



# EXHIBITORLIVE 2016 to Showcase Top-Selling Business Authors

*Authors Executive Series Enhances Conference Content*

ROCHESTER, MINNESOTA, USA, November 2, 2015 /EINPresswire.com/ -- Exhibitor Media Group, the award-winning leader in trade show and corporate event marketing education,

today announced that prominent authors will be leading conference sessions at its top-rated EXHIBITORLIVE 2016, the training conference for trade show exhibit and event managers and marketers.



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The Authors Executive Series was designed to expand our attendees' horizons.

*Dee Silfies, chief learning strategist*

“The Authors Executive Series was designed to expand our attendees' horizons,” commented Dee Silfies, chief learning strategist, EXHIBITOR Learning Events. “I encourage everyone to join your colleagues in a spirited discussion of business and career ideas, direction and advice, with some of the business world's top-selling authors.”

Authors include:

John Baker, author of *READY Thinking - Primed For Change*. Session: “The Asking Formula – How to Ask for What You Want and Get It”

Corbin Ball – author of *The Ultimate Technology Guide for Meeting Professionals*. Sessions: “Disruptive Event and Exhibition Technologies” and “The Wisdom of the Crowd - Crowdsourcing and Sharing for Events”

Diane Cashin, author of *Why You Didn't Get the Job! Ten Steps for Success in Business - a Woman's Guide to Navigating Her Way to the Top*. Session: “Career Planning for the Seasoned Professional”

Andy Core, author of *Change Your Day, Not Your Life: A Realistic Guide to Sustained Motivation, More Productivity, and the Art of Working Well*. Sessions: “Life Balance - A Healthier You (On the Road)” and “Sales Energy - Having the "Juice" to Be Better Every Day”

Jim Gilmore, author of *The Experience Economy: Updated Edition*. Session: “Eight Great Tools for Thoughtful Leaders”

Nichole Kelly, author of *How to Measure Social Media*. Sessions: “What You're Missing in Social Media Measurement” and “Increase Marketing ROI with Lean Rapid Prototyping”

Barry Maher, author of *Filling the Glass*. Sessions: “Slicing Through the Noise: Powerful

Communication for Professional Success” and “Become a Better Leader, Motivate Your Team”

Andy Saks, author of The Presentation Playbook. Session: “Fear to Fun: Stop Freaking from Fear of Public Speaking” and “Slide Happy: How to Deliver Flat Power Point Slides with Gusto”

Marty Smith, author of Orange Belt for Exhibitors. Session: “Lean Six Sigma White Belt for Exhibitors”

EXHIBITOR Magazine’s EXHIBITORLIVE, the training conference for trade show exhibit and event managers and marketers, will be held February 29 - March 2, 2016 at the Mandalay Bay Convention Center in Las Vegas. Full registration for the [EXHIBITORLIVE conference](http://www.exhibitorlive.com) and exhibition is available at [www.exhibitorlive.com](http://www.exhibitorlive.com).

#### About Exhibitor Media Group

The leader in trade show and corporate event marketing education, Exhibitor Media Group publishes the award-winning EXHIBITOR magazine a monthly publication featuring best practices in trade show marketing. EXHIBITOR’S Learning Events include: EXHIBITORLIVE, the training conference for trade show exhibit and event managers and marketers; EXHIBITORFastTrak accelerated learning conferences; and EXHIBITOR eTrak professional online learning. Exhibitor Media Group is the founder and sponsor of CTSM (Certified Trade Show Marketer), the world’s only university-affiliated professional certification program. ([www.ExhibitorOnline.com](http://www.ExhibitorOnline.com)) Follow EXHIBITOR on Facebook, Twitter (@EXHIBITOR) and join EXHIBITOR’s LinkedIn discussion group.

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