business can lead to accommodating every whim at the expense of the talent and your own long-term customer relationship. A firm but diplomatic approach can be used to retain control and still preserve the buyer relationship. This session will explore that process as the panel follows a hypothetical event with a hyper-busy and distracted event planner.

2:45 p.m. - 4:00 p.m. BEST PRACTICE SESSIONS* CONTINUED



The Future of Lead Generation: Using Talk Triggers to Create Conversations in a Noisy World

FACILITATOR: JAY BAER

MANAGED BY MICHELLE JOYCE SPEAKERS

Every element of your business presents you with a choice. Do you do it like everyone else, or do you do it different? With more and more (and MORE) people rushing into the speaker bureau and speaker management business, differentiation is no longer an optional ingredient – it's a requirement for lead generation. In this fast-paced, massively relevant session, Jay will unveil dazzling examples of industry partners setting themselves apart and generating leads by having the courage to put a twist on anything and everything.

5:15 p.m. ONE-WAY TRANSPORT TO OFF-SITE EVENT**

Please meet in the hotel lobby for one-way group transport via coach bus to our evening event venue located in downtown Boston. *You will be responsible for return transportation to the hotel.* If you need assistance making dinner reservations at a nearby restaurant for after our event, please check with the hotel's concierge. *You will need your badge/ticket to board and gain access to the venue.*

6:00 p.m. - 7:30 p.m. FRIDAY NIGHT EXPERIENCE/RECEPTION**
SPONSORED BY GTN, A UNITED TALENT AGENCY COMPANY

Originally designed to be the ladies lounge and orchestra area of the Wilbur Theatre, the **Cure Lounge** is a unique, historical Boston gem. Join us for a pre-show VIP reception featuring hosted hors d'oeuvres and cocktails.

7:15 p.m. - 9:30 p.m. FRIDAY NIGHT EXPERIENCE/SHOW**
SPONSORED BY GTN, A UNITED TALENT AGENCY COMPANY



An Evening at the Wilbur

ROY WOOD, JR.

EXCLUSIVE WITH GTN,
A UNITED TALENT AGENCY COMPANY

Entertainment Weekly described the thought-provoking comedy of Roy Wood, Jr. as "Charismatic Crankiness." His comedy has entertained millions across stage, television, and radio. In 2015, Roy Wood, Jr. became part of "The Best F#@ing News Team" as a correspondent on Comedy Central's *The Daily Show with Trevor Noah*. In 2017, he was named the new host of Comedy Central's storytelling series *This is Not Happening*, the fourth season of which premiered in February 2018.



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Alden Mills—global CEO, CXO advisor, Navy SEAL, and author—brings his transformative frameworks alive through his trademark charisma and vibrant storytelling.

“Alden has the whole package—and a knack for moving attendees to where their full leadership potential is possible.”

-Michael Clarke, Marriott Intl. Director, Global Events

Learn more about why Alden and his C.A.R.E.-based frameworks are so compelling.

CONTACT: Carolyn@Monaco-Associates.com

SATURDAY APRIL 14

Unless otherwise noted, all events take place in the Grand Ballroom.

Refer to the Mobile App for additional details, updates and links.

*Session is restricted to Members and registered attendees.

Speaker Biographies may be found on pages 16-18; additional session info including session-related handouts where available may be accessed in the mobile event app.

7:30 a.m. - 8:45 a.m. BREAKFAST/ROUNDTABLES* (Skyline)

Tools of the Trade

Experience a light breakfast and interesting conversations during this informal roundtable session. Bring your perspectives, experiences and questions about the myriad of technology, tools and resources being used within our industry today. The goal is for you to exchange and leave with ideas to be more efficient, effective and productive within your business.

9:00 a.m. - 9:15 a.m. PLENARY SESSION

IASB Annual Member Meeting

PRESIDING: **SHELDON SENEK** 2017 IASB PRESIDENT

All attendees are invited to attend this annual update featuring organizational accomplishments and volunteer recognition.

