



By MMA / A Hyve Event

POSSIBLE

Speaker Guidebook

Mastering the Art of the POSSIBLE Presentation

April 27–29, 2026

Fontainebleau & Eden Roc, Miami Beach



POSSIBLE At a Glance

Dear Speaker,

We're excited to welcome you as a speaker at **POSSIBLE 2026**.

This guidebook provides all the essential information you need to prepare for your session, including key deadlines, required deliverables, and helpful maps to assist you in navigating the event.

Please take a moment to review this handbook, and don't hesitate to reach out to the POSSIBLE Programming Team with any questions.

We look forward to working with you during this process.

Best,
Yasmin Melendez
VP, Content & Programming
yasmin@possibleevent.com

Carlene Lawrence-Mack
Senior Content & Programming Manager
carlene@possibleevent.com

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Key Deadlines and Speaker Deliverables

1

Speaker Assets Due: Upon confirming

Headshot: Please submit a high resolution headshot (at least 300 dpi) that will be used on the online agenda, email and social promotions.
Speaker bio: Submit a speaker bio max 200 words for the online agenda and app.
Company logo: In PNG or JPG format with transparent background.

2

Session Description Due: February 2, 2026

The online agenda will go live in February 2025. The programming team will be in contact with you in the weeks leading up to this deadline to discuss your session topic and finalize a session description.

3

Complimentary Speaker Registration – Register by: Ongoing

As a speaker, you will receive a Speaker Pass. This will give you the all-access experience at the event. You will automatically be registered for the event and will receive a confirmation email from the system with more details on how to reserve your hotel room.

4

Fontainebleau & Eden Roc Hotel Reservations - Reserve by March 20, 2026

Take advantage of discounted attendee rates at the Fontainebleau and Eden Roc. Rooms are limited and will sell out quickly, so we strongly recommend booking as soon as possible. Please refer to your registration confirmation email for booking details.
<https://possibleevent.com/venue/#book-hotel>

5

Speaker Consent Forms Due: March 30, 2026

Please review and complete the Speaker Consent Form found on page 16. You will also receive a digital version via Adobe Acrobat. If you have any questions, contact: carlene@possibleevent.com

6

Presentation – Deadline: April 13, 2026

Presentations are due two weeks before the event. This allows time for internal review, technical checks, and coordination with production. If your presentation includes video, please embed them into the deck and provide the video files. Additional presentation specifications begin on page 7.

7

On-site: Hair & Make up - 30 minute slot – Reserve by April 22, 2026

For speakers presenting in the Inspiration and Vision Hall, POSSIBLE will have a makeup artist on-site available for touch ups. Slots will be assigned on a first-come, first-served basis. To reserve a “Refresh” prior to your session, please email: sage.barnett@possibleevent.com.

8

On-site: Badge Pickup (Fontainebleau) April 27-29, 2026

Upon arrival at the Fontainebleau, please visit the registration area located in the Luster Gallerie (Upper Lobby) to pick up your Speaker Badge.

9

On-site: 30 minutes before your session

To ensure a smooth experience, please plan to arrive 15–30 minutes before your session depending on the stage:

Inspiration Hall: Please meet at Ocean Promenade Corridor, behind Sparkle east, you will be met by the program lead, and you will be mic'd up and receive any final instructions.

Vision Hall (located at the Eden Roc): Please meet with programming inside the Vision Hall to be mic'd up and receive any final instructions.

Masterclasses/Workshops and all other stages: Speakers should arrive at least 15-minutes before their session starts. Microphones will be located in the rooms and your presentations will be pre-loaded onto the show computer. A tech will be available on-site to help with any last minute issues.

10

On-site: VIP Lounge (Fontainebleau) (Pre or Post session)

Speakers are invited to go the VIP Lounge to relax any time during the event. You can make this your meeting point during the event and meet other speakers before or after your session. We will have complimentary refreshments and food.

Preparing for and Finalizing Your Session Content

Main Stages

The programming team will be in touch with you to discuss your content and collaborate with you to craft a compelling session description. Our goal is to create a captivating and thought-provoking experience for the audience. In the process of shaping your presentation, please keep in mind the objectives for each of our main stages:

Inspiration Hall keynotes: These sessions are designed to inspire our audience to think and dream bigger. Your keynote should invite attendees to explore the boundless possibilities when it comes to the future of marketing and advertising, technology, media, designing consumer experiences, and more. Your presentation should empower attendees with a new insight or novel idea that wasn't possible before.

