



**Welcome!**

**imEX** LAS VEGAS  
OCTOBER 13-15 2026

**Global Growth  
Reimagined for  
Associations: From  
Disruption to  
REVENUE**



IMEX AMERICA 2026 · LAS VEGAS

# Global growth reimagined for associations

*From disruption to revenue*  
*Jeanne Sheehy, Bostrom · Avital Rosen, Kenes Group*

**imEX** LAS VEGAS  
OCTOBER 13-15 2026

Where are you joining us from?

0

North America

0

Latin America

0

Europe

0

Asia-Pacific

0

Middle East or Africa

0

Other region



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Where are you joining us from?

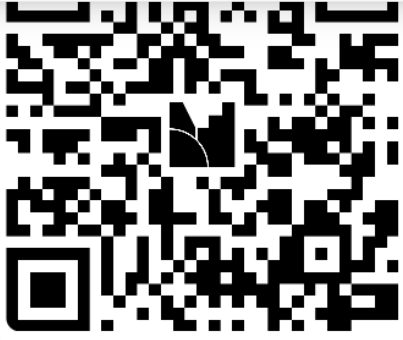


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# The ground is shifting

*The latest data is a stress signal, not a strategy.*

*ASAE The State of Associations 2026 · MPI Meetings Outlook Q3 2026 (in partnership with IMEX Group)*

68%

of association CEOs cite  
declining meetings  
revenue

61%

of planners expect live  
attendance to grow

71%

say premium experience  
vs. cost control is the  
hardest trade-off

73%

say intentional design is  
essential to business  
outcomes

**Meetings revenue is under pressure, but attendees are coming back. The associations that design for value are the ones capturing that growth.**



bostrom  
*solutions for success.*



kenes  
group

# The three outcomes we're focused on today:

1

## Assess your readiness

Gauge how ready your event and portfolio are for international audiences: access, technology and partnerships.

2

## Design for global access

Pricing tiers, hybrid formats and localized content that grow participation without destroying margins.

3

## Turn events into revenue

Use AI and partner co-creation to make one meeting a year-round revenue engine.

The associations and event teams winning right now aren't the ones with the biggest budgets. They're the ones rethinking what the event actually is, who it really serves, and how to deliver value, regardless of geography or geopolitics.

# Get out your cards

1. Geopolitical uncertainty means international attendees are staying home.
2. Offering discounted pricing to lower-income countries cheapens your brand and loses money.

**TRUE**  
**FACT**



**FALSE**  
**MYTH**



# Readiness Self-Assessment

Rate each statement from 1 = Strongly disagree to 5 = Strongly Agree

READINESS SELF-ASSESSMENT

# How ready is your organization for global growth?

Our event content has a life after the event.

Our registration, payment and technology work for international attendees.

Our sponsors co-invest in content, not just logos.

