



## ESPA – An Event Service Professional’s Education and CEU Resource

### Topics at the 2017 Annual Conference, offering 7.75 continuing education credit hours

- From Handshake to Hashtag: How to Engage the Youngest Generation
- We’ve Got an App for That!
- Translating Event Technology Trends into Revenue Opportunities
- The Sharing Economy’s Impact on Events
- It’s all about the Space! Space Optimization, Fine Tuning the Process
- A Healthy Forecast – It’s all about the Facts
- Block-O-Saurus: Are Room Blocks Going Extinct?
- The Trials of a New CSM
- Senior-level CSMs Discuss Employee Challenges & Engagement
- The Site Visit Revisited
- Changing Demographics and Special Needs – Understanding and Being Prepared
- CMP Informational Session
- Maslow and the ROI Effect in Meetings – Optimum Learning Environments, ROI and how Attendees’ Perceptions Matters
- Q&A with Meeting Planners
- Security Issues and Concerns for Event Service Professionals: Current Safety and Security Trends in Event Security

### 2017 Webinar Series, offering 10 continuing education credit hours

- New and Innovative Ways to Enhance the Meeting and Event Experience
- Make Technology Work For You: #EventTech, Social Media, Productivity & More!
- The Art & Science of Post Event Survey Reporting
- What’s the ROI of You?
- How Positive Employee Engagement Impacts Positive Client Experiences
- Convention Center Best Practices
- CSR – What’s New in CSR Programs
- It’s not Mission Impossible – Sales to Services
- Comprehensive Client Services: CVB, Hotels, and Venues Working Together to Deliver Valuable, Measurable Services
- Best Practices for Attendance Promotion Tools and Processes

**17.75 CONTINUING EDUCATION HOURS**  
**FOR CONTINUOUS ENGAGEMENT THROUGHOUT THE YEAR**