Vision Hall keynotes: These sessions are designed to ignite the industry's imagination and spark engaging conversations about the limitless possibilities of marketing. Your presentation should serve as a catalyst for innovative thinking and offer insights into the transformative changes taking place within the industry.

Conclude the presentation with key takeaways or lessons learned, sharing your insights or tips that marketers can think about applying in the short and long term.



Panels, fireside chats/interviews

Once all of the panelists and moderator have been confirmed, POSSIBLE will set up a meeting to brief all participants, discuss the approach to the topic and develop a discussion guide. We'll ask for additional input from panelists to help shape the discussion.

The best panels are the ones that have tension. We encourage you to bring out opposing perspectives and POVs into the discussion whenever possible. The moderator should conclude the panel by highlighting the key takeaways of the discussion. A final discussion guide will be shared with all participants a few days before the event.

Creator Economy Academy

The Creator Economy Academy explores how marketers and brands can collaborate with creators to drive authentic audience engagement.

These 30-minute sessions explore how creators are evolving into full-scale media powerhouses, while examining the impact of AI, platform shifts, and emerging trends shaping content creation, distribution, and influence. Featuring perspectives from both creators and brands, each session includes dedicated time for audience Q&A.

Presenters will be contacted by the Programming Team to discuss and finalize topic.

The Rising Talent Academy

These sessions blend mentorship and Gen Z perspectives, featuring industry leaders sharing their career journeys and insights on evolving trends alongside Gen Z voices offering real-world views on what drives their generation and how brands can connect authentically. Each session includes dedicated time for audience Q&A.

Presenters will be contact by the programming team to discuss and finalize topics.

VIP Academy

The VIP Academy sessions create a space for candid dialogue and peer connection. No Panels. No Presentations. Just facilitated discussions to encourage conversations on leadership, innovation and global trends shaping the future of marketing and businesses. This will be followed by an opportunity to network with attendees after the discussion.

Facilitators will be contacted by the programming team to discuss their topic and finalize an initial set of questions to prompt the onsite conversation.



Preparing for and Finalizing Your Session Content cont'd

Masterclasses

Masterclasses are tactical, expert-led sessions designed to navigate cutting-edge trends shaping the marketing landscape.

These 30-minute sessions will focus on timely, high-impact topics; offer structured insights delivered by an industry expert and include dedicated time for live audience Q&A.

Presenters will collaborate with the Programming Team to narrow down the topic and develop a clear session framework.



Workshops

Workshops are focused, skill-building sessions designed to help attendees deepen their expertise through presentations and interactive discussions. These sessions prioritize practical insights and strategic takeaways that attendees can apply to their work.

Facilitators will be contacted by the Programming Team to discuss and narrow down a topic.

This 45-minute workshop should include a short presentation, a panel discussion, and time for an engaging, interactive Q&A that allows the audience to gain practical insights.



Deep Dives

Each deep dive will focus on in-depth exploration of groundbreaking insights and trends presented by a media industry expert. The content should be targeted and include some time for interactive discussion with the audience that explores the chosen topic more deeply.

Presenters will be contacted by the Programming Team to discuss and narrow down a topic and work on developing a framework for the 45-minute deep dive.

The Innovation Stage

The Innovation Stage spotlights the bold ideas and breakthrough technologies transforming the future of marketing and business. This stage features thought-provoking sessions led by trailblazing innovators, disruptors, and industry visionaries who are redefining what's next.

Presenters will be contacted by the Programming Team to finalize topic and session format.



Presentation Tips

Presentations Due:
April 13, 2026

We want you to shine on stage! Submitting your materials early allows the Programming and Production Teams to review and offer guidance tailored to your stage and audience, conduct technical checks and rehearsals and ensure all assets (especially videos) run smoothly prior to the event. All presentations and videos will run from the show computer.

