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Are you ready for some networking?

By Gerry Zack, CCEP, CFE, CIA

In the immediate aftermath of the pandemic, there was a great deal of trepidation over returning to live events. Most people preferred to engage virtually, or at least recognized it was best for the time being. Gradually, this has changed to the point where there are now strong elements of both audiences.

Nowhere is the call for a return to live events stronger than at the regional level. It's at this level that so much valuable networking is done, locals chatting with locals. For 2023, we've presented a mixed bag of seven in-person and seven virtual regional conferences. But that will change in 2024.

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