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Meetings QuestTM

LinkedIn Co-Founder Eric Ly Will Serve as Featured Presenter at Meetings Quest

Learning Labs on Meeting Planning Technology and Social Media Will Feature Brightest Minds from Silicon Valley

Eric Ly, founding chief technology officer of LinkedIn, will be one of the featured presenters at the relaunch of Meetings Quest, the nation's longest-running series of educational and networking events for association and corporate meeting planners. Meetings Quest, which was acquired last year by Schneider Publishing—publishers of *SportsTravel* and *Association News* magazines and organizers of the TEAMS Conference & Expo—will be held May 6–7 in Mesa, Arizona.

After leaving LinkedIn, Ly founded Presdo.com and currently serves as the president and CEO of the firm, which produces high-engagement networking applications for event organizers. Other panelists in Ly's session on event technology include Michelle Wyatt, partner at Cadmium CD, which creates online services for event planners and attendees, and Jake Zatzkin, the marketing manager in charge of digital strategies at the National Association of Broadcasters. The session will be moderated by Steven Hacker, former president of the International Association of Exhibitions and Events, who now serves as the "Association Doctor" columnist for *Association News* magazine.

"If you have read any of my Association Doctor columns in *Association News* then you know I take special pleasure in debunking fuzzy conventional thinking and slaying sacred cows," said Hacker. "Meetings Quest offers event planners an exciting and intimate chance to probe key trends, emerging technologies and discover the newest best practices with some of the industry's most innovative thought leaders."

"As meeting planners confront a dizzying variety of technology choices for their meetings and events, we look forward to providing them with the information they need to know to stay at the leading edge," said Timothy Schneider, publisher of *Association News*. The innovative Meetings Quest educational content will qualify for Continuing Education Unit (CEU) credits and will allow meeting planners insights into what they can expect on the technology front in the future.

Attendees will also be able to participate in fun and productive networking events, enabling them to experience Mesa while building valuable professional contacts. Hosted by Visit Mesa, Meetings Quest begins with a Travel Rally Day reception and program at the Mesa Arts Center on the evening of May 6. The educational sessions on the morning of May 7 at the Mesa Convention Center will be followed by an afternoon trade show featuring exhibitors interested in working with corporate and association meeting planners.

For further information or to register, visit MeetingsQuest.com or call toll-free (877) 577-3700.

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Schneider Publishing (SchneiderPublishing.com) is the parent company of *Association News* (AssociationNews.com), America's most-read magazine for association executives, and *SportsTravel* (SportsTravelMagazine.com), the sports world's event magazine. In addition to Meetings Quest (MeetingsQuest.com), Schneider Publishing organizes the TEAMS Conference & Expo (TEAMScconference.com), the world's largest gathering of sports-event organizers, which will be held November 10–13 in Las Vegas. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

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