Strongly disagree

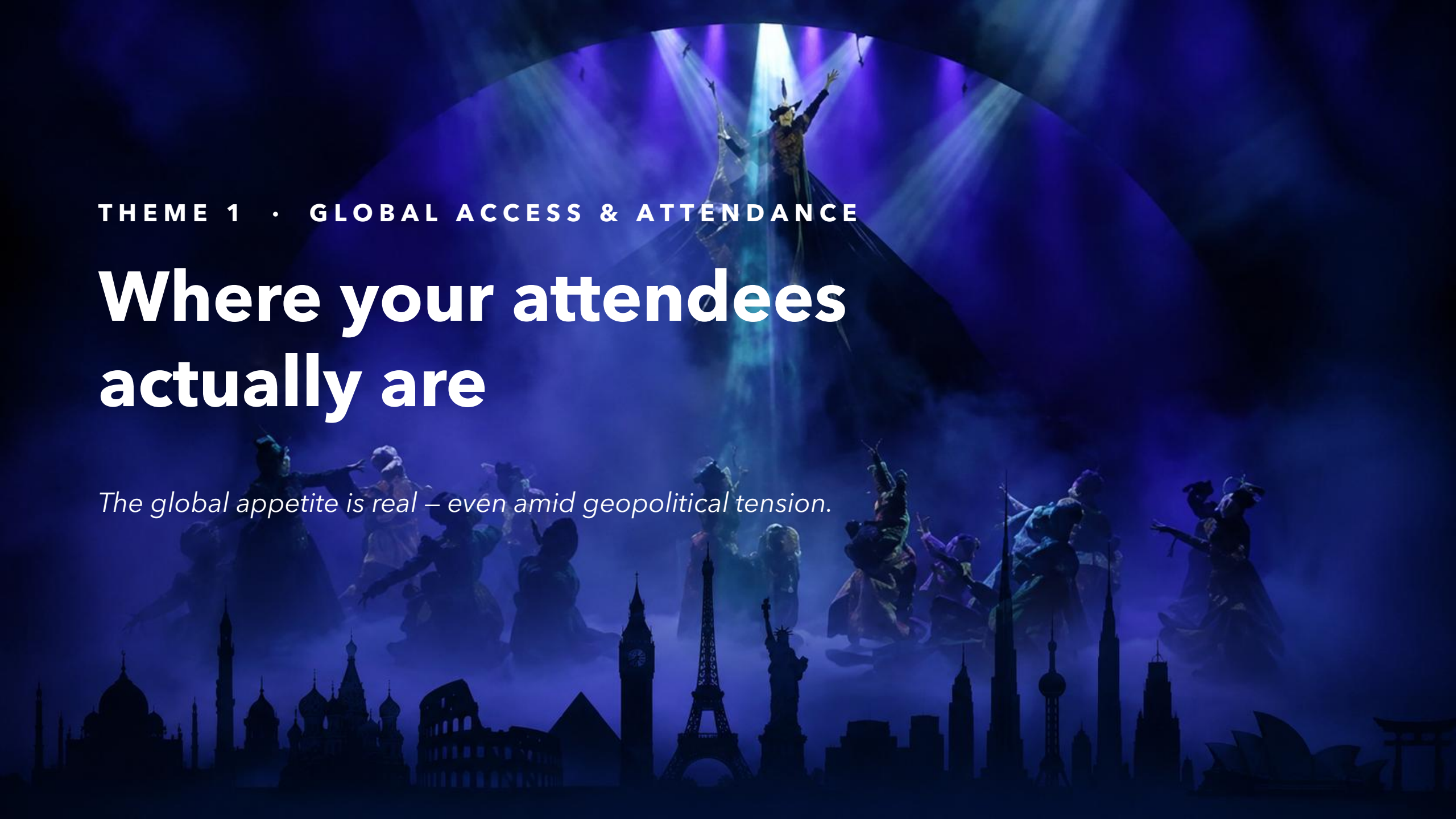
Strongly agree



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THEME 1 • GLOBAL ACCESS & ATTENDANCE

# Where your attendees actually are

*The global appetite is real – even amid geopolitical tension.*



**Jeanne Sheehy**

Bostrom

## OPENING STORY

# What the IBS conference in Seoul tells us about where attendees actually are.

- Earlier start of program development, earlier sharing of programming via marketing
- Finding new outlets for our messaging
- Innovative programming and experiences
- Social events becoming true experiences
- More involved local organizing group and leadership bringing the volunteer intel and contacts

2x

expected attendance — IBS conference, Seoul 2026



CASE STUDY • IPVS





**50%**  
of members from  
Africa/Asia

↑ Up from  
underrepresented



 A growing, more diverse global community driving the future of veterinary pathology.