Depending on the stage you will be on, please submit your presentation and video assets to the following team members:

Inspiration Hall, VIP, and Creator Economy Sessions

Yasmin Melendez – yasmin@possibleevent.com

Vision Hall, Masterclasses, & Rising Talent Academy

Carlene Lawrence-Mack - carlene@possibleevent.com

Workshops, Deep Dives, Innovation Stage & Table Talks

Sage Barnett - sage.barnett@possibleevent.com

If your files are too large, you may send them via WeTransfer, Dropbox, Google Drive, or another transfer service of your choice.

Tips for Main Stages Keynotes and Solo Presenters on Innovation Stage

Remember POSSIBLE programming aims to create a captivating and thought-provoking experience for the audience. Make sure that your presentation is appropriate for the stage - the keyword is "infotainment"!

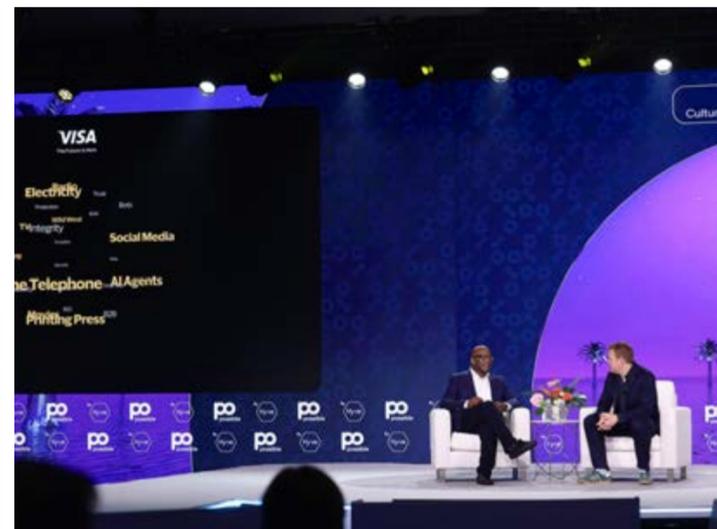
Avoid presenting a traditional case study and instead share examples and perspectives that support:

- A novel insight that wasn't possible before
- Challenge the traditional concept of marketing
- Put forward solutions on how marketing is contributing to the CEO's growth agenda

Tips for Panels, fireside chats/interviews

If you have examples (videos, photos, charts, etc.) that support your discussion or brings the insights you will be sharing to life, please submit them in advance so that programming may review and tech rehearse the assets prior to the event.

Presentation Specs: Inspiration Hall



Please use the following specifications when preparing your presentation for the Inspiration Hall stage. Submitting materials in the correct format ensures smooth production and optimal display quality.

Presentation Format:

.ppt or .key types in 2:1 presentations (1920 x 960) or 16:9 (1920x1080) aspect ratio

Videos:

.mp4 or .mov 16:9 (1920x1080)*

Audio:

.wav (preferred) or .mp3

Downstage monitors

in front of the speaker as confidence monitors (Current slide or Presenter View)

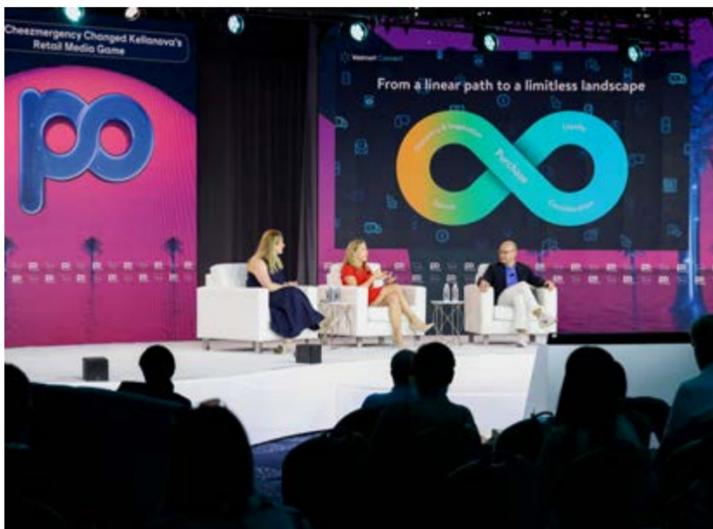
Remote clicker for slide advancement

Microphone options:

Headsets or Handheld

*Full screen configuration may be requested for specialty video asset creation

Presentation Specs: Vision Hall



Please follow the specifications below when preparing your presentation for the Vision Hall stage to ensure seamless production and a high-quality viewing experience for attendees.

