



Get ready to create a dynamic and imaginative culture that engages employees and keeps customers coming back for more. Discover the power of Inclusive Leadership principles and elevate yourself and your department to new levels of innovation that you never thought possible. Don't miss out on the breakthrough experience that awaits you at the 2024 CMMA National Conference in Minneapolis, and be prepared to take yourself, your team, and your entire organization to a whole new level!

Register Now
Click Here

WEDNESDAY, OCTOBER 16

Pre-conference Events:

Tour Best Buy Studios

1:30 – 3:30 PM

Behind-the-scenes tour of Mall of America

4:00 – 6:00 PM

President's Welcome Reception

6:00 – 8:00 PM

THURSDAY, OCTOBER 17

Travel to Best Buy & Breakfast | 8:00 – 9:00 AM

GENERAL SESSION | 9:00 AM – 12:00 AM

Welcome & Opening Remarks

Keynote Speaker – Kevin Guest: **The Encore Impact**

New Member Moments

Partner Sharing Session

Networking Lunch | 12:00 – 1:00 PM

GENERAL SESSION | 1:00 – 4:15 PM

State of the Industry

Leadership Forum

Partner Sharing Session

The Bijou Member Media Showcase | 4:30 – 6:00 PM

Transportation to Hotel | 6:00 – 6:30 PM

Dinner on your own

Visit us at [CMMA.ORG](https://www.cmma.org)

Exclusive to CMMA!

Tour Best Buy's new state-of-the-art content production facility and see their new innovative specialty production spaces.

See how the largest mall in the US operates, including A/V, live events and video podcasts.



FRIDAY, OCTOBER 18

Travel to Toro & Breakfast | 8:00 – 9:00 AM

Tour of Toro Media Production Facilities | 9:00 – 9:45 AM

Travel to Best Buy | 9:45 – 10:15 AM

GENERAL SESSION | 10:15 AM – 12:00 PM

Panel: Managing AI in the Creative Environment

Partner Sharing Session

**Networking Lunch
& Board Meeting with Partners** | 12:00 – 1:00 PM

GENERAL SESSION | 1:00 – 4:15 PM

Tech Forum

**Keynote Speaker:
John Hardy: Building a Culture of Belonging**

Panel: How AI Helps Create, Innovate, & Captivate

Closing Comments

Transportation to Hotel | 4:00 – 5:00 PM

President's Dinner & Awards | 6:00 – 9:00 PM

REGISTRATION

| | Early Bird Price (ends Aug.1) | Regular Price |
|-----------------------------|-------------------------------|---------------|
| Premium & Associate Members | \$695 | \$795 |
| New Members | \$595 | \$595 |
| Retired/Life Members | \$495 | \$495 |
| Non-Members/Guests | \$695 | \$795 |
| Partner | \$895 | \$895 |



[Click here for Conference Registration](#)

Hotel Accomodations

Radisson Blu Mall of America, 2100 Killebrew Drive Bloomington MN 55425

Hotel reservation link will be included in your conference registration confirmation email.