**Avital Rosen Topel**  
VP Business Dev., Kenes

**160%**  
membership growth

**1,529**  
members worldwide

**100+**  
countries

**#1-2**  
regions: Africa & Asia

USE YOUR CARDS

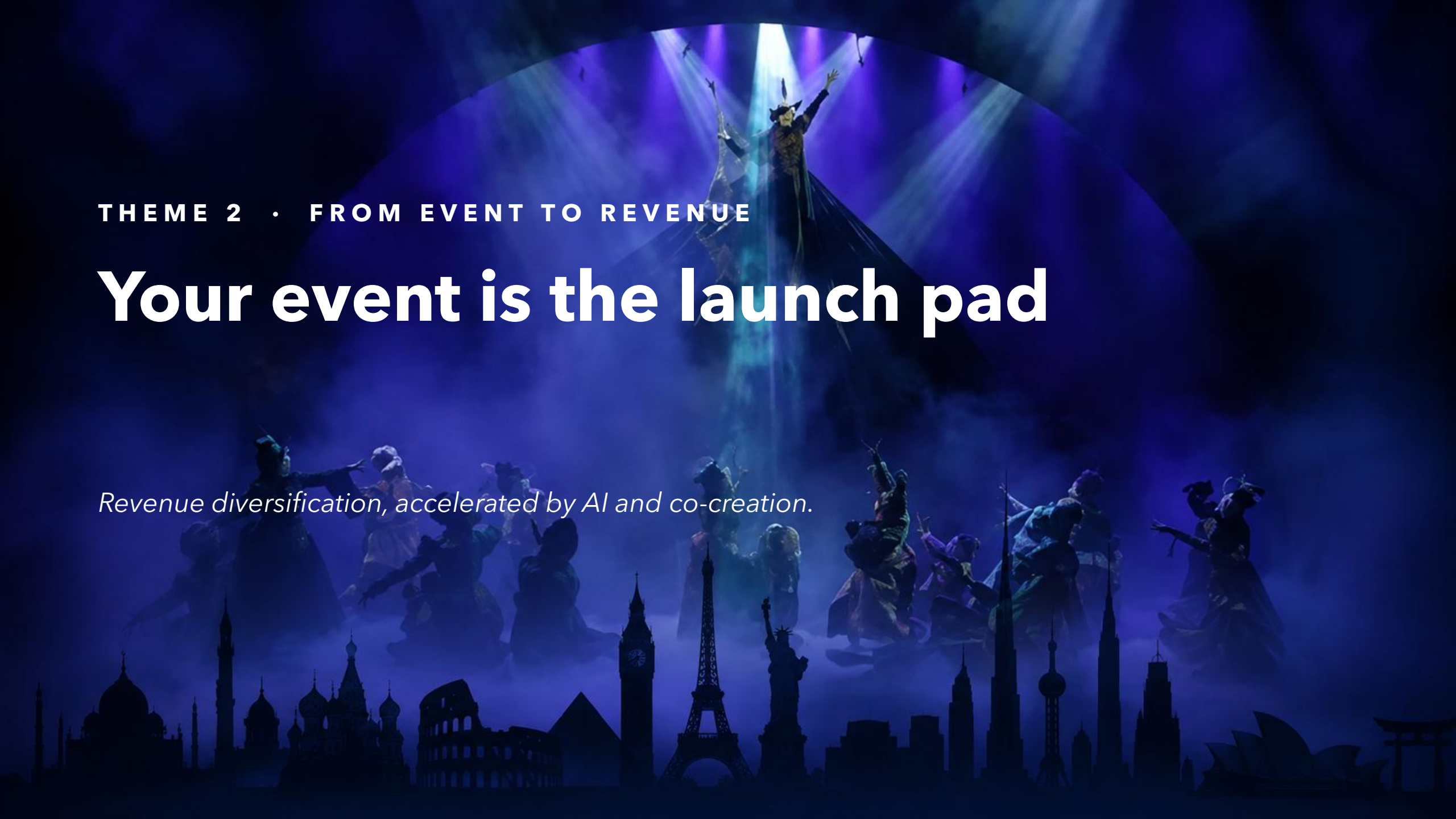
# Hybrid is the answer to global access.

