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Meetings Quest[®]

Meetings Quest Programming Lineup Features Lessons From Sports-Industry Veteran and Digital Marketing Expert

Big Four Sports Executive Andy Dolich, Technology Innovator Larry Chao and Attorney John Foster Headline Meetings Quest in Oakland

Meetings Quest, the nation's longest-running series of educational and networking events for meeting planners, will be held July 22–23 at the Oakland Convention Center in Oakland, California. Hosted by Visit Oakland and presented by *Association News* magazine, Meetings Quest will offer a programming lineup featuring a sports executive with a career that includes working with all four of the largest professional sports leagues, a technology innovator and the leading attorney in the events and trade-show industry.

On Wednesday, July 22, Meetings Quest attendees will have the opportunity to earn credits toward IAEE's professional certification program. The Certified in Exhibition Management (CEM) Learning Program—which leads to the CEM designation—emphasizes real-world learning to confront daily challenges. The day-long program, which will focus on trade-show floor-plan development, will be administered by IAEE and taught by CEM commission-approved faculty. The CEM designation was created in 1975 to raise professional standards in the exhibition industry and is recognized as the premier mark of professional achievement for those who manage and host trade shows.

The following morning, an entertaining keynote address will feature Andy Dolich, the only Bay Area executive who has worked for the NBA's Golden State Warriors, Major League Baseball's Oakland A's and the NFL's San Francisco 49ers. Dolich will provide insights on how attendees can connect their professional lives to their passions in ways that will leave them whistling while they work.

Immediately following Dolich's keynote, Meetings Quest will offer two Learning Lab Sessions on legal issues facing meeting professionals and cutting-edge technology trends. The first Learning Lab Session will feature John Foster, one of the nation's preeminent experts on meetings-industry law. Foster will provide clear explanations of the legal issues confronting planners and suppliers in today's meetings industry. In the second Learning Lab Session, Larry Chao, vice-president of marketing at Balluun, will examine how innovative social media and technology startups can help events and trade shows increase attendee and exhibitor engagement, while also increasing their revenues.

Meetings Quest is organized by Los Angeles-based Schneider Publishing, publishers of *SportsTravel* and *Association News* magazines and organizers of the TEAMS Conference & Expo. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually. Meetings Quest has been held in Mesa, Arizona; Cabarrus County, North Carolina; and Providence, Rhode Island. Upcoming Meetings Quest shows will be held in Bloomington, Minnesota, and Atlantic City, New Jersey. For further information, visit MeetingsQuest.com or call (877) 577-3700. To watch the Meetings Quest video overview, click [here](#). To register for Meetings Quest, click [here](#).

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About Schneider Publishing:

Schneider Publishing is the parent company of *Association News*, America's most-read magazine for association executives, and *SportsTravel*, the sports world's event magazine. In addition to Meetings Quest, Schneider Publishing organizes the TEAMS Conference & Expo, the world's largest gathering of sports-event organizers. TEAMS '15 will be held November 9–12 in Las Vegas. TEAMS '16 will be held September 26–29, 2016, in Atlantic City. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

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