



# Let's Talk Sourcing:

## Navigating the New Expectations of Event Planners

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# Meet the panel



**Lauren Swenson**

Senior Director, Sales, Hospitality Cloud  
Cvent



**Anissa Ladd**

VP of Sales & Services  
Visit Virginia Beach



**Portia Conerly**

Director of Sales & Visitor Services  
Arlington Convention and Visitors Service



# Panel Discussion



# **Let's Talk Sourcing:** Navigating the New Expectations of Event Planners



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**Thank you**

