

WEDNESDAY, MARCH 25, 2026

8:00 AM - 8:45 AM	Registration & Breakfast <i>Live music presented by Massport's "Live Music at Logan"</i>
8:45 AM - 10:00 AM	Morning Plenary Session All the Numbers: Turning Data into Market Growth In this research session, we'll explore key insights from TripAdvisor visitor data and Massport statistics to better understand current travel patterns, market demand and visitor profiles. <ul style="list-style-type: none">• Mallory Smith, <i>TripAdvisor</i>• Matt Hatfield, <i>Massport</i>• Mia Healy-Waldron, <i>Massport</i> LOCATION: Grand Ballroom
10:00 AM - 10:15 AM	NETWORKING BREAK: Catch up with your peers and visit our exhibitors! <i>Live break music presented by Massport's "Live Music at Logan"</i>
10:15 AM - 11:00 AM	BREAKOUT SESSIONS Events on a Shoestring: Doing more with less! Discover practical strategies for creating high-impact events without overspending. This session explores cost-effective planning techniques, vendor negotiation tips, creative design hacks, and smart technology choices that stretch your budget without sacrificing attendee experience. Learn how to maximize resources, streamline workflows, and deliver events that feel big—no matter the budget. LOCATION: Room A Moderator: Dagny Ashley, <i>City of Quincy</i> <ul style="list-style-type: none">• Brian Bradbury, <i>Revolutionary Valley</i>• John McDonald, <i>City of Quincy</i>• Ashling Rowen, <i>Infinity Events</i>• Kim Goddard, <i>AHA! New Bedford</i>• Jackie Studer, <i>South Shore Event Solutions</i> Built on Success: Celebrating the Past, Powering the Future Signature and legacy events may begin as single moments of celebration, but their influence can shape communities for years. This session examines how organizations create, grow, and sustain events that deliver long term value. Panelists will share the origins of their signature events, the goals that guided their development, and the lessons learned throughout their evolution. The discussion will explore strategies for maintaining momentum, strengthening marketing and stakeholder engagement, and ensuring these events continue to generate meaningful return on investment. Beyond operations and promotion, the session highlights how legacy events reinforce community identity, pride, and connection. Attendees will gain practical insights and strategic frameworks to build or enhance events—whether annual traditions or once in a generation celebrations—that leave a lasting impact. Moderator: Carrie Campbell, <i>Evergreen Events</i> <ul style="list-style-type: none">• Sandhya Iyer, <i>Town of Lexington</i>• Claire Kallelis, <i>Hawthorne Hotel</i>• Michele Pecoraro, <i>Ideaz Ablaze</i> LOCATION: Room B The Hidden Forces Reshaping Marketing in 2026 2026 isn't the year AI becomes new, it's the year it becomes normal. When technology shifts from novelty to infrastructure, everything about how we connect, market, and build trust changes. In this session, Eric Hultgren will unpack the hidden forces reshaping marketing right now from the collapse of traditional search and the rise of answer engines to the battle for human attention and the new currency of trust. He'll show why flooding the zone with content no longer works, what signals actually cut through the noise in an AI-saturated world, and why now is the time when being human is your greatest advantage. <ul style="list-style-type: none">• Eric Hultgren, <i>National Director of Content at Advance Local</i> LOCATION: Room C
11:15 AM	CONFERENCE CONCLUDES