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OCTOBER 8, 2026

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10TH ANNUAL STRATEGIC MEETINGS SUMMIT
CHICAGO
OCTOBER 8, 2026

welcome attendees

The **BTN Group** is pleased to welcome you to the **10th annual Strategic Meetings Summit Chicago**. In a continued effort to engage our audience, we promote a platform for information sharing with your fellow business travel professionals as they gather intelligence on industry developments and share experiences, challenges and solutions with peers.

Through expert-led sessions and interactive discussions, you'll gain valuable insight on how suppliers and buyers are already applying AI, dueling meetings tools: simple/small offerings, SLAS for modern strategic meetings management, seeking value: best practices in meetings negotiations and more. We encourage you to share your challenges and successes and hope you discover key takeaways to enhance your corporate travel and meetings program in the months ahead.

For 42 years, the **BTN Group** has been the leading source of business travel and meetings information and intelligence. Our expert editorial staff delivers the highest quality news, information, data and research for corporate executives like yourself who are responsible for setting policy, managing and buying business travel and meetings on behalf of their company.

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Executive Vice President
The BTN Group



JEN BANKARD
Executive Director, Conference Content & Strategy
The BTN Group



DAVID MEYER
Executive Director, Conference Content & Strategy
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agenda

8:00 AM-9:00 AM	**Registration & Breakfast** sponsored by AMEX GBT Meetings & Events
9:00 AM-9:10 AM	**Welcome Remarks**
9:10 AM-9:50 AM	**Keynote Address: Kimberly Meyer, Co-Founder, Data Angel**
9:50 AM-11:00 AM	**Dueling Meetings Tools: Simple/Small Offerings** Purveyors of four new technology offerings for small and simple meetings show their products and tell what differentiates them. **COMMENTATORS:** **Jeanette Kilrea,** Director, Travel and Meetings, Grant Thornton Advisors **Anne-Marie Rogers,** VP of Meetings & Events, Direct Travel **Stephanie Swaney,** Manager, Events & Meetings, KPMG **PRESENTERS:** **Ciaran Delaney**, CEO and Founder, **Hubli** **Chance Ohn**, Enterprise Account Executive, US, **Naboo** **Ron Shah**, CEO and Founder, **Bizly** **Anna Sun**, CEO, **Nowadays**
11:00 AM-11:30 AM	**Networking Break** sponsored by DELTA BUSINESS
11:30 AM-12:30 PM	**SLAs for Modern Strategic Meetings Management** Join with your peers in roundtable discussions to update and add to the service level agreements they have in place with meetings services providers. Following a brief overview of SLA best practices, work in groups and report out to see which group came up with the most compelling measurements. **MODERATOR:** **Kevin Iwamoto**, Founder and Chief Strategist, **Executive Edge Strategies** **PANELISTS:** **Leslie Andrews**, Director Category Management – Travel, **JLL** **Tammy Morgan**, VP of Strategic Meetings, Sales and Account Management, **American Express Global Business Travel Meeting & Events** **Stacie Nerf**, Manager | MICE – Meetings, Incentives, Conferences & Exhibitions, **Delta** **Dennis Vilovic**, VP of Product Management, **Spotnana**
12:30 PM-1:30 PM	**Lunch** sponsored by HRS

continued on next page...

agenda

1:30 PM-2:20 PM	**Seeking Value: Best Practices in Meetings Negotiations** Meetings buyers discuss their efforts to use supplier relationships, tools and third-party services to identify and contract suitable meetings suppliers and support. **PANELISTS:** **Teri Awwad**, Vice President, North America, **CTM** **Michelle Furnas**, Principal Customer Success Manager, **Cvent** **Leah Lorden**, Senior Sales Executive, **Convene Hospitality Group** **Joshua Rice**, Category Manager, Meetings & Events, **Abbvie** **MODERATOR:** **Mary Ann McNulty**, Executive Director, Content Solutions, **The BTN Group**
2:20 PM-3:05 PM	**Hot Topics in Strategic Meetings Management** An interactive not-for-attribution discussion for sharing specific meetings management challenges and solutions. **FACILITATORS:** **Kevin Iwamoto**, Founder and Chief Strategist, **Executive Edge Strategies** **David Meyer**, Executive Director, Conference Content & Strategy, **The BTN Group**
3:05 PM-3:20 PM	**Networking Break**
3:20 PM-4:00 PM	**How Suppliers and Buyers Are Already Applying AI** Strategic meetings buyers and supplier representatives discuss how they are investing in AI and putting it to work to help provide services and data to corporate meetings managers. **MODERATOR:** **Steven Van Overmeiren,** Partner, **Results Plus Consulting** **PANELISTS:** **Alyssa Fantin**, M&E Leader, **Google** **Rachel Lunderborg**, Executive Director – Strategic Solutions Design, **HRS**
4:00 PM-5:00 PM	**Closing Remarks and Networking Reception**



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leslie andrews

Director Category Management - Travel, JLL

Leslie Andrews possesses over 20 years' experience in the hospitality industry and higher education, serving in various leadership capacities from Global Travel Category Leader for JLL to Academic Dean for an international school. Currently she also serves as an ad hoc professional development trainer, consultant and coach. Her academic experience includes college instruction, curriculum design, faculty development and mentoring of adult learners.