**TRUE**  
**FACT**



**FALSE**  
**MYTH**



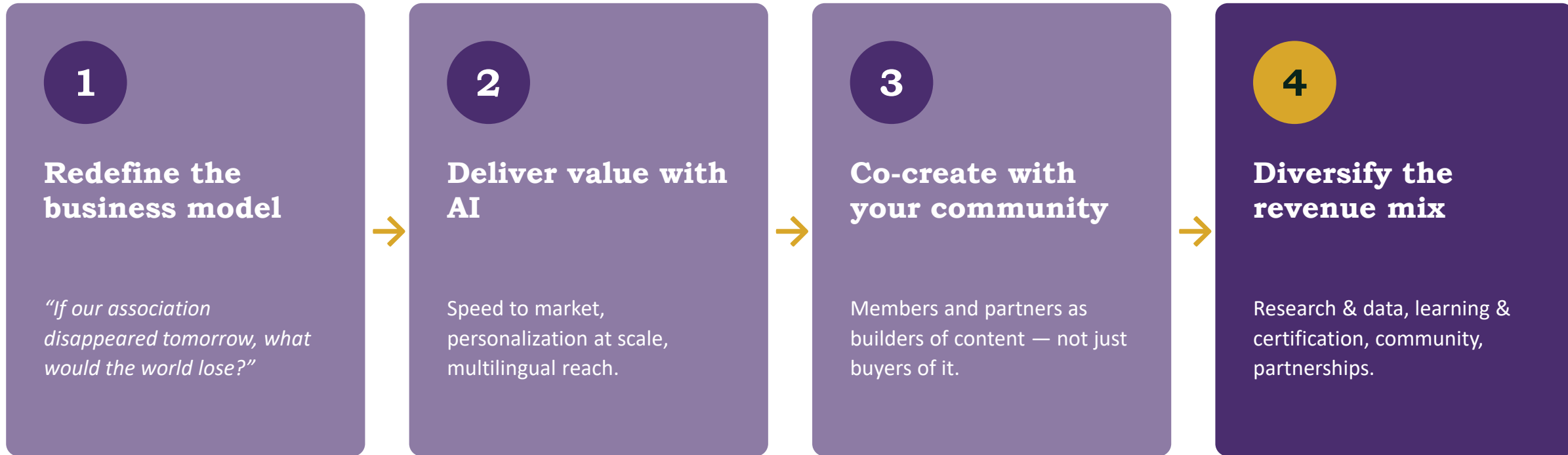


THEME 2 • FROM EVENT TO REVENUE

# Your event is the launch pad

*Revenue diversification, accelerated by AI and co-creation.*

# From disruption to durable revenue



*The four-step path — each step compounds the last. IBS year-round engagement model: 23% higher renewal rates.*



Advanced Technologies  
& Treatments for Diabetes

**Avital Rosen Topel**

VP Business Development, Kenes

## YEAR-ROUND ENGAGEMENT

- Courses & videos on demand
- A digital community of HCPs
- AI powered and interactive modules
- Use of emotional recognition + generative AI to simulate real life clinical conversations
- Monthly live webinars and live virtual learning formats,
- Content converted to accredited e-learning
- Microlearning blocks, diploma courses, and certifications

~~events drive engagement~~ → ***year-round value drives retention***



# 87.5%

of associations use AI  
for efficiency

# 15-20%

use it to build  
new revenue

***That gap is  
the opportunity.***

## STEP 2 • AI-POWERED VALUE

**“Most associations use AI to save time. The winners use it to build revenue. What are they actually doing differently?”**

- The power of the master prompt
- Multilingual delivery and session translation
- Speed to market products and programs
- Broader audience targeting; tools like apollo.io and lusha.com
- Content re-purposing
- Knowledge assistants
- Sponsor ROI intelligence
- Dynamic pricing and registration forecasting