9:15 a.m. - 10:00 a.m. PLENARY SESSION

Insight into the Speaking Industry Around the Globe

MEMBER PANEL: IVAN ABANADES, MAURICIO CANDIANI AND LEANNE CHRISTIE

Join us for an engaging discussion on what the booking and speaker representation industry looks like and how different markets function outside of the United States. The session will cover a variety of topics at the top level with an opportunity at the post-session break to engage in deeper discussions with industry country representatives in the ENGAGE Lounge. Whether you are currently booking, managing or representing speakers globally or thinking about it, this session will be engaging and informative.

10:00 a.m. - 10:30 a.m. BREAK** (Grand Foyer)
ENGAGE LOUNGE HOSTED BY BIG SPEAK

Recharge your tech and bio batteries while connecting with colleagues in the Engage Lounge located in the Grand Foyer.

Trust Us, We're 18!



Kim Stark
Cassie Glasgow



Holli Catchpole
Tracey Bloom



Michele Wallace
Jennifer Canzoneri

established 2000

Our Speakers, all grown up!

Shawn Achor
Dr. Tony Alessandra
Amy Blankson
Dr. Tasha Eurich
Lisa Ford
Michelle Gielan
Sally Hogshead
Scott Klososky
Kelly McDonald
Neil Pasricha
Michelle Poler
Howard Putnam
Dr. Nido Qubein
Peter Vidmar
Desi Williamson

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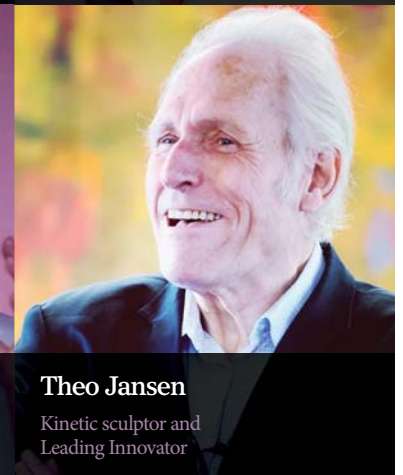
Carlo Ancelotti
Winning Football Coach
3 European Cups



Isabel Aguilera
Former Executive at Google and General
Electric Spain and Portugal



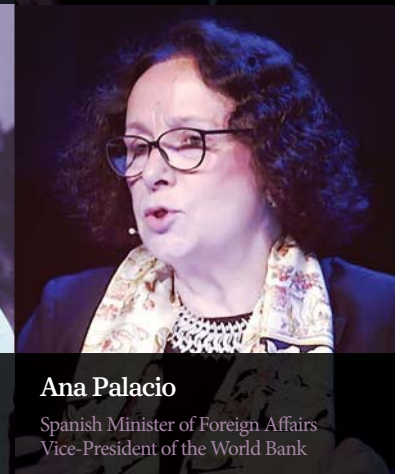
Monique Morrow
Cisco CTO and Evangelist of
New Frontiers Engineering



Theo Jansen
Kinetic sculptor and
Leading Innovator



Toni Nadal
Elite coach, former trainer
of Rafael Nadal



Ana Palacio
Spanish Minister of Foreign Affairs
Vice-President of the World Bank

SATURDAY APRIL 14

10:30 a.m. - 12:00 p.m. SPECIAL SESSION

IASBtalks

Offering much more than just a showcase, the IASBtalks Program features professional speakers specially selected to share their knowledge and expertise on topics relevant to our industry. New this year are deep dive sessions where you can explore a topic more fully.

Check out the booking incentive for IASB Members!
Refer to Page 16 for speaker biographies and the mobile event app for more info.



Beyond Tomorrow – What Role Do Humans Have In The Future?

CHRIS RIDDELL

MANAGED BY PLATINUM SPEAKERS AGENCY

Think the world is going by faster than ever? You'd be absolutely right. With the rise of unprecedented amounts of technology, data and insights, we are now quite literally moving at lightning speed and things are getting faster with each day that goes by. This is the most exciting time ever to be a human being on planet earth, and we are in the midst of the biggest revolution in history. Award winning and internationally acclaimed Global Futurist Chris Riddell will show you the patterns, megatrends and game changers that are playing out today, and how technology is blending the physical and digital worlds in which we live. Consumers expectations have changed forever – good is no longer good enough. Trust as we once knew is being reinvented in front of our very eyes, and as business this is our call to action. This is the human revolution, and we're creating an exciting future we once could only dream of...get ready for Beyond Tomorrow!



