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Meetings Quest[®]

Meetings Quest in Atlantic City to Feature Educational Sessions on How to Elevate Your Events and Manage Potential Crises

Industry experts will provide unique insight on maximizing the attendee experience when Meetings Quest visits Atlantic City March 14–15

Meetings Quest will continue its tradition of addressing the most relevant topics impacting meeting planners March 14–15 in Atlantic City, New Jersey. Hosted by Meet AC and presented by *Association News*, Meetings Quest is the nation's longest-running series of educational and networking events for association, corporate, government and religious meeting planners and will be held at the Borgata Hotel, Casino & Spa.

Through a series of entertaining and informative briefings, four industry experts will provide unique insights into maximizing every aspect of the attendee experience. Darrell Gehrt, vice-president and general manager of CrowdCompass by Cvent, will discuss the latest techniques for leveraging technology to engage your attendees before, during and after your events via gamification and social media. Kathy Armistead Olen, president of Atticus Brand Partners, will provide her "how to's" of booking the best talent at the best rates to create the best connection with an audience and leave them with indelible memories. Josh Randle, chief operating officer of the Miss America Organization, will share his thoughts on maximizing the production value of events using the Miss America Pageant as his prime example and focusing on the dichotomy between their telecast and the live events. And John Wentzell, president of venue management and food services and hospitality at Spectra, will share ways to utilize food and beverage selections and presentation to elevate events from the every day to the extraordinary.

As travelers' concerns are heightened by ongoing terrorist threats, event safety has become a top priority for meeting planners. A second educational session on crisis management and event security will feature Steven Hacker, author of the monthly "Association Doctor" column for *Association News* and the former president of the International Association of Exhibitions & Events. Hacker will provide an overview of the steps to take when organizing an event and will detail available resources for appropriately planning for the safety and security of events. He will also discuss how to respond should an event be affected by a crisis.

"At Meetings Quest, we are committed to curating educational programming that is aligned with the needs and concerns of meeting planners," said Timothy Schneider, president and CEO of Schneider Publishing, which publishes *Association News* and organizes Meetings Quest. "In Atlantic City, attendees will be able to hear firsthand from experts with years of experience in the event industry. We believe that Meetings Quest attendees will walk away with valuable information that will help them successfully plan their events."

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

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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 '17 will be held October 30–November 2, 2017, in Orlando, Florida. TEAMS '18 will be held October 1–4, 2018, in Louisville, Kentucky. The group travel markets served by Schneider Publishing generate 156 million hotel room nights annually.

About Meet AC

Meet AC, Inc. was officially formed as a 501(c)(6) organization on June 23, 2014. Prior to its formation, the Meetings and Convention sales and marketing group was operating under the Casino Reinvestment Development Authority (CRDA). *Meet AC*, a tourism economic development agency, focuses on three primary objectives: sales, marketing and services.

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