



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 Event: Behind-the-scenes tour of Mall of America**

2:00 – 4:00 PM

**President's Welcome Reception**

5:00 – 7:00 PM

### Exclusive to CMMA!

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

## 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)

## 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.