Presentation Format:

.ppt or .key types in 2:1 presentations (1920 x 960) or 16:9 (1920x1080) aspect ratio

Videos:

.mp4 or .mov 16:9 (1920x1080)*

Audio:

.wav (preferred) or .mp3

Downstage monitors

in front of the speaker as confidence monitors (Current slide or Presenter View)

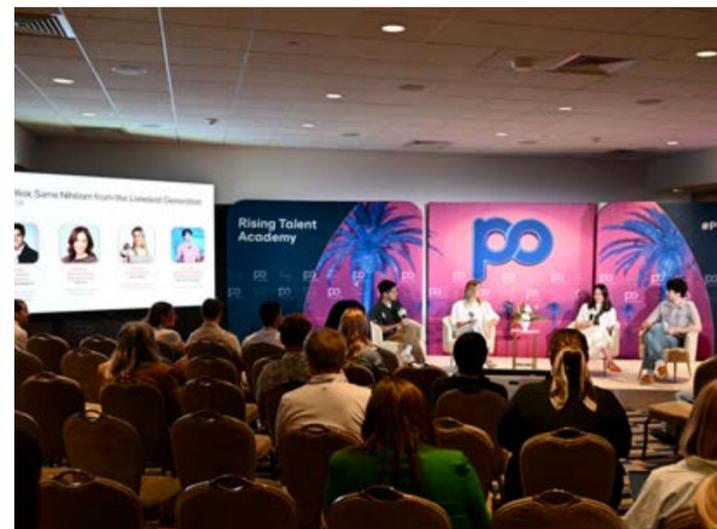
Remote clicker for slide advancement

Microphone options:

Headsets or Handheld

*Full screen configuration may be requested for specialty video asset creation

Presentation Specs: Masterclasses, Workshops, Deep Dives & Academies



Please use the following specifications when preparing presentations for Masterclasses, Workshops, Deep Dives, and Academy sessions. These formats prioritize clarity, interactivity, and smooth technical performance.

Presentation Format:

.ppt file type in 16:9 (1920x1080) aspect ratio

Videos:

.mp4 or .mov 16:9 (1920x1080)*

Audio:

.wav (preferred) or .mp3

Remote clicker for slide advancement

Microphone options:

Lavalier or Handheld

Downstage monitors

in front of the speaker as confidence monitors
(Current slide or Presenter View)

Countdown timer to help you keep track of your session time

*If videos are imbedded in presentation, we request original versions for backup

Presentation Specs: Innovation Stage



The Innovation Stage highlights fast-paced, high-impact thought leadership. Please follow the specifications below to ensure seamless production and optimal presentation quality.

Presentation Format:

.ppt 16:9

Videos:

.mp4 or .mov

Audio:

.wav (preferred) or .mp3

Preview monitors

in front of the speaker as confidence monitors
(Current slide or Presenter View)

Monitor for notes

Remote clicker for slide advancement

Microphone options:

Lavalier or Handheld

Countdown timer to help you keep track of your session time

Travel & Hotel Information

Registering for the event:

As a speaker, you will receive a Speaker Pass, which grants full access to the event—including the VIP Lounge.

You will also receive a confirmation email with instructions on how to reserve your hotel room.

If you have not yet booked your room, please refer to the hotel information on this page.

Hotel Reservations:

POSSIBLE 2026 attendees are invited to book accommodations at preferred rates within our room blocks at:

Fontainebleau Miami Beach This Room Block is **SOLD OUT**
4441 Collins Avenue
Miami Beach, Florida 33140, US

Eden Roc Miami Beach
4525 Collins Avenue
Miami Beach, Florida 33140, US

Room Rates & Availability

Discounted room rate: \$429++ per night. Both hotels offer limited room blocks and are expected to sell out quickly. We strongly recommend booking early to secure availability.

Minimum Stay Requirements

Fontainebleau: 3-night minimum
Eden Roc: 4-night minimum

Cancellation Policy

Rooms (including deposits or cancellation fees) are non-refundable if cancelled within 72 hours of your arrival date.

POSSIBLE does not guarantee room availability once the block is full.

