

Top 3 Threats to Great Meeting Planning

How to raise your sourcing game and win in a seller's market

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Brad Langley, CITE, is a 30-year incentive and travel industry veteran and Vice President, Third Party Market at Aventri. Brad's career spans the airline supplier and meeting/incentive buyer side of the event industry. Before Aventri, he held leadership positions at Maritz Travel Company and served as president and COO at Creative Group, Inc. Brad is a recipient of SABRE Travel Network's Peak of Excellence Award for exemplary leadership with a focus on customer service.



About Aventri

Aventri is the first true live connection management platform. Continually transforming the way event managers execute their events while transforming the market, Aventri allows clients to create valuable in-person experiences, grow influential communities and expand brands. The comprehensive integrated solution starts with meeting request to venue sourcing, to every component of event management including registration, event marketing solutions, travel management, mobile apps to the all-important “experience” at the event with badges and onsite solutions. The platform connects event attendees and drives real-time attendee engagement while capturing meaningful data and analytics to help understand an event's success and provide real-time ROI.



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