



The annual technology user conference for leading supply chain and omnichannel solutions provider Manhattan Associates attracts more than 1,200 attendees.



Attendees of the Tropical Smoothie Café franchise conference enjoy activities that include evening cocktails, morning yoga, and the highly anticipated test kitchen.

# Meeting Expectations

ATLANTA

[Meetingexpectations.com](http://Meetingexpectations.com)

## THE LATEST

■ In 2019, Meeting Expectations rolled out a full company rebranding, including a new logo, tagline, and website, as well as a refreshed mission, vision, and set of core values. Among those core values are spread positivity, innovate, and inspire.

■ The company's newest clients include Buffalo Wild Wings, Society of

Geologists, Adobe, and the Colorado Society for Human Resource Management.

■ Among other recognition, Meeting Expectations earned an Art of the Show Award for attendee-booth interaction at COLLABORATE 19: Technology & Applications Forum for the Oracle Community, from the International Association of Exhibitions and Events.

■ In 2019, the company reenergized its support for the community, lending volunteer hours to organizations such as Feeding America and Atlanta Urban Garden.

## LEADERSHIP

**Jalene Bermudez, Founding Partner and President**

**Christine Hilgert, CMP, Senior Vice President**



**Christine Hilgert, CMP, Senior Vice President**



**Lisa Burton, CMP, Senior Vice President**



**Alex Murphy, Senior Director of Site Selection**



Corporate meetings in 2019:

**182**

Incentive travel programs in 2019:

**20**

Top customer markets:

**healthcare/  
medical, computers/  
electronics, franchise**



The Quest for Excellence annual franchise incentive trip features exclusive experiences for Comfort Keeper's winners and their guests.



## MORE STATS

Full-time employees:  
90

Room nights booked for meetings and incentives in 2019:  
94,000

Meeting and incentive travel programs held outside the U.S.:  
7%

Revenue from planning and executing meetings and incentives:  
44%

## LINKS

[Website](#)

[Blog](#)

[LinkedIn](#)