For hotel reservation questions, please contact:
Fontainebleau: reservations@fontainebleau.com
Eden Roc: GR@NOBUEDENROC.COM

[Click Here for Exclusive Hotel Rates](#)



Networking at POSSIBLE

Building meaningful, high-value connections is a core part of the POSSIBLE experience.

VIP LOUNGE: Speaker Meeting Point

Located in Splash 1-4 (Fontainebleau)

The VIP Lounge is for speakers to relax any time during the event. You can make this your meeting point during the event and to meet other VIP speakers before or after their session. We will have complimentary refreshments and food.



VIP Functions and Access

Invite Only

VIP pass holders gain extra access and exclusive participation opportunities at the following events:

- **VIP Launch Party** – Speakers are invited to an exclusive VIP LAUNCH PARTY on Monday. More details to come.
- **Invites to Co-Supported Events** As a speaker your name may be included on our guest list for potential invitations to private, exclusive breakfasts, luncheons and dinners during the event.
- **POSSIBLE Broadcast /Podcast Studio** - As a thought leader, you may be invited to participate in the POSSIBLE studio, hosted by our official media partner.
- **VIP Meet & Greet** – Exclusive access and private sessions to connect with Speakers and Talent
- Access to **VIP seating** in the Inspiration & Vision Halls



VIP Academy

April 27-28, 2026

Fontainebleau

VIP Pass Required

The VIP Academy sessions create a space for candid dialogue and peer connection. No Panels. No Presentations. Just facilitated discussions to encourage conversations on leadership, innovation and global trends shaping the future of marketing and businesses.

Each session concludes with an opportunity to network with fellow attendees after the discussion.

CMOLAB

With
Google | ECG

Eden Roc
April 27-29, 2026
Invite Only

The POSSIBLE CMO Lab is a trusted space for strategic dialogue, fresh thinking, and peer-to-peer learning among brand CMOs navigating today's complex challenges.

Content and discussions will be curated by Nadine Diez, Founder of Virtuoso Leap and a trusted advisor to global marketing leaders.

This invite-only, closed-door environment is exclusively for qualified brand CMOs seeking to elevate their leadership, sharpen their thinking, and grow alongside peers who understand the realities of the role.

To request an invite email Leah Steinhardt at Leah@possibleevent.com.

Networking at POSSIBLE con't



CMO Agenda Roundtable Summit April 28, 2026 Fontainebleau Invite Only

The CMO Agenda Roundtable Summit is half-day, invitation-only, closed-door event for CMOs only. This is more than a learning experience—it's a unique forum for building connections and gaining actionable insights (in true MMA fashion!).

Brand CMOs may be invited to participate in the CMO Academy curated by MMA.



Table Talks Open Only to Brand Marketers April 28, 2026 (Taking place during the networking luncheon)

Tabletalks are 40-minute, interactive roundtable discussions bringing together peer groups of brand marketers for candid conversations around key industry topics. Participants share insights, tackle shared challenges, and exchange perspectives in a collaborative setting.

Each table is facilitated by an industry thought leader who guides the discussion and contributes expertise in a non-promotional, peer-driven format.

The process of scheduling Tabletalks is automated. Brand Marketers complete a short profile, select the topics they're interested in, and are pre-assigned to tables.



Speakers' Corner The Atrium Fontainebleau

Let's keep the conversation going!

This informal setting allows for meaningful interactions and discussions. After your captivating main stage presentation, we invite speakers to POSSIBLE Speakers' Corner partnered by NYSE in The Atrium -- the ultimate space to connect with our brand marketing mavens, share bold ideas, market insights, and industry-defining trends.

Your participation in these 10-min Q&A discussions could spark inspiration and drive innovation.

Limited slots available.



Look for more information and how to participate in a future speaker communication.

Navigating your POSSIBLE Journey

Below are key locations and operating hours to help you move seamlessly through the event.

