



ACADEMIC MEETING PROFESSIONALS

2026 Conference

Agenda at a Glance • HeartSong Lodge & Resort

WEDNESDAY, AUGUST 26

8:00-9:00 p.m.



Early Registration and Poolside Welcome Event
Back Porch
Conference attendees only

THURSDAY, AUGUST 27

7:30-9:00 a.m.		Registration / Breakfast / Meet with Vendors	Ballroom A/B and Concourse
9:00-9:30 a.m.		Welcome	Ballroom A/B
9:40-10:25 a.m.		Breakout Session #1	
10:25-10:40 a.m.		AM Snack Break	Concourse
10:40-11:25 a.m.		Breakout Session #2	
11:30 a.m.-1:00 p.m.		Lunch and Presentation	Ballroom A/B
1:00-2:00 p.m.		Vendor Expo	Concourse
2:00-2:45 p.m.		Breakout Session #3	
2:45-3:00 p.m.		PM Snack Break	Concourse
3:00-3:45 p.m.		Breakout Session #4	
3:55-4:25 p.m.		Closing	Ballroom A/B
4:30-6:00 p.m.		Reception	Event Lawn
7:30-8:30 p.m.		Book Chat: <i>Unreasonable Hospitality</i> by Will Guidara	Back Porch

FRIDAY, AUGUST 28

7:45-8:45 a.m.		Registration / Breakfast	Ballroom A/B and Concourse
8:45-9:00 a.m.		Welcome	Ballroom A/B
9:00-10:00 a.m.		"Craft the Life You Want" - Stephen Brown	Ballroom A/B
10:00-10:15 a.m.		AM Snack Break	Concourse
10:15-11:00 a.m.		Roundtable Topics	Ballroom A/B
11:00 a.m.-12:00 p.m.		"Setting the Stage: How Dollywood Leaders Position Events for Success" – Dollywood Executive Panel	Ballroom A/B
12:00-12:30 p.m.		Closing	Ballroom A/B
1:00-3:30 p.m.		Add-On Session: "More Than 9 to 5: Designing the Dollywood Guest Experience"	Dollywood

All events and sessions are located at HeartSong Lodge & Resort unless otherwise noted.