



FOR IMMEDIATE RELEASE

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**Viticus Group Names Sara Taylor as
New Director of Conference Operations**

Taylor brings more than 15 years of convention and tradeshow experience

LAS VEGAS—[Viticus Group](#), a leading provider of continuing education for veterinary and medical healthcare professionals worldwide, proudly names Sara Taylor as its new director of conference operations. Taylor's top priority is to manage operational needs related to the WVC Annual Conference, one of the largest veterinary health education conventions in the country. Taylor has been with Viticus Group since 2022 and this expanded role brings increased responsibility to oversee all elements including, but not limited to, contract negotiations and execution, logistics management and improving the participant experience.



"I'm honored to be trusted with this major responsibility," said Sara Taylor, director of conference operations, Viticus Group. "We are preparing for our 96th WVC Annual Conference and I'm confident that our team will provide a veterinary educational experience that cannot be found anywhere else like we do it in Las Vegas."

"Viticus Group is extremely fortunate to have Sara Taylor in this leadership role," said Aubrey Arreola, chief operations officer, Viticus Group. "Sara's knowledge, expertise and energy are unparalleled and will elevate our WVC Annual Conference to the next level as we head into a century of providing innovative continuing education through our legacy event."

Prior to joining Viticus Group, Taylor was an account executive at NexxtShow Exposition Services and a convention services manager at Mandalay Bay Resort & Convention Center. In both roles, she oversaw multiple high-level accounts, tradeshows and conventions ranging from 500 to 20,000 attendees. She has more than 15 years' experience in the convention and tradeshow industry,

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including positions in catering and sales at various hotels and resorts. Taylor currently has designations in both the Certified in Exhibition Management (CEM) and Certified Meeting Professional CMP programs.

Visit ViticusGroup.org for more information.

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About Viticus Group

As powerful innovations alter the world of animal and human health, Viticus Group (formerly WVC) is the leading provider of educational programming and in-depth learning opportunities for veterinary and human health professionals. The Viticus Center offers continuing education at two cutting-edge campuses, presenting a variety of courses and providing access to specialized surgical training for both veterinary and human health professionals. Viticus Group's legacy signature event, the WVC Annual Conference, serves as the veterinary profession's premier gathering for innovative education and an opportunity to engage with other industry professionals seeking growth. Bringing together life and medicine in Viticus, we envision a future where all medical professionals have access to year-round, hands-on training for a one-of-a-kind experience. For more information, visit viticusgroup.org.