

MSPA[®] AMERICAS CONNECT

OCTOBER 13-14

GEORGIAN TERRACE · ATLANTA

KNOW BEFORE YOU GO



OCTOBER 13-14, 2026

THE GEORGIAN TERRACE | ATLANTA, GEORGIA

Learn. Connect. Celebrate.

Presented by

**LIVESHOPPER
SASSIE**

Welcome to Atlanta!

Welcome to MSPA Americas CONNECT 2026 at The Georgian Terrace in Midtown Atlanta. CONNECT brings provider members together for focused industry discussion, peer-to-peer learning, technology conversation, legislative intelligence and valuable relationship-building in a smaller retreat setting.

This year’s program takes place Tuesday-Wednesday, October 13-14, with the Fox Theatre directly across the street and the restaurants, culture and energy of Midtown just outside the hotel doors. We look forward to two productive days of learning, connecting and celebrating together.

CONNECT QUICK FACTS

Dates: Tuesday-Wednesday, October 13-14, 2026
Venue: The Georgian Terrace, 659 Peachtree Street NE, Atlanta, GA 30308
Hotel phone: (404) 897-1991
Tuesday registration: 1:00pm-4:00pm
Wednesday registration: 8:00am-9:00am

Arriving at ATL and Getting to the Hotel

Hartsfield-Jackson Atlanta International Airport (ATL) is the primary airport for Atlanta. The Georgian Terrace is in Midtown, approximately 10 miles north of the airport. Travel time by car varies significantly with traffic, so allow extra time during rush periods.

Option	What to Know	Best For
MARTA rail	Take the Red or Gold Line from Airport Station to North Avenue Station. Standard fare is \$2.50 one way. The hotel is about a 5-minute walk from North Avenue Station.	Best value
Rideshare	Uber/Lyft pickups for the Domestic Terminal are in the North Economy lot, about a 5-minute walk from baggage claim. International rideshare pickup is on the arrivals-level curb.	Easy door-to-door option
Taxi	ATL lists the Midtown flat fare at \$39.50 for one passenger, plus \$2 for each additional passenger; possible fuel surcharge may apply.	Simple fixed-zone fare
Shared ride	ATL lists a maximum Midtown shared-ride fare of \$18.50 per person.	Useful for solo travelers

Hotel Logistics Information

The Georgian Terrace is a historic Midtown Atlanta hotel at the intersection of Peachtree Street and Ponce de Leon Avenue, directly across from the Fox Theatre.

Address	659 Peachtree Street NE, Atlanta, GA 30308
Phone	(404) 897-1991
Check-in	4:00pm
Check-out	11:00am
Parking	\$52 overnight self-parking / \$60 overnight valet; 6-foot vehicle height limit
Wi-Fi	Complimentary Wi-Fi is listed among guest-room amenities
Incidentals	Hotel FAQ lists a refundable \$75 deposit per stay; credit/debit card required
On-site dining	Livingston Restaurant + Bar, Proof & Provision, and Buffalo Bayou are open to guests; in-room dining is currently unavailable

CONNECT Registration & Badges

Registration is open Tuesday from 1:00pm-4:00pm and Wednesday from 8:00am-9:00am. Please pick up your CONNECT badge and meeting materials when you arrive and plan to wear your badge to CONNECT functions.

TUESDAY ARRIVAL TIP

If you are checking into the hotel on Tuesday, official hotel check-in is 4:00pm. If your room is not ready earlier, the hotel says luggage can be secured at the front desk until your room is available.

Around the Hotel

- Fox Theatre - directly across the street.
- North Avenue MARTA Station - approximately a 5-minute walk.
- Georgia Tech - approximately a 6-minute walk.
- Centennial Olympic Park - approximately an 18-minute walk.
- Georgia Aquarium and World of Coca-Cola - approximately a 20-minute walk.

What to Expect at CONNECT

CONNECT is intentionally compact and relationship-focused. Build time into your day for conversations with fellow providers; some of the most valuable takeaways happen between sessions as members compare ideas, challenges and practical solutions. Most events are held in the Mitchell Ballroom. Check the CONNECT Companion app for specifics.

Tuesday, October 13 - At a Glance

- 1:00pm-4:00pm - Registration Open
- 2:00pm-3:00pm - Before the Audit, Claim or Lawsuit: Strengthening Your IC Defense with Russ Hollrah
- 3:30pm-5:00pm - Technology Forum with LiveShopper/Sassie
- 5:00pm-7:00pm - Industry Leadership Cocktail Reception
- 7:00pm - Midtown Atlanta Dinner with Friends on your Own

TECHNOLOGY FORUM NOTE

The Tuesday LiveShopper/Sassie forum is for clients only. The Wednesday CONNECT Technology Innovations session is for the full group.

