

SUNDAY, MAY 3

- 5:45 PM** Planners: Badge Pick Up (Meet in Lobby)
6:00 PM - 8:30 PM Welcome Reception Hosted by Hyatt Regency — Vue Rooftop Ballroom

MONDAY, MAY 4

- 7:30 AM - 8:15 AM** Breakfast — Lakeshore Ballroom
8:15 AM Southern Cross Service Dogs Feature (Sponsored by Grand Wayne Convention Center) — Lakeshore Ballroom
8:30 AM - 9:30 AM Education Session: *Challenge Accepted: Solutions to Industry Issues That Impact You* - Jessie States, CMP, CMM, Vice President, Consulting, MPI (Sponsored by Explore Branson) — Lakeshore Ballroom
9:45 AM - 12:15 PM 1-on-1 Appointments — Vue Rooftop Ballroom
12:30 PM Planners Depart - Site Tour - The Trade Hotel (Meet in Lobby)
1:00 PM Suppliers Depart (Meet in Lobby)
1:15 PM - 2:15 PM Lunch - The Trade Hotel
2:15 PM Return to the Hyatt Regency
2:30 PM - 4:00 PM Relax & Rewind
4:00 PM Planners & Suppliers Depart — Miller Brewery Happy Hour (Meet in Lobby)
4:15 PM - 5:15 PM Miller Brewery Happy Hour
5:30 PM - 6:00 PM Planners: Site Tour - The Harley Davidson Museum
5:30 PM - 8:00 PM Dinner - The Harley Davidson Museum
8:00 PM Return to Host Hotel

TUESDAY, MAY 5

- 7:30 AM - 8:15 AM** Breakfast — Lakeshore Ballroom
8:30 AM - 9:30 AM Education Session: *Tie It All Together! The Industry Panel That Finally Says What Everyone's Thinking* - Deborah Gardner, CMP, CVP, President & CEO, DG International, LLC (Sponsored by Kalahari Resorts & Conventions) — Lakeshore Ballroom
9:45 AM - 11:45 AM 1:1 Appointments — Vue Rooftop Ballroom
12:00 PM Planners Depart - Site Tour - Hilton Milwaukee (Meet in Lobby)
12:30 PM Suppliers Depart (Meet in Lobby)
12:45 PM - 1:45 PM Lunch - Hilton Milwaukee
2:00 PM - 4:00 PM Activity - The New Fashioned (Sponsored by Visit Milwaukee)
4:15 PM - 6:00 PM Relax & Rewind
6:00 PM Planners Depart - Site Tour - Baird Center (Meet at Julep Lobby Bar)
6:15 PM Suppliers Depart (Meet at Julep Lobby Bar)
6:15 PM - 8:00 PM Closing Night Reception - Baird Ballroom Terrace (Sponsored by Visit Milwaukee)

WEDNESDAY, MAY 6

- 8:00 AM - 9:00 AM** Breakfast — Lakeshore Ballroom
ALL DAY Airport Departures