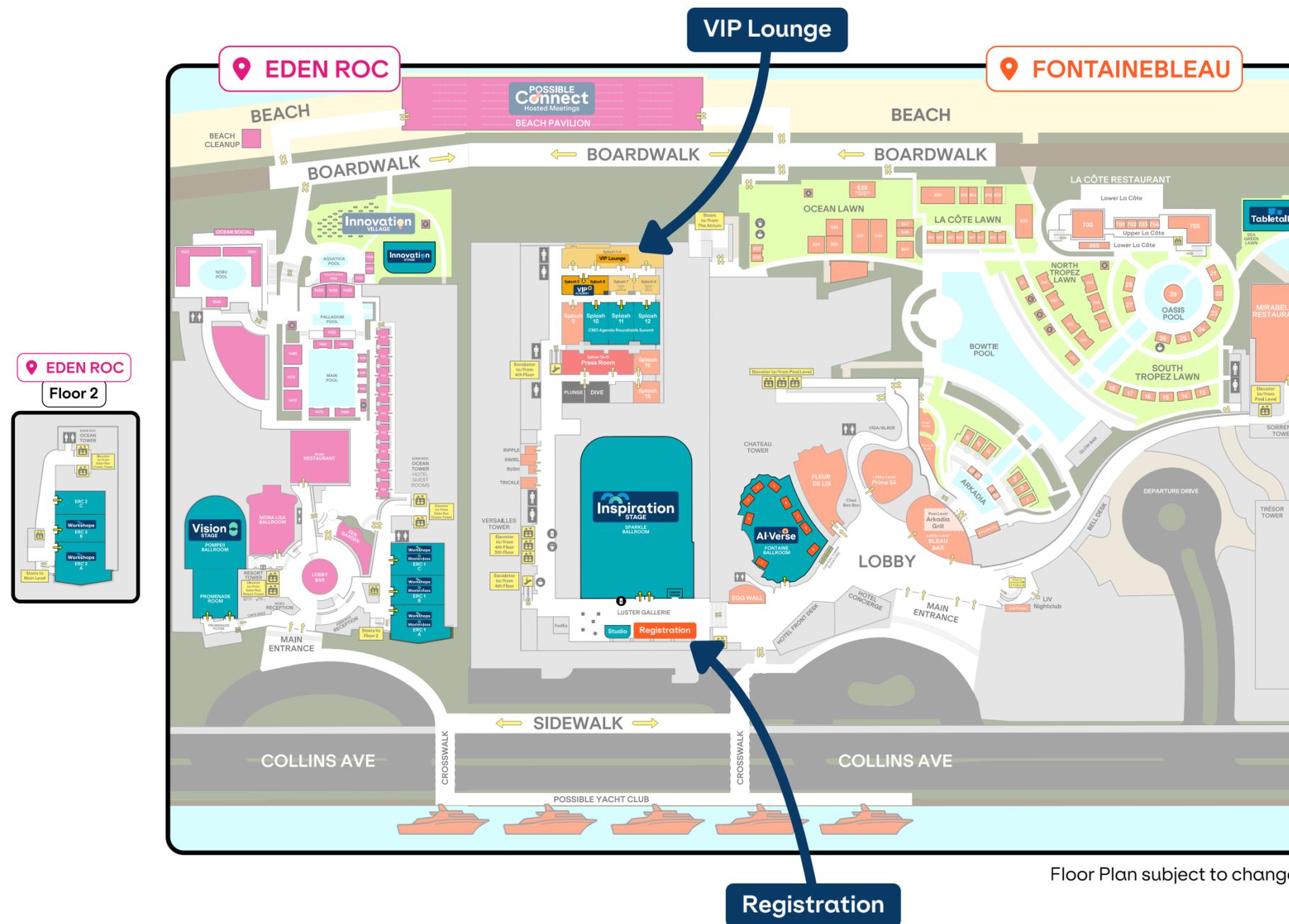
Speaker Badge Pickup Information

You may pick up your Speaker badge during these times in the Luster Gallerie, located in the upper lobby.

- Sunday, April 26: 9:00am - 7:00pm ET
- Monday, April 27: 7:00am - 7:00pm ET
- Tuesday, April 28: 7:00am - 7:00pm ET
- Wednesday, April 29: 7:00am - 6:00pm ET

Important Room Locations for Speakers

VIP Lounge	Splash 1-4
Inspiration Hall	Sparkle
Vision Hall	Eden Roc - Pompeii
Masterclasses	Eden Roc - ERC 1A, 1B, 1C
Workshops	Eden Roc - ERC 1A, 1B, 1C, 2A, 2B
VIP Academy	Splash 5-6
CMO Academy	Eden Roc - Pompeii
Rising Talent Academy	Flicker 1-2
Creator Economy Academy	Flicker 3
CMO Lab	Eden Roc - Mona Lisa
Innovation Stage	Eden Roc
Yacht Club	Marina
Table Talks	Sea Green Lawn
Deep Dives	Flicker 1, 2, 3
POSSIBLE Unplugged	Innovation Stage
Speakers' Corner	The Atrium



Floor Plan subject to change.