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teri awwad

Vice President, North America, CTM

In her current role, Teri Awwad oversees all event operations from sourcing through event logistics, strategy planning and maintaining the highest standards of client satisfaction and client retention within the meetings and events division of Corporate Travel Management in the US. Teri joined CTM M&E in February of 2018. She has spent her career as a private owner of a meeting and event services, a Regional Manager for a global DMC agency and Regional Manager of the South Atlantic Division of GES, as well as Vice President of Universal Orlando Resort Park and Event Sales. Teri has a BSBA in Hospitality Management from the University of Central Florida.





ciaran delaney

CEO and Founder, Hubli

Ciaran is the founder of www.meetingsbooker.com, a global meetings reservations platform with over 137,000 venues around the world. He has over 20 years international technology and tourism marketing experience covering hotels, destinations and conference segments.

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alyssa fantin

M&E Leader, Google

Alyssa Fantin leverages 15 years of experience across Procurement and People Operations at Google to support event excellence. With a user-first focus, she champions a unified Strategic Event Management ecosystem that pairs smart AI capabilities with intuitive human care. By simplifying behind-the-scenes processes, she enables teams to deliver frictionless, safe, and value-driven events, ultimately allowing users to focus on what matters most: meaningful experiences.

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michelle furnas

Principal Customer Success Manager, Cvent

Michelle Furnas partners with Cvent enterprise financial services clients to help them realize lasting value from event technology. A passionate client advocate, Michelle builds trusted, consultative partnerships that support technology adoption and drive meaningful results. With nearly a decade of experience in the meetings and events industry, Michelle joined Cvent in 2021. She draws on her management background to bring a thoughtful, strategic perspective to client conversations and provide guidance tailored to each organization's goals.





kevin iwamoto

Founder and Chief Strategist, Executive Edge Strategies

Kevin Iwamoto recently retired as Chief Customer Officer of Bizly Inc. and has 35 years of experience as a buyer, and supplier. Throughout his career, Kevin has held senior positions at reputable companies such as HP, Disney, GoldSpring Consulting, Lanyon, Active Network, and StarCite. Recognized as a global speaker, influencer, author, educator, and consultant, his areas of specialization include business travel, GDPR, Strategic Meetings Management (SMM), the meetings/events marketplace, and personal branding. Kevin has received multiple BTN awards and recognition for his industry contributions and has authored two books: "Strategic Meetings Management: From Theory to Practice" (2011) and "Your Personal Brand, Your Power Tool to Build Career Integrity" (2016).



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jeanette kilrea

Director, Travel and Meetings, Grant Thornton Advisors

Jeanette Kilrea came to Grant Thornton in 2016 to become Associate Director, Travel and Meetings and was promoted a year ago August to her current role, in which she is responsible for travel, meetings and corporate card programs. Her expertise over the last 15 years has been focused on corporate, association and conference management fields. Jeanette has led complex conference productions, full-service registration, and housing management for domestic, international, land and sea events. Jeanette holds a BA from the University of Iowa and a Master of Social Work degree from the University of Illinois Chicago.

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leah lorden

Senior Sales Executive, Convene Hospitality Group



Leah Lorden collaborates with leading enterprise organizations to design and execute high-impact meeting strategies. Known for her client-first approach, she consistently works with key accounts year over year to scale their event footprints across Convene's global portfolio of venues. A top performer for the last two years, Leah focuses on removing friction from the event sourcing process. She shares actionable insights on how bundling cutting-edge in-house technology with elevated culinary programming simplifies logistics, reduces planner workload, and aligns venue operations directly with client business goals to curate intentional experiences.



rachel lunderborg

Executive Director - Strategic Solutions Design, HRS

Rachel Lunderborg is a global travel and meetings leader with nearly 20 years of experience spanning strategic consulting, transformation, technology and operational leadership. She has led global teams and major initiatives across the Americas, EMEA and APAC with a focus on building scalable business practices and operating models enabled by technology. She's energized by solving complex problems and exploring how AI and emerging technologies can remove friction and create better ways of working. Rachel holds an MBA from the University of Arizona.