Happier Now: How To Stop Chasing Perfection & Embrace Every Day Moments (Even The Difficult Ones)

NATALY KOGAN

MANAGED BY THE HARRY WALKER AGENCY

Why is the pursuit of happiness so stressful and unfulfilling? Why do we believe that huge achievements trump small everyday moments that connect us with ourselves and those we love most? After years spent chasing "The Big Happy" of career, money and achievements, Nataly explores how the science and research behind happiness can be used to improve all aspects of our lives, showing audiences why we should stop saying "I'll be happy when..." and start saying "I'm happy now because..." Nataly approaches happiness as a clearly defined practice rather than some spontaneous feeling, sharing with her audiences strategies, techniques, and tools – along with a strong dose of necessary inspiration – to make them part of their own busy lives.

Your feedback is important!

Please take a minute to complete a brief evaluation at the end of each session - click on the link in the session listing in the event app.



What I Learned From 100 Days Of Rejection

JIA JIANG

EXCLUSIVE WITH BIG SPEAK

Jia Jiang knows first-hand how the fear of rejection can hold us back. Our natural tendency to avoid it at all costs can be detrimental to our business, our careers, our lives. Determined to change that, Jia takes us down a path where rejection, instead of being avoided, is deliberately and actively sought. He asks complete strangers questions like, "Can I borrow \$100? Can I speak over your store's intercom? Can you ship this package to Santa Claus?" The answers will surprise you and teach you something that you have never thought about before. And they will also help you to unleash your potential and become powerful and fearless in your own profession.

12:00 p.m. - 1:00 p.m. LUNCH** (Skyline)
SPONSORED BY ALDEN MILLS

Enjoy locally-inspired food and great conversation.

1:15 p.m. -2:15 p.m. CONCURRENT SESSIONS* (Charles - East Tower)
Select one of the following. Specific room assignments may be found in the App.

The Power Of Rejection

FACILITATOR: JIA JIANG

Building on his IASBtalk, this deep-dive session with Jia Jiang will provide practical strategies for conquering your fear of rejection which can lead to a more successful career and meaningful life. He'll guide you through your own rejection attempts and give real time feedback so you can learn how to position yourself for more yeses, become a better negotiator and not be afraid of asking for what you want in life. He will also discuss how to use these skills in jumpstarting or rekindling your professional goals. In the Rejection Academy portion of the session, you'll learn how to: embrace your fear; negotiate for YES; handle NO; free yourself from the opinions of others and turn rejection into an advantage.

The 5 Core Happier Skills

FACILITATOR: NATALY KOGAN

This concurrent session will be a deep dive into the interactive exercises discussed in Nataly's IASBtalk, "Happier Now: How to Stop Chasing Perfection & Embrace Every Day Moments (Even the Difficult Ones)". In this session, Nataly will discuss specific ways to apply The 5 Core Happier Skills in life and work, including practicing the 5-minute Happier Workout, how to foster a team environment of psychological safety, tiny rituals to increase small positive interactions at work, and other practices.

SATURDAY APRIL 14

2:15 p.m. - 2:45 p.m. BREAK** (Grand Foyer)
ENGAGE LOUNGE HOSTED BY BIG SPEAK

Recharge your tech and bio batteries while connecting with colleagues in the Engage Lounge located in the Grand Foyer.

2:45 p.m. - 4:00 p.m. CLOSING PLENARY



The Impact of American Presidential Politics

BOB WOODWARD

MANAGED BY D'AMELIO NETWORK

The eyes of the world are on Washington. Political convention has been upended by President Trump with business and world leaders uncertain what to make of it and how to plan. Will globalization be upended? What's the immigration policy? Will health care collapse? Political uncertainty deeply impacts the audiences IASB members serve. In this era - and on a global scale - it is impossible to divorce politics from the business climate. Bob Woodward will provide an unbiased (and unvarnished) look at how Washington is working - and not working - and what to expect from an unpredictable president.