Wednesday, October 14 - At a Glance

- 8:00am-9:00am - Registration Open
- 9:00am-9:15am - President's Welcome
- 9:15am-10:15am - Why Mystery Shopping as Strategic Intelligence Becomes More Valuable in Today's Age with Arjun Sen
- 10:15am-11:00am - One Client, Three Rooms: Building the Shop AI Cannot Replace workshop
- 11:00am-12:00pm - The Morning CONNECTION Networking Break
- 12:00pm-1:00pm - What is Next: From the Room in Atlanta to Monday Morning with Arjun Sen
- 1:00pm-2:30pm - Legislation, Liability and the New World: Legislative and Elite Awards Power Lunch
- 2:30pm-4:00pm - CONNECT 90 Individual Meetings and Russ Hollrah Appointments
- 4:00pm-4:30pm - From Fly-Ins to the Witness Table: What I Learned About Washington with Elaine Buxton
- 4:30pm-5:00pm - CONNECT Technology Innovations with LiveShopper/Sassie
- 7:00pm-9:00pm - The Final CONNECTION Dinner Celebration at Lyla Lila



MSPA Americas CONNECT Keynote Speaker Arjun Sen

Food, Beverage & Evening Plans

Tuesday’s program concludes with the Industry Leadership Cocktail Reception from 5:00pm-7:00pm. Dinner Tuesday evening is on your own in Midtown Atlanta beginning at 7:00pm. This is a good opportunity to continue conversations informally with fellow attendees.

Wednesday includes the Legislative and Elite Awards Power Lunch from 1:00pm-2:30pm and concludes with The Final CONNECTION Dinner Celebration from 7:00pm-9:00pm at Lyla Lila, a **Michelin-recommended** restaurant. Please meet in the Georgian Terrace lobby at 6:45pm.

Attire

Business casual is recommended for CONNECT sessions and events. Hotel meeting rooms can feel cool, so bring a light sweater or jacket. Comfortable shoes are also a good idea if you plan to walk to dinner or explore Midtown.

Expected Weather

Forecast as of October 6, 2026:

Date	High	Low	Current outlook
Tue, Oct. 13	82°F	60°F	Mainly cloudy with a little rain; 55% chance of precipitation
Wed, Oct. 14	79°F	60°F	Intervals of bright sunshine; 5% chance of precipitation

PACKING TIP

Atlanta’s forecast can still change. Pack a compact umbrella for Tuesday, and bring a light layer for cool meeting rooms and evening temperatures around 60°F.

A Few Midtown Notes

- The hotel’s location is highly walkable for nearby restaurants and the Fox Theatre area.
- As in any major city, stay aware of your surroundings when walking at night and consider traveling with others.
- If you are using MARTA, the standard one-way fare is \$2.50 and open payment allows riders to tap a bank card or mobile wallet at the faregate.

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CONNECT Schedule

Start	End	Session
1:00pm	4:00pm	Registration Open
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5:00pm	7:00pm	Industry Leadership Cocktail Reception
7:00pm		Midtown Atlanta Dinner on your Own

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ATLANTA, GEORGIA



Arjun Sen

SPEAKER | THOUGHT LEADER |
INDUSTRY EXPERT

*"Insight. Innovation.
A Stronger Tomorrow."*



LEARN.



CONNECT.



CELEBRATE.

*Stronger Together
for What's Next.*

Useful Contacts & Final Reminders

Contact	Phone / Website	Use For
The Georgian Terrace	(404) 897-1991	659 Peachtree Street NE, Atlanta, GA 30308
MARTA	itsmarta.com	Rail, bus, fares and trip planning
Hartsfield-Jackson Atlanta International Airport	atl.com	Airport ground transportation and terminal information
Michael Bradley	(321) 262-5354	Registration, set-up or any on-site questions.

CONNECT Companion Conference App

Be sure to download the CONNECT Companion conference app at <https://mspa-americas.org/connect26/>.

Before You Leave Home

- Confirm your travel itinerary and hotel reservation.
- Pack your business-casual attire, a light layer and a compact umbrella.
- Bring business cards or have your preferred digital contact-sharing method ready.
- Download or update your Uber/Lyft apps if you plan to use rideshare.
- If using MARTA, a bank card or mobile wallet can be tapped directly at the faregate under the Better Breeze system.
- Keep this guide and the CONNECT schedule handy during the retreat.

SEE YOU IN ATLANTA!