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mary ann mcnulty

Executive Director, Content Solutions, The BTN Group

Mary Ann McNulty is Executive Director of The BTN Group's Content Solutions, which produces webinars, white papers, research and custom content. She has covered the evolution of business travel, expense, payment, travel technology and meetings for more than 25 years. Her work has appeared in *Business Travel News, Travel Procurement, The Beat, Corporate Travel* and *Meeting News*, as well as on conference stages and webinars. She began her career as a newspaper reporter.

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kimberly meyer

Co-Founder, Data Angel

Kimberly Meyer is a M&E industry leader with a focus on meetings data. She is the co-founder of Data Angel, a Cvent partner company offering automation inside Cvent. She is a co-founder of ELX, a community of practice for global heads of meetings & events for large corporations. A current passion is leading an industry initiative around diversity, equity, inclusion & belonging. Kimberly is a proud Google Xi member, co-founder of the Executive Meetings Forum at IMEX, past "Top 25 Women in Meetings Industry" and has been recognized by *Business Travel News* as an SMM expert.





david meyer

Executive Director, Conference Content & Strategy, The BTN Group

Before taking on his current role producing more than 40 events a year including including Business Travel Show Europe, Business Travel Show APAC and Business Travel Show America, David Meyer was editorial director for five years and director of research and media strategy for two years. Prior to that David served for 17 years as editor-in-chief of *Business Travel News*. Before coming to BTN, David was managing editor of the 14 million-circulation *Philip Morris Magazine*, managing editor of voice and data industry weekly newspaper *CommunicationsWeek*, news editor for *Aviation Week & Space Technology* and copy editor for *Popular Mechanics*.



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tammy morgan

VP of Strategic Meetings, Sales and Account Management, American Express Global Business Travel Meeting & Events

With more than 30 years of experience across business travel and meetings and events, Tammy Morgan leads global new business sales and strategic account management for clients worldwide. Tammy is responsible for driving growth, strengthening client partnerships, and advancing strategic meetings programs that deliver measurable business value. Her expertise spans sales leadership, account strategy, and helping organizations maximize the impact of their meetings and events investments.

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stacie nerf

Manager, Meetings, Incentives, Conferences & Exhibitions Delta Air Lines

A 33-year airline veteran, 18-year veteran in MICE market and a #deltaproud veteran of 10 years. Stacie Nerf's Delta career started in Specialty Sales on the MICE team, virtually based in Dallas/Fort Worth. The MICE team, develops, markets, and sells all Delta Business Meeting & Events products: Corporate Meetings, Conferences & Events, and SkyTeam Global Meetings. Stacie holds certifications as CTE and HMCC and currently sits on Site's Foundation Board of Trustees and is a previous EIC APEX Commission member and CAB member of various CVB Boards.





chance ohn

Enterprise Account Executive, US, Naboo

Chance Ohn leads North American Sales at Naboo, an AI-powered meeting and event procurement platform. His path into the industry started in IT, where he saw firsthand how disjointed technology slows down procurement, erodes compliance, and leaves budget on the table. That experience shapes how he works with travel and meetings buyers today — helping organizations cut through the tool clutter and build smarter, more scalable events programs.

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joshua rice

Category Manager, Meetings & Events, Abbvie

Josh recently transitioned to Category Manager, Meetings & Events at AbbVie from Global Meeting Manager under McDonald's Strategic Meetings Management Program. In Josh's new role, he'll oversee AbbVie's relationships and spend across hotel, logistics, production, and DMC categories with the focus to strengthen AbbVie's position in the marketplace. Before Josh's 12 years at McDonald's, he began his career with Hyatt Hotels in convention services and expanded to meeting planning at a third-party agency and corporate.

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anne-marie rogers

VP of Meetings & Events, Direct Travel

Anne-Marie Rogers leads Direct Travel's U.S. M&E division, overseeing strategy, sales, procurement, planning, and operations. A respected industry leader, she is known for building high-performing teams, cultivating strong client and supplier partnerships, and delivering experiences that drive business results. Anne-Marie holds CIS and CITP designations and has served in numerous leadership roles with SITE, including six years on the International Board. She currently serves as a Trustee of the SITE Foundation, President-Elect for 2027, and Chair of the Women in Leadership Committee.





ron shah

CEO and Founder, Bizly

Prior to launching Bizly, Ron Shah was a venture capitalist for over a decade and founded technology investment firm, Jina Ventures. Ron also spent three years as an on-air correspondent on CNBC. Bizly is a certified minority owned business (MBE), SOC2 Type II certified, venture capital-backed, and has won accolades at many industry conferences. Ron holds an MBA from New York University Stern School of Business, and a BBA from George Washington University.