4:00 p.m. - 7:00 p.m. disENGAGE (FREE TIME)

7:00 p.m. - 7:30 p.m. RECEPTION**
SPONSORED BY THINKING HEADS

Where Everyone Knows Your Name...

Celebrate with your colleagues during this fun, interactive reception featuring light hors d'oeuvres and cocktails. We will have a photographer on-site to take candid and posed photos. *The reception will flow into dinner where seating will be cabaret style.*

7:30 p.m. - 9:30 p.m. AWARDS PROGRAM & SHOW**
SPONSORED BY 3 RING CIRCUS

Join us as we recognize the companies and individuals that have made a difference in our industry and the community. *A list of the awards and past recipients may be found on Page 19.*



The Hottest Ticket in Town

Once called a cross between *The Office* and the funniest YouTube parody video you ever saw, The Water Coolers is a singing comedy act that uses top NY talent to answer the question "does this stuff happen to anyone else?" For 15 years they've been performing at top events all over the world and tonight they're here to sing, dance, and make us laugh!

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SPEAKER BIOGRAPHIES

A brief biographical statement for each of the speakers presenting at the convention is included below. Additional information, including contact details, is available on the IASB website at www.iasbweb.org or the Convention Mobile App. *Speakers are listed alphabetically by last name.*



JAY BAER

Jay Baer has published five best-selling books, started five multi-million dollar companies, and consults for many of the world's largest brands. He puts this experience to work for every audience, delivering massively relevant (and highly customized) programs that help attendees grow their businesses by exceeding customer expectations at every turn. Jay shows audiences how to create marketing, customer service, and customer experience that customers love enough to talk about...and when current customers talk, new customers follow.

For more info on booking Jay, visit <http://www.michellejoyce.com>.



SCOTT BLOOM

Scott Bloom is a veteran comedian and television personality who has built a reputation as the "go-to" choice for business humor, having hosted hundreds of events for companies such as FedEx, IBM, MetLife, Pfizer and Sprint. As emcee, he's the master performer and the common denominator who can cultivate an engaging environment in which everyone is transfixed on the message and meeting purpose. Scott has hosted his own weekly VH1 series and recently co-hosted a national simulcast of the Grammy Awards from the Palace Theater.

For more info on booking Scott, visit <http://scottbloom.net>.



RYAN ESTIS

Ryan Estis understands the challenges business leaders and top performers face, because he's been in their shoes. He spent 15 years helping companies connect with employees and customers as an ad agency executive. His work spans a wide range of industries and clients. Eight years ago, he decided to put that experience into practice as a speaker and consultant. He travels all over the world, getting an inside look at what the world's best companies do differently. Ryan shares that insight with leaders and top performers, helping them initiate change, improve performance and deliver growth. Ryan has been recognized as one of "the best keynote speakers ever heard" by *Meetings & Conventions* magazine. His ideas have recently been featured in *Forbes, Inc., Fast Company* and *Entrepreneur* magazines. His clients include AT&T, Motorola, MasterCard, Adobe, MassMutual, the National Basketball Association, the Mayo Clinic and Prudential.

For more info on booking Ryan, visit <https://ryanestis.com/>.



KEITH FERRAZZI

Since Keith Ferrazzi released his first best-selling book, *Never Eat Alone*, networking has transformed into a way to generously work toward mutual success by building relationships. In *Who's Got Your Back?*, Keith further developed the importance of relationships, including "lifeline relationships" that drive success and keep you from failing. With the release of his next book in late 2018, Keith will once again change the game, inspiring leaders to build radically inter-dependent teams that go higher together through his concept of "Co-Elevation." Keith is the Chairman of Ferrazzi Greenlight, a management consulting firm that specializes in shifting the engagement and performance of people and teams by increasing their openness to change. Teaming up with Zappos' Tony Hsieh and Groupon's Brad Keywell, Keith launched Yoi, a digital onboarding tool that drives transparency, improved coaching, and real-time feedback. On stage, Keith energizes audiences to adopt bold, new behaviors that spur exponential growth within their organizations.

