



OCTOBER 22, 2029 – LIST OF SPEAKERS

Caroline Campbell

Manager, National Council Relations & ESTO
U.S. Travel Association

Caroline manages the U.S. Travel Association's National Councils and the Meetings Mean Business Coalition (MMBC). The industry-wide Coalition was created to showcase the undeniable value that business meetings, trade shows, incentive travel, exhibitions, conferences and conventions bring to people, businesses and communities. Caroline works alongside the Director of MMBC, Nan Marchand Beauvois and additional team members to collaborate with industry stakeholders, conduct original research and support Coalition members during these unprecedented times. Previously, Caroline worked on the U.S. Travel Association's marketing and industry communication team. Originally from Denver, Colorado, Caroline graduated from Texas Christian University with a degree in Communication Studies.

Kavin Schieferdecker

Senior Vice President, Convention Division
Philadelphia Convention & Visitors Bureau

Kavin Schieferdecker has been Senior Vice President, Convention Division of the Philadelphia Convention & Visitors Bureau (**PHLCVB**) since March of 2019. Schieferdecker is responsible for achieving an annual room night goal through meeting and convention sales, and also oversees the PHLCVB's services team, which provides in-market assistance with large meetings and conventions, and serves as a conduit between clients and the Philadelphia hospitality community.

A hotel industry veteran with more than two decades of experience, Schieferdecker most recently served as the Director of Sales and Marketing at the Hilton Anatole in Dallas, where he was responsible for a Sales, Catering, Marketing & Events team of 53 people, revenues of \$163 million and a division budget of \$12 million. Among his many accomplishments, Schieferdecker successfully grew total hotel revenue from \$99 million in 2010 to \$163 million in 2018.

Prior to this position, he spent thirteen years with Marriott International in a variety of sales leadership roles including Area Director of Sales and Marketing in Boston, MA, Director of Sales and Marketing in Vancouver, BC, and Director of Hotel Sales in San Antonio, TX. He also held senior sales roles at hotels in San Antonio, Rancho Mirage, CA, and Cleveland, OH.

Schieferdecker is a graduate of the University of North Dakota where he received a Bachelor of Business Administration degree in Business Management. He also holds a Master of Science degree in Sports Management from Georgia Southern University

Julie Smith, CEM, CTA

Senior Vice President, Exhibition Sales
GES

Julie Smith, CEM, CTA, is senior vice president, exhibition sales, for GES, where she has worked for over 30 years in a variety of positions. Smith is active in many industry organizations, and is currently serving on the EIC COVID-19 Business Recovery Task Force. She served as president of ESCA in 2017, and chair of IAEE in 2016.