



iaee expo!
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2025

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Aligning Leadership & Sales

A C-Suite Strategy For Event Revenue



↗ the
place
to be

Speakers:



John Bacon

ASAE



Dan Cole

AVIXA



Brittany Shoul

MCI



Sean Soth

PAR

Who's in the room?

What do you see as your role in the sales process?

The 5 Cs



Context



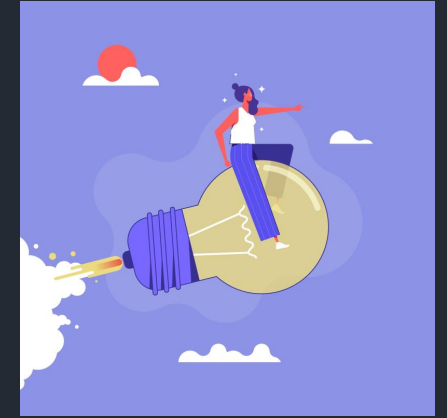
Coaching



Collaboration



Creative



Confidence

Context:

“Start with some basics that you might assume I already know:

Who am I meeting and what do I need to know about their business?

What are we selling and why do you think meeting with me will be helpful?”

-David Labuskes, CEO, AVIXA

Context

The circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood and assessed.



Coaching:

“A critical success factor is finding a safe place of understanding. Creating a place where everyone has an awareness of business development and its role is important from the board to a new hire.”

–Amanda Miller, VP Enterprise Solutions, Association for Talent Development

Coaching

A form of development in which an experienced person supports a learner in achieving a specific goal by providing training and guidance.



Collaboration:

“We’ll find the common points for their strategy and ours. The sale should execute on those mutual priorities.”

-David Labuskes, CEO, AVIXA

Collaboration

The action of working with someone to produce or create something, or to work jointly with others or together.



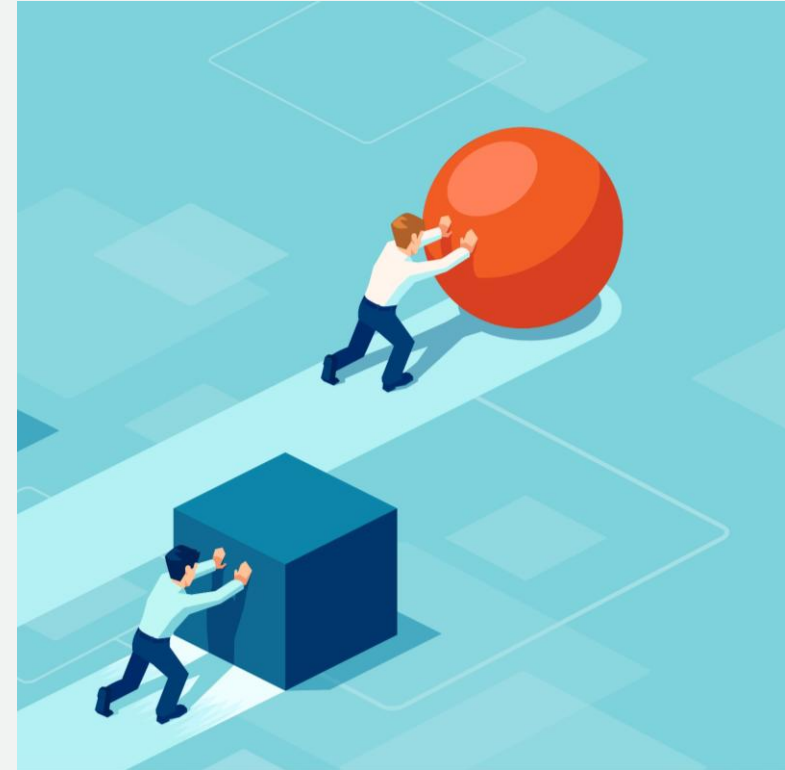
Creative:

“We try to prioritize solutions. We need to be in the parking lot so we can move forward. Solutions require creative thinking, contributions from different people. Sometimes, a departure from the comfort zone”

– Allyson Small, COO, Society for Clinical Research Sites

Creative

Relating to or involving the imagination or original ideas.



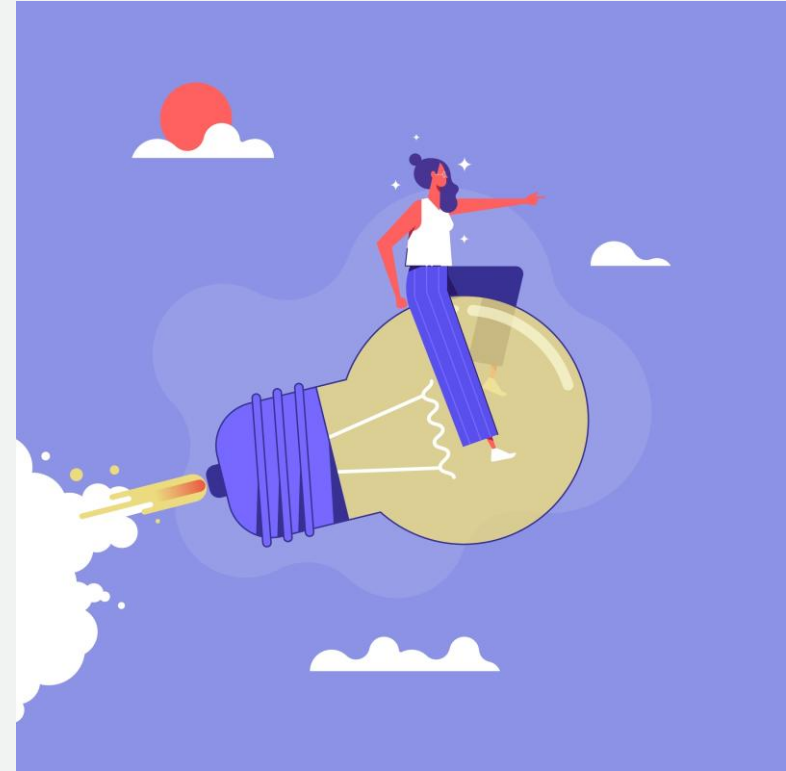
Confidence:

"Inaction breeds doubt and fear. Action breeds confidence and courage. If you want to conquer fear, do not sit home and think about it. Go out and get busy.

-Dale Carnegie

Confidence

The feeling or belief that one can rely on someone or something; firm trust.



What's your C?

KEY TAKEAWAYS

Questions?

Brittany Shoul

SVP, Revenue Strategy & Operations, Full-Service Sales, MCI USA Brittany.should@wearmci.com

Dan Cole, CEM

Senior Director, Exposition Sales, AVIXA dcole@avixa.org

John Bacon, MBA, AAiP

Senior Vice President, Strategic Growth & Partnerships, ASAE: The Center for Association Leadership jbacon@asaecenter.org

Sean Soth

President and Board Chair of Professionals for Association Revenue (PAR), Hi-Fidelity Group sean@hifigroup.com

Session Evaluation

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- Scan the QR Code here and follow instructions.
- You will be asked 1 time to fill in personal information.
- You will not be asked again when completing additional session evaluations.

OPTION 2

- Open the IAEE Expo! Expo! show app from Swapcard.
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- Under the documents and link section click on Evaluation icon.
- Your info will auto-populate – rate session.

Thank You!



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houston, tx
8–10 December 2025



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place
to be