For more info on booking Keith, visit www.odemanagement.com/speakers/keith-ferrazzi.



SETH MATTISON

Seth Mattison is an Internationally renowned expert and author on workforce trends, generational dynamics, and business strategy. As Co-Founder and Chief Movement Officer of Luminare Labs, Seth advises many of the world's leading brands and organizations on the key shifts happening around talent management, change and innovation, leadership, and the future of work. His ideas have been featured in such publications as *The Wall Street Journal, Forbes, The Huffington Post, and The Globe and Mail* and was recently named to the Editors' Picks for Speakers to Watch in 2017. For the past decade Seth has shared his insights with thousands of business leaders around the world and has received accolades from many of the worlds best brands including: MasterCard, Johnson and Johnson, Microsoft, Kraft Foods, AT&T, PepsiCo, GE Energy, Cisco, State Farm, Merrill Lynch, Dow, and Disney.

For more info on booking Seth, visit <http://www.harrywalker.com/speakers/seth-mattison>.



BOB WOODWARD

Bob Woodward is a journalistic legend. He gained international attention when, with Carl Bernstein, he broke the news of the Watergate scandal. Their book, *All the President's Men*, won the Pulitzer Prize. Woodward has written 18 national bestsellers – 12 went to #1 – more than any other contemporary non-fiction author. He's known personally and written about 20% of American presidents. No one else in political investigative journalism has his sources, respect and reputation for fairness. Woodward is associate editor at the *Washington Post*. His next book on the inner workings Trump administration will be released shortly.

For more info on booking Bob, visit <http://www.damelionetwork.com/our-speakers/investigative-journalist-speaker-bob-woodward>.

ARTIST BIOGRAPHIES



ROY WOOD, JR.

Entertainment Weekly described the thought-provoking comedy of **Roy Wood, Jr.** as “Charismatic Crankiness.” His comedy has entertained millions across stage, television, and radio. In 2015 Roy Wood Jr, became part of “The Best F#@ing News Team as a correspondent on Comedy Central’s *The Daily Show with Trevor Noah*. In 2010, he was selected by America as one of the top three finalists on *Last Comic Standing* on NBC. Wood has made appearances on *The Late Show with David Letterman*, *The Late, Late Show with Craig Ferguson*, TBS’ *Conan*, *The Tonight Show with Jimmy Fallon*, *Late Night with Seth Meyers*, and *The Late Show with Stephen Colbert*. He has also performed for the troops on USO tours to Guam and The Philippines. In 2017, Roy Wood Jr.’s first one hour standup special, “Father Figure,” premiered on Comedy Central.

For more info on booking Roy, visit <https://www.greatertalent.com/speaker/roy-wood-jr/>.



THE WATER COOLERS

Once called a cross between *The Office* and the funniest YouTube parody video you ever saw, **The Water Coolers** is a singing comedy act that uses top NY talent to answer the question “does this stuff happen to anyone else?” Conceived and created by Tom and Sally Allen, The Water Coolers made their New York club debut in 2000 and followed that two years later with a smash engagement Off-Broadway, produced by one of the producers of *Hairspray*, *Spamalot*, and *The Producers*. The Water Coolers received two Spotlight Awards for Entertainment of the Year, making them one of only 3 acts to be awarded this honor *twice*. In addition to a robust events schedule, they tour their constantly updated act at venues around the globe.

For more info on booking The Water Coolers, visit <http://www.seethewatercoolers.com>.

MEMBER PRESENTERS

Special thanks to the following members who are sharing their time and insights as a presenter at this year’s convention.



Ivan Abanades



Mauricio Candiani



Leanne Christie



Tony D’Amelio



Brittany Kreutzer



Kelly Eger Makovsky



Martin Perelmuter

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CHESTER ELTON & ADRIAN GOSTICK

Adrian Gostick and **Chester Elton** are considered the world's leading authorities on corporate culture and employee engagement. In their inspiring and always entertaining talks, they provide real solutions for leaders looking to manage change, drive innovation, and motivate their teams. Their work is supported by research with more than 850,000 working adults, revealing the proven secrets behind today's highest performing cultures. They are authors of the #1 *New York Times*, *USA Today* and *Wall Street Journal* bestsellers *All In*, *The Carrot Principle*, and *The Best Team Wins*. Their books have been translated into 30 languages and have sold 1.5 million copies worldwide.

