

ROGER RICKARD BIO

Roger is the guy organizations call when they need help with advocacy. As Founder of Voices in Advocacy®, Partner of Revent, and Author of *7 Actions of Highly Effective Advocates*; Roger works with organizations by *'Supporting Causes Today. Developing Advocates Tomorrow.'*

His education, experience and enthusiasm enlighten audiences on key issues that turn passion into action. Roger majored in Political Science at Pennsylvania State University and is still a proud Nittany Lion. He has been an advocate for citizen involvement since the age of 13. He was elected to public office as a young man, later served as a legislative staffer for the Pennsylvania State Legislature, and has worked on many local, regional and state campaigns as well as numerous Presidential campaigns.

His work spans a cross-section of local, regional, national and international organizations. In 2011, Roger authored *The DMO Advocacy Toolkit* for Destination Marketing Association International. In 2013, Voices in Advocacy® built a grassroots meetings industry advocacy platform for the Convention Industry Council called the *CIC AdvocacyHub™*.

He has served in numerous industry associations' leadership roles, is a recipient of several international industry awards, and is a member of Meeting Professional International's prestigious *"Community of Honoree's"*.

In 2013, Smart Meetings Magazine did a cover story on Roger, entitled *Passion & Purpose, Roger Rickard's Call to Action*. Also in 2013, Successful Meetings Magazine named Roger one of the *Six People Worth Watching in the Meetings Industry*. In 2014, Meetings Focus Magazine named him to their inaugural list of *Meetings Trendsetters*.

Roger is recognized as an expert on advocacy engagement and grassroots activation. He serves as the government affairs faculty for a professional certified accreditation curriculum.

Casually known as the "Big Guy", Roger's exuberant personality makes for engaging presentations.