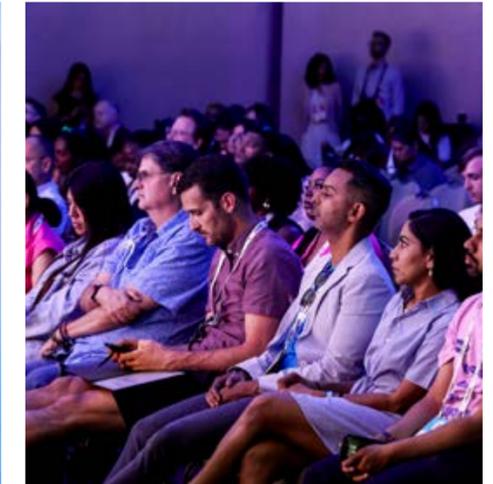
Photos & Videos

Please note that all sessions in the **Inspiration Hall and Vision Hall** will be professionally recorded.

POSSIBLE may share sound bites, highlights, and short video clips from sessions on its social channels following the event. An event photographer will be onsite capturing moments throughout the conference.

A link to event photos and videos will be emailed to you approximately one week after the event.

We encourage you to share any photos or videos from your POSSIBLE experience with your social networks to help amplify the conversation.



Social Media

Share the news that you're participating in one of the most anticipated marketing events of 2026! Your registration email will include instructions on how to create your Speaker Social Media Card, along with sample posts you can use across your channels.

If you have any questions about social media assets or posting guidelines, please contact: Carlene Lawrence-Mack: carlene@possibleevent.com

Our Social Media Expectations:

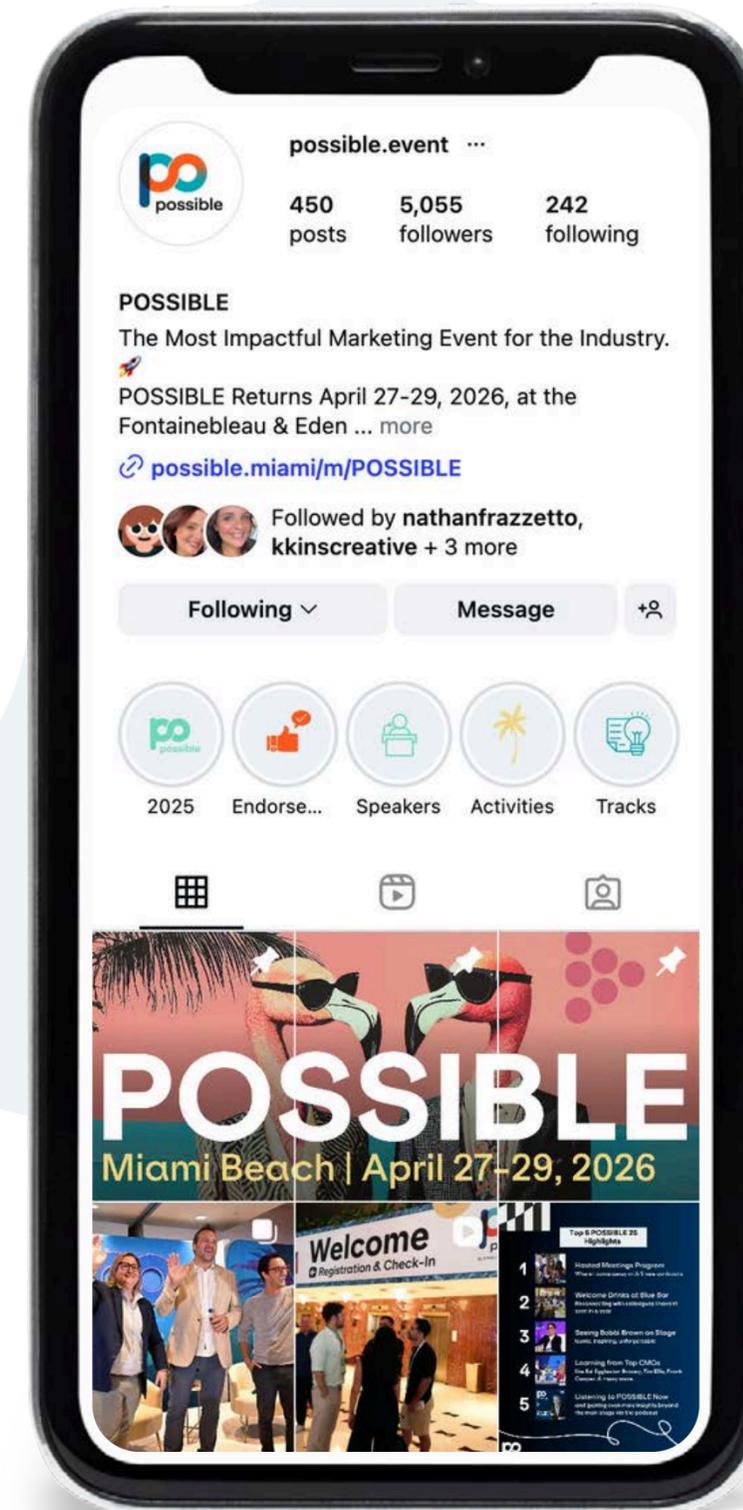
We encourage speakers to help amplify the event by sharing content leading up to POSSIBLE. Here's what we ask:

1. Post a "Speaker Announcement" introducing your partnership with POSSIBLE.
2. Announce your speaking topic once it is confirmed.
3. Share timely posts throughout the months leading up to April.
4. Follow the posting cadence included in your registration email.
5. Like, follow, and share POSSIBLE content to extend your reach and engage your audience.
6. Engage with other speakers and attendees—your comments, shares, and reactions help grow your visibility.

Follow POSSIBLE Across Social

- LinkedIn: [linkedin.com/company/possible-event](https://www.linkedin.com/company/possible-event)
- X (formerly Twitter): @PossibleEvent
- Instagram: @possible.event

We appreciate your support and engagement. Your participation helps build excitement and amplifies your presence on the POSSIBLE stage.



Speaker Consent Form



This form will also be sent to you via Adobe Acrobat for digital signature

1.

Speakers, panelists and moderators may not use conference sessions, masterclasses, workshops, keynotes, panel discussions or deep dives for commercial sales pitches, self-promotion or as a platform for unfair criticism of a competitor.

2.

Compensation, Accommodation & Expense Reimbursement Policy:

For your participation, POSSIBLE will provide complimentary registration to the event. All additional expenses will be borne by speaker. Speakers are required to reserve their own airline and hotel reservations when applicable and unless otherwise agreed upon.

3.

PowerPoint deck and/or supporting videos must be submitted by: April 14, 2026

- a. POSSIBLE reserves the right to recommend changes to your submitted presentation in order to minimize any self-promotion and maximize the session's educational value.
- b. Speaker asserts that they have acquired all licenses for images and other content used in their presentation and indemnifies POSSIBLE of any liability in the event of copyright disputes.

3a.

Promotion

- a. Presentations may be recorded for use following the event. Speakers agree to allow POSSIBLE to capture, reproduce, and/or make available presentations, slides and related materials.
- b. POSSIBLE may use speaker's name, likeness and approved biographical information in its promotional materials, including but not limited to distribution, publication and use on the Internet, video and audio tape.
- c. POSSIBLE may stream portions of the main stage presentations on a streaming platform and/or to satellite locations throughout the venue.

4.

POSSIBLE shall own all copyrights and trademarks in relation to the event.

5.

Your signature confirms that you have read, understood, and agree to all terms outlined above.

What we need from you:

DUE BY: March 30, 2026

Speaker Name:

Speaker Company:

Mobile Phone: *will only be used to contact you on the day of your session if necessary*

Date:

Speaker Signature:

If you have any questions please contact:
Carlene Lawrence-Mack
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Contact Us!



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POSSIBLE April 27 - 29, 2026
Fontainebleau & Eden Roc, Miami Beach



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