For more info on booking Adrian and/or Chester, visit www.odemanagement.com/speakers/adrian-gostick and www.odemanagement.com/speakers/chester-elton.



YOSSI GHINSBERG

Yossi Ghinsberg's adventures include tech entrepreneur in Silicon Valley, VP of a groundbreaking medical corporation and the visionary behind Chalalan the most celebrated eco-resort in the Bolivian Amazon. A world explorer and epic storyteller, he is a graduate of philosophy and business administration from Tel Aviv University. His book, *Jungle* has sold millions of copies globally, aired as a docudrama on *Discovery Channel* and has been produced as a major motion picture starring Daniel Radcliffe, entitled *Jungle*. Yossi has met with world leaders, bringing his Amazon survival skills to institutes and organizations worldwide. He knows survival like no one else, and he knows why it is important for businesses to learn and embed these survival principles. Yossi advises leaders and teams worldwide on how to awaken their 'Day to Day Hero,' following a set of natural survival skills we have all forgotten that we possess. For more info on booking Yossi, visit <http://cmispeakers.com/yossi-ghinsberg>.



JIA JIANG

As the founder and CEO of Wuju Learning, **Jia Jiang** is at the helm of a company that trains organizations to become fearless through rejection training. Jiang's blog, 100 Days of Rejection Therapy documents and analyzes his journey to discover and conquer the fear of rejection. Jiang is a newly minted TED speaker and the author of the bestselling book, *Rejection Proof: How I Beat Fear and Became Invincible Through 100 Days of Rejection*. He is also known as the Rejection Guy. Jia holds a Bachelor of Computer Science from Brigham Young University and a Master of Business Administration from Duke University.

For more info on booking Jia, visit <https://www.bigsspeak.com/speakers/jia-jiang>.



NATALY KOGAN

Nataly Kogan is an entrepreneur, speaker, and author on a mission to help people cultivate their happier skills by making simple scientifically-backed practices part of their daily life. Her book, *Happier Now*, will be published in May 2018. Nataly emigrated to the USA as a refugee from the former Soviet Union when she was 13. Starting her journey in the projects outside Detroit, she reached the highest level of corporate success, including careers at McKinsey and Microsoft, and became a venture capitalist at the age of 26. But she found herself unfulfilled and was inspired to learn how to live a truly fulfilling life. Her explorations of scientific research led her to create *Happier*. Since then, *Happier's* award winning mobile app, online courses, and *Happier At Work™* training programs have helped more than a million people to optimize their emotional health through research-backed practices. For more info on booking Nataly, visit <http://www.harrywalker.com/speakers/nataly-kogan>.



KELLY MCDONALD

Kelly McDonald is considered one of the nation's top experts in marketing, customer service and consumer trends. Her client experience includes brands such as Toyota, Subaru, Kimberly-Clark, Nike, Harley-Davidson, Miller-Coors, and Sherwin-Williams. Kelly was named one of the "10 Most Booked Speakers in the U.S." and she was also #1 on the list of "26 Hot Speakers" by *Successful Meetings Magazine*. She has been featured on CNBC, in *Forbes*, *Bloomberg BusinessWeek*, *Fast Company*, on CNNMoney.com and on *The Focus Group* show! She is the author of three bestselling books: *How to Market to People Not Like You*, *Crafting the Customer Experience for People Not Like You* and her latest is: *How to Work With & Lead People Not Like You*. Kelly lives in Denver and when she's not on the road speaking, she enjoys hiking – and shopping for high heels.

