



AGENDA

Thursday, May 20th

9:30 AM – 5:30 PM

Goldcast Virtual Platform (Educational Programming)

Renaissance Walnut Creek Hotel (Afternoon Networking Reception)

L.E.A.P. (Learn. Engage. Act. Participate.) is our one day, Regional Educational Conference attracting meeting professionals from the entire west coast for a unique meeting experience focused on cutting edge industry trends, out of the box thinking and creative ways to provide meeting solutions in our fast-paced and ever-evolving industry.

This year, our theme is **360 Wellness for Optimal Success**, and we're going HYBRID. On May 20th, we'll get our **Physical, Mental and Business Wellness** in check for the highly anticipated comeback of live events, and the exciting introduction of hybrid events. Join us for this one-of-a-kind opportunity to learn, be heard and get inspired.

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9:30 AM - 10:00 AM: Welcome & Physical Wellness - Mindful Morning with Patrick Hamilton, Senior Event Planner, Foxtail Catering

The first 50 people to register for L.E.A.P. will receive a gourmet, complimentary, V.I.P. (Virtual Interactive Party) Box. We'll upack one together and hear tips on fostering physical wellness with everything from cuisine choices to fun activations.

10:00 AM - 11:00 AM: Mental Wellness - Chip Conley, a rebel hospitality entrepreneur, *New York Times* bestseller and leading authority at the intersection of psychology and business, will give a compelling keynote on mindset. Named "Most Innovative CEO" by *Business Times*, Chip will help prepare us for re-entry into the post-pandemic world and assist us in redefining success, for greater fulfillment. An interactive Q&A will follow.

11:00 AM - 11:30 AM: Coffee Break / Networking - Explore the Goldcast virtual platform, connect with our generous sponsors and network in breakout rooms.

11:30 AM - 12:30 PM: Business Wellness Part 1 - “Building Your Brand: What is Your Value Proposition?” with Dahlia El Gazzar of DAHLIA+ Agency
Named one of Eventex’s 100 Top Influencers in the Events Industry 2020, Dahlia wants us to break the status quo and #getshitdone. She’ll give us incredible tips on how to take our stories, passions, networks and authenticity, and turn them into brand equity.

12:30 PM - 2:00 PM: Lunch / Networking - Explore the Goldcast virtual platform, connect with our generous sponsors and network in breakout rooms.

2:00 PM - 3:00 PM: Business Wellness Part 2 - Choose Your Own Breakout Session

Personal Branding: “How to Own Your Personal Brand. Be Loud. Be Bold” with Dahlia El Gazzar of DAHLIA+ Agency

When it comes to our digital presence, what we publish ourselves is only the tip of the iceberg. In this session, Dahlia will return to demonstrate how we can curate content, build our online presence and extend our brands.

Business Branding: “Deep Dive into Business Branding” with Soraya Herbert
Digital Media Enthusiast and Consultant, Soraya Herbert will help us to determine if our business’s online presence across social media platforms is helping us achieve our objectives, then, she’ll provide us with constructive tools for how to generate leads, increase engagement and take our business brands to the next level.

3:00 PM - 4:00 PM: Travel to In-Person Networking or Break

Take this time to travel to the Renaissance Hotel Walnut Creek or utilize this time for personal work.

4:00 PM - 5:30 PM: In-Person Networking & Hybrid Networking Experience

Join us in-person at the Renaissance Hotel Walnut Creek for some open air networking (attendance is capped at 50) and feel-good music by Mark Addington Events OR join us back online on Goldcast. Both in-person and virtual guests are invited to the premiere of a TV game show-style, hybrid networking experience created especially for us, by Curated Entertainment.

You don’t want to miss this opportunity to get triple fit, network and participate in our chapter’s inaugural hybrid event.