

The first. The best.<sup>SM</sup>

# Meetings Quest<sup>TM</sup>

## Former IAEE President Steven Hacker Facilitates Educational Programming at Meetings Quest

### *Increased Efficiency, Fearlessness and Success Await Attendees at Meetings Quest's Innovative Learning Labs*

Meetings Quest, the nation's longest-running series of educational and networking events for association and corporate meeting planners, will be re-launched May 6–7 in Mesa, Arizona. Meetings Quest was acquired last year by Schneider Publishing, publishers of *Association News* and *SportsTravel* magazines and organizers of the TEAMS Conference & Expo.

On Wednesday, May 7, Meetings Quest, which is hosted by Visit Mesa, will feature a morning of exclusive and innovative meetings-industry Learning Labs facilitated by Steven Hacker. Hacker is the former president of the International Association of Exhibitions and Events and currently 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, discuss emerging technologies and discover the newest best practices with some of the industry's most innovative thought leaders."

In the first Learning Lab, Hacker will be facilitating a session on meeting-planning and mobile technology. Panelists include Eric Ly, a co-founder of LinkedIn and the founder, president and CEO of Presdo.com; Michelle Wyatt, partner at Cadmium CD; and Jake Zatzkin, the marketing manager in charge of digital strategies at the National Association of Broadcasters.

The second Learning Lab will provide a drill-down on how meeting planners can harness the power of social media and develop strategies that will help their meetings and events grow. Panelists for this session include Zatzkin; Michael Barnett, CEO of InGO, a social marketing and analytics platform; and Jacquelyn Wells, account strategist and director of digital media at Marketing Design Group.

"What we discover together at Meeting Quest will help us to be more efficient, fearless and successful. It will also simplify our lives," promised Hacker. "Join us at Meetings Quest for a unique, enriching and refreshing game-changing experience."

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

###

For further press information, please contact Ann Shepphird: [Ann.Shepphird@SchneiderPublishing.com](mailto:Ann.Shepphird@SchneiderPublishing.com) or (310) 577-3700.

Schneider Publishing ([SchneiderPublishing.com](http://SchneiderPublishing.com)) is the parent company of *Association News* ([AssociationNews.com](http://AssociationNews.com)), America's most-read magazine for association executives, and *SportsTravel* ([SportsTravelMagazine.com](http://SportsTravelMagazine.com)), the sports world's event magazine. In addition to Meetings Quest ([MeetingsQuest.com](http://MeetingsQuest.com)), Schneider Publishing organizes the TEAMS Conference & Expo ([TEAMScconference.com](http://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.

*Association News*, *SportsTravel* and *TEAMS* are registered trademarks and *Meetings Quest* is a trademark of Schneider Publishing.

**SCHNEIDER**  
Publishing

**ASSOCIATION news**<sup>®</sup>  
[AssociationNews.com](http://AssociationNews.com)

**Meetings Quest**<sup>™</sup>  
[MeetingsQuest.com](http://MeetingsQuest.com)

**SportsTravel**<sup>®</sup>  
[SportsTravelMagazine.com](http://SportsTravelMagazine.com)

**TEAMS**<sup>®</sup>  
[TEAMScconference.com](http://TEAMScconference.com)