For more info on booking Kelly, visit <https://www.speakersoffice.com/speakers/kelly-mcdonald/>



CHRIS RIDDELL

Chris Riddell is an award winning global futurist and industry recognized inspirational keynote speaker on emerging trends in our hyper connected world. He is a global pattern hunter, discovering and identifying how humans are changing and adapting to high speed change, unlocking insights for businesses and leaders in today's highly disrupted digital world. A global trailblazer, Chris has worked for some of the largest and most defining businesses and brands in our modern world. Having lived and worked in several countries, his understanding of our new world is compelling and thought provoking. Notably, Chris was the first ever Chief Digital Officer (CDO) for MARS Incorporated, architecting the corporate digital strategy behind brands including Whiskas, Pedigree, Wrigley, Starburst, Masterfoods, Snickers and Maltesers. For more info on booking Chris, visit <https://platinumspeakersagency.com/speakers/chris-riddell>.

IASB RECOGNITION

Each year at convention during the Awards Program, we recognize individuals who have made a contribution to the association and speakers bureau industry. Below is a partial list of Recipients from the last 5 years; the entire list is available online at www.iasbeb.org.

John Palmer Award

Selected by the Awards Committee to recognize an individual that has shown exemplary service to the association and industry.

- 2013 Theresa Beenken
- 2014 Jim Keppler
- 2015 Gail Davis
- 2016 Rich Gibbons
- 2017 Shawn Hanks

Dottie Walters Helping Hand Award

Selected by the IASB Awards Committee to recognize an individual who has demonstrated exceptional willingness to assist others.

- 2013 Sheldon Senek
- 2014 Daniel Romero-Abreu Kaup
- 2015 Randy Ehman
- 2016 Christa Haberstock
- 2017 Karen Harris

President's Award

Selected by the President to recognize the one on the Board of Governors who has been most helpful to the President.

- 2013 Katrina Smith & Julie Winterbottom
- 2014 Jill Nickerson & Sheldon Senek
- 2015 Brian Palmer
- 2016 Santiago Zapata
- 2017 Sheldon Senek

Pace Setter Award

Selected by the IASB President to recognize an individual who has set the pace by introducing a new program or service that has moved the association forward.

- 2013 Andrea Driessen
- 2014 Jo Cavender
- 2015 Sheldon Senek
- 2016 Charlotte Raybourn
- 2017 Santiago Zapata

Above and Beyond Award

Selected by the President to recognize an individual that has gone beyond the call of duty to serve the association.

- 2013 Brian Palmer
- 2014 Bill Fournet
- 2015 Lisa Carnemolla-Comerford
- 2016 Betty Garrett; Michele Lucia; James Maroney & Francisco Rodriguez-Aguirre
- 2017 Miriam Feuerle & Nick Gold

Lifetime Achievement Award

Selected by the IASB Board of Governors to recognize outstanding, creative, innovative and visionary leadership to the growth and advancement of the industry.

- 2007 Dottie Walters
- 2009 Jim Montoya, CAE

Community Service Award

Each year, to increase awareness of the ways in which speakers bureaus and agencies make a difference in their local community, IASB recognizes member organizations through our Community Service Award Program. *For more information on how you can get involved, visit www.iasbweb.org.*



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2017-2018 Board:

The following individuals provide leadership for the association as a volunteer on the IASB Board of Governors. Please join us in expressing our appreciation for their commitment, generosity and service to both the association and the industry.



Sheldon Senek
President



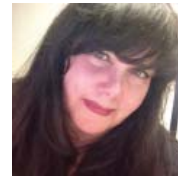
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Ann Shavrick Sudry



Santiago Zapata

VOLUNTEER LEADERS

Special thanks to the individuals who are sharing their time, energy and expertise as a Chair of a Committee or Taskforce.



Iván Abanades



Lisa Carnemolla-Comerford



Leanne Christie



Rich Gibbons



Michelle Joyce



Arnold Sand



Andrew Stoney



Ana Tikhomiroff

For more information about engaging with IASB as a volunteer on a committee or serving as a Governor on the IASB Board, visit www.iasbweb.org.

ENGAGE

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- A. A client said they would call right back, but didn't**
- B. My takeout Thai food order was wrong**
- C. Someone asked me to help launch or grow their speaking business**

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