USE YOUR CARDS

**TRUE  
FACT**



**FALSE  
MYTH**



**Sponsors mainly want  
more visibility: more  
logos, more signage,  
more booth traffic.**

## STEP 3 • THE APPROACH

# Content Co-Creation

### THE APPROACH —

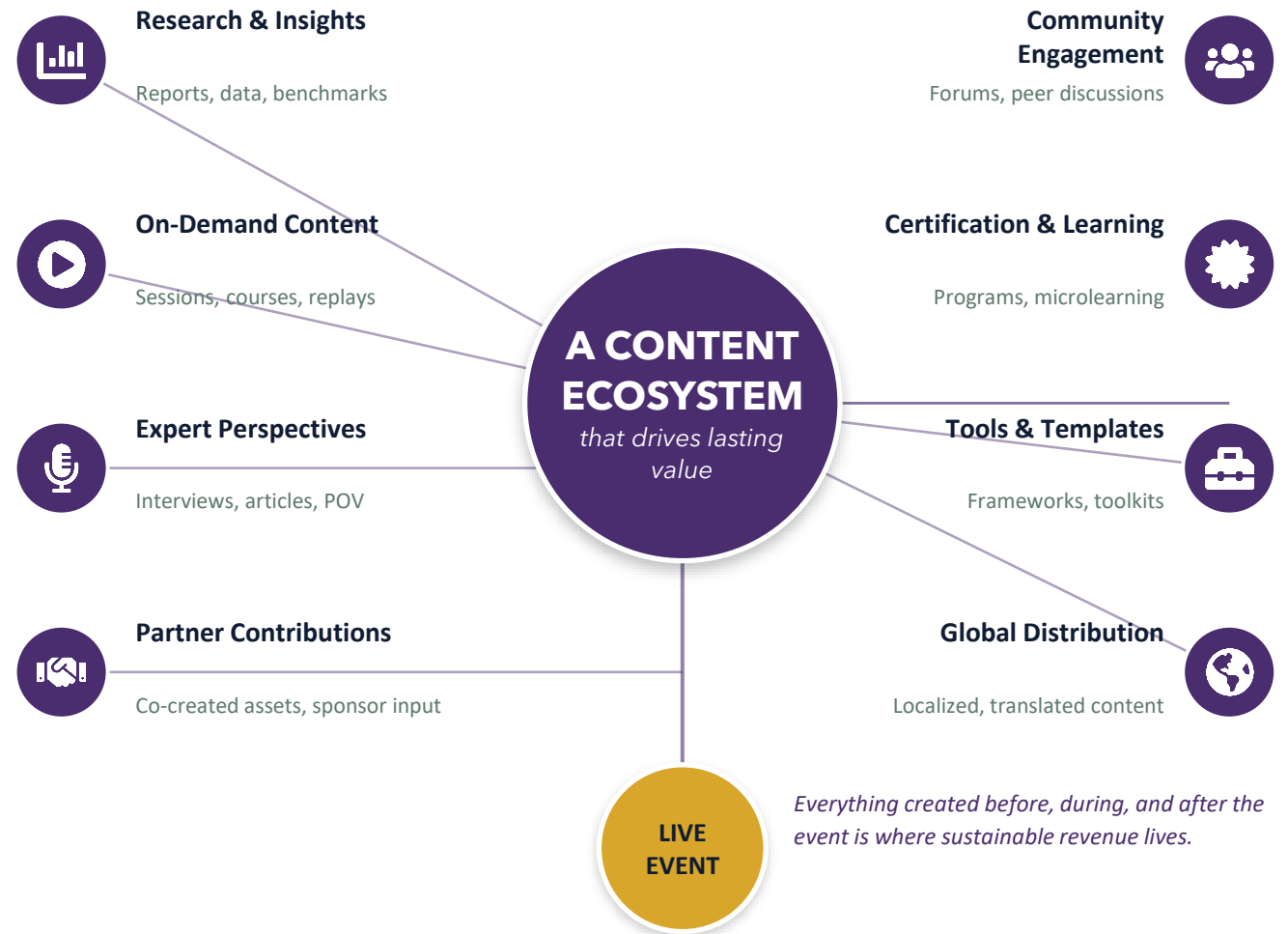
Partnering with stakeholders to develop valuable, reusable content and experiences that extend well beyond the live event.

“

THE LIVE EVENT IS NO LONGER THE PRODUCT —  
IT'S THE LAUNCH PAD

***“You're not just hosting an event —  
you're building a content ecosystem  
around it.”***

AVITAL ROSEN TOPEL • Kenes Group



1

Redefine the Model



2

AI-Powered Value



3

**Content Co-Creation**



4

Revenue Diversification

# IMEX Follow Up Checklist

## YOUR POST-IMEX FOLLOW-UP CHECKLIST

- ☐ Visa letter support
- ☐ Lower-income region access
- ☐ Multilingual services
- ☐ Bandwidth & hybrid production
- ☐ Content-capture rights
- ☐ Flexible packages & pricing
- ☐ Local partner network
- ☐ Bid & ambassador support

MAKE IT ACTIONABLE

# What will you ask a destination, venue or technology partner in your follow-up?

Responses can be up to 200 characters and will appear here.

You can group responses if you get more than 10.

Turn on voting so people can flag their favorite responses.

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# Final Take-aways & Resources

- **AI Guide 1.0 for Associations**
- **AI Guide 2.0 for Associations**
- **Kenes ATTD Case Study**
- **Kenes IPVS Case Study**
- **IBS Case Study**



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## QUESTIONS?



# Thank you!

