

FOR IMMEDIATE RELEASE

## **IAEE to Present the Women's Leadership Forum at Connect**

ATLANTA, March 4, 2019—Connect is pleased to announce the International Association of Exhibitions and Events, the largest association in the exhibitions and events industry, will co-locate a Women's Leadership Forum at Connect in 2019, 2020 and 2021.

"IAEE is delighted to have Connect Meetings as our partner in hosting our Women's Leadership Forum during the Connect event, Aug. 26-28 in Louisville," said IAEE President and CEO David DuBois. "The objective of the forum is to focus attention on the women professionals of our industry and the challenges they continue to face. Through partnerships like this, our industry will be able to finally provide a level playing field for all professionals who aspire to lead the exhibition and events industry irrespective of their gender."

IAEE's women's leadership programming provides the knowledge, strategies, motivation and inspiration needed to help participants take the next step in their careers. Attendees can expect active discussions on communicating with different personalities, taking on new challenges, enhancing decision-making skills and balancing work and personal life. The programming is curated for all women, regardless of age, title or position.

"Partnering with the International Association of Exhibitions and Events to produce the Women's Leadership Experience at Connect 2019 in Louisville provides Connect attendees and suppliers with a unique chance to focus on the distinct obstacles and opportunities that women professionals face," said Steven Hacker, executive director of Connect Expo. "The inherent bias that restrains many women from achieving all they are capable of achieving continues to be an embedded and insidious hurdle that must be resolved. Connect is proud to be a part of this initiative, and we encourage all of our attendees and suppliers to participate in the program."

With this agreement, Connect and IAEE are taking the lead in providing women event professionals with opportunities and advancement. IAEE also produces the Women's Leadership Forum in Washington, D.C., and Expo! Expo! The Women's Leadership Forum at Connect 2019 will be an extension of these events.

IAEE represents more than 12,000 individuals and 1,300 members (organizations) in more than 40 countries. IAEE members produce more than 20,000 meetings and events annually, ranging from board meetings to large-scale exhibitions.

Connect's reverse-style trade shows provide exposure and face-to-face opportunities that are crucial to develop business. During Marketplace, planners and suppliers meet in prescheduled appointments to exchange RFPs, arrange future site visits and book events. In addition to one-on-one meetings, Connect events feature high-quality education sessions, networking opportunities with like-minded professionals and motivational keynote speakers.

# Connect

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For more information, contact Executive Director Steven Hacker at [shacker@connectmeetings.com](mailto:shacker@connectmeetings.com).

## **ABOUT CONNECT**

Connect is a leader in the meetings, events, travel and tourism industry. Specializing in destination marketing, the company produces digital programs, online and mobile solutions, meetings business and travel magazines, trade shows and consumer events, travel guides for newspapers and leisure magazines and destination information, which is distributed through broadcast and custom programs. Connect, formerly known as Collinson Media & Events, introduced the popular Marketplace format to the meetings industry and now produces national shows for meeting planners in the Corporate, Expo, Sports, Diversity, Association and Faith sectors as well as other state- and region-specific meetings- and hospitality-focused events. More information about the company's brands and services is available at [connectmeetings.com](http://connectmeetings.com).