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# Meetings Quest®

## The Zika Virus, Event Security and Drones to be Featured On the Education Program at Meetings Quest in Bloomington

*The timeliest topics for meeting planners will take center stage  
when Meetings Quest visits Bloomington, Minnesota, in mid-July*

Meetings Quest will continue its tradition of addressing trending concerns for meeting planners July 13–14 in Bloomington, Minnesota. Hosted by the Bloomington Convention & Visitors Bureau, Meetings Quest is the nation's longest-running series of educational and networking events for corporate and association meeting planners.

“The outbreak of the Zika virus and the terror attacks in Paris and San Bernardino are among the most recent examples of external forces that can have ramifications for meeting planners, forcing them to recalibrate how they plan for event security and other inevitable crises,” said Steven Hacker, author of the monthly “Association Doctor” column for *Association News*. Hacker, the former president of the International Association of Exhibitions & Events, will facilitate a Meetings Quest Learning Lab titled, “Crisis Management and Event Security,” which will provide an overview of the possible impact on meeting planners of the expected spread of the Zika virus as well as steps meeting planners should take to appropriately plan for event safety and security in today's unpredictable environment.

In the rapidly changing world of event technology, few topics are attracting more attention than the event-related use of drones. A second Learning Lab at Meetings Quest in Bloomington, titled “Drones: Redefining the Future of Events,” will feature Jennifer Hoff of Taffy Event Strategies. Hoff will explore how to manage drone use at events and trade shows in ways that enhance rather than diminish the attendee and exhibitor experience.

“Our goal is to provide programming that will help inform the decisions of the planners who attend Meetings Quest,” said Timothy Schneider, president and CEO of Schneider Publishing Company, which publishes *Association News* and organizes Meetings Quest. “The topics we have on tap are fresh, relevant and will offer unique insights on the future of events.”

Attendees will also have the opportunity to experience the Bloomington area, which is home to the world-famous Mall of America and a growing destination for meetings and events. In addition to a half day of educational programming, Meetings Quest in Bloomington will offer an opening-night welcome event, a keynote speaker and an afternoon trade show featuring one-on-one appointment sessions between meeting planners and exhibitors.

“Meetings Quest continues to raise the bar when it comes to delivering exceptional educational programming as well as valuable networking opportunities,” said Bonnie Carlson, president and CEO of the Bloomington Convention & Visitors Bureau. “We are very pleased that the event is coming to the city of Bloomington.”

For further information, visit [MeetingsQuest.com](http://MeetingsQuest.com) or call (877) 577-3700. Click [here](#) to watch the Meetings Quest overview.

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**Tweet this:** The timeliest topics for meeting planners are on the agenda at @MeetingsQuest in @BloomingtonCVB July 13-14 [bit.ly/1PkCFkx](http://bit.ly/1PkCFkx)

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

The **Bloomington Convention & Visitors Bureau** is the official marketing organization for the city of Bloomington, Minnesota, and aggressively markets Bloomington area attractions and the surrounding communities to visitors around the world. Bloomington is located adjacent to Minneapolis and St. Paul, just minutes from the international airport, is the home of Mall of America, and is a premier destination for meetings, conventions and tourism. For more information, visit [bloomingtonmn.org](http://bloomingtonmn.org).

**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 '16 will be held September 26–29, 2016, in Atlantic City, New Jersey. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

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