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anna sun

CEO, Nowadays

Under Anna Sun's leadership, Nowadays, the first AI platform for corporate events, has grown to $10M in booked revenue from over 250 clients, including Amazon, Google and Notion. Previously a software engineer at Datadog, DoorDash, and Amazon, Anna studied Computer Science at MIT, where she served as Class President and managed a $500K budget for social events for 1,300+ students. Nowadays has handled high-profile events like a 475-person gathering at Universal Studios and a hotel buyout in Thailand featured in *White Lotus* season 3.

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stephanie swaney

Manager, Events & Meetings, KPMG

Stephanie Swaney is a strategic event leader with 17 years of experience designing impactful B2B events. In her current role, she leads strategy and execution for a diverse portfolio of events, from large scale third-party conferences to executive leadership programs. With a proven track record in optimizing event portfolios and a deep expertise in leveraging performance data for ROI analysis, Stephanie brings a wealth of knowledge on how technology and strategic program management can drive business results. Stephanie holds a BA in Hospitality Management and Business Administration from the University of Missouri.





steven van overmeiren

Partner, Results Plus Consulting

As a former corporate travel leader for global giants in the technology and legal services sectors, Steven Van Overmeiren spent years navigating the friction between legacy systems and modern business needs. Now, as a consultant, Steven helps organizations dismantle the legacy, one-size-fits-all approach to build agile, multi-layered programs that integrate travel, meetings, expense, and payment. A vocal advocate for industry modernization, Steven is known for challenging the status quo and helping leaders think differently about what programs can achieve in an AI-first world.

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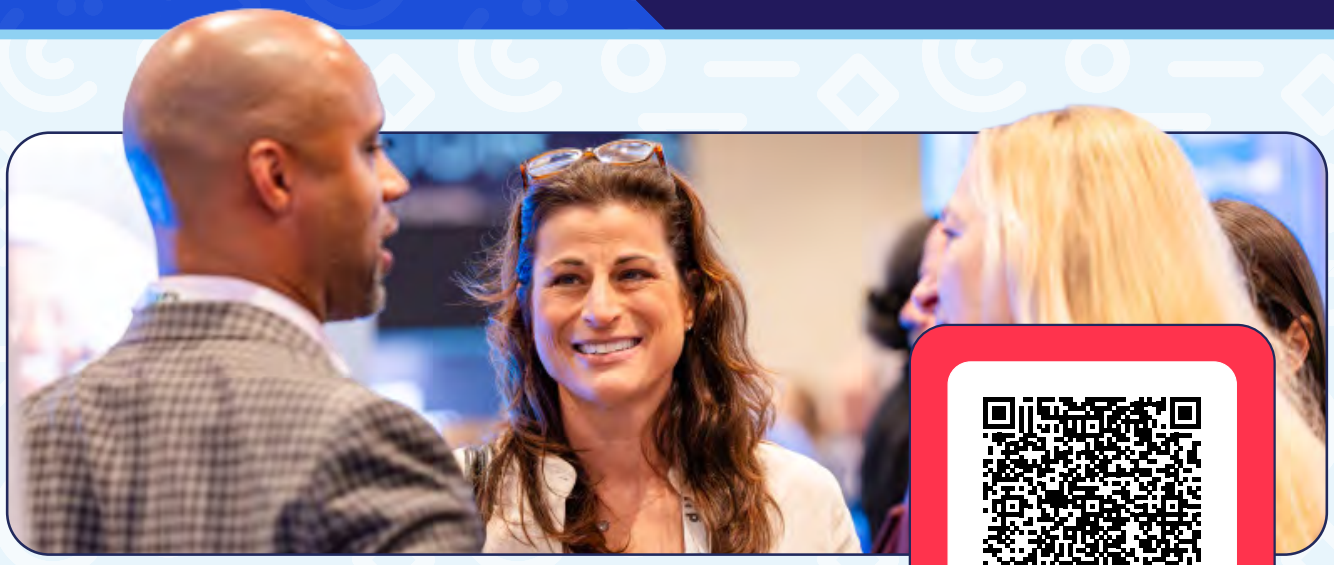

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dennis vilovic

VP of Product Management, Spotnana

Dennis Vilovic is a tech entrepreneur and global citizen who has lived in 9 countries across 3 continents, advising governments and businesses on leveraging technology for enhanced efficiency. Fueled by a vision to revolutionize global meetings and events, Dennis co-founded TROOP—the award-winning platform designed to streamline meeting planning and group travel logistics for global companies. Following TROOP's acquisition by Spotnana in 2026, Dennis joined the company as VP of Product Management for Meetings and Events. In his current role, he is responsible for transforming how organizations bring people together cost-effectively, efficiently, safely, and sustainably.

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