



FOR IMMEDIATE RELEASE

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CONTACT Joyce Goedeke, Sr. Director of Marketing & Communications
Viticus Group
joyce@viticusgroup.org | 725.272.0563 c

Editor's note: Photo Credit: Jacob Slaton, Whatever Media Group

Viticus Group Director of Conference Education Kimberly Keating Receives 2026 PCMA Visionary Award - Experience Design of the Year Keating Delivers Elevated Continuing Education Experiences Found Only at WVC

LAS VEGAS—[Viticus Group](#), a nonprofit organization and leading provider of innovative veterinary and human healthcare education worldwide headquartered in Las Vegas and expanding to Nashville, proudly recognizes Kimberly Keating, director of conference education, for being named the [PCMA](#) Visionary Award – Experience Design of the Year recipient at the 2026 Visionary Awards held in Washington, D.C. on May 7. The international award recognizes individuals or teams who craft standout event experiences by translating creative ideas into intentional, cohesive moments that resonate with audiences. PCMA is the Professional Convention Management Association.

"I am incredibly honored and humbled to be recognized by PCMA and be considered alongside such a talented group of professionals," said Kimberly Keating, director of conference education, Viticus Group. "When we look beyond our expertise, knowledge and education and strive to deliver the most humanly connected experience, we truly transform the way participants learn and grow. I'm grateful to be a part of that."

The PCMA Visionary Awards spotlight individuals and organizations whose ideas, leadership, and commitment to excellence are advancing the global business events community. From strategic event leadership and innovative experience design to digital transformation and corporate event marketing, the awards celebrate professionals who are redefining what business events can achieve.

"Viticus Group is fortunate to have the caliber of creativity that Kimberly Keating possesses," said Andrea Davis, chief executive officer, Viticus Group. "Kimberly is unstoppable when it comes to crafting educational experiences that are applicable and memorable and practical – we are proud of her well-earned achievement."

Keating's educational design experience includes, but is not limited to, the creation of an original board game, guided educational tracks, assessment programs and much more. She has been with Viticus Group since 2021 and is the lead on creating more than 850 hours of continuing education (CE) offerings at [WVC Vegas](#), one of the largest and longest-running veterinary conferences in the

country. Additionally, Keating is responsible for more than 400 CE hours at the inaugural [WVC Nashville](#), launching this August.

With active learning sessions that were introduced in the past year that included painting, drawing, paw prints, mosaics, 3D printing, escape rooms and more, Keating's contributions to designing learning experiences that are memorable, useful and unforgettable must be recognized for her significant impact on the veterinary industry.

With its flagship WVC Annual Conference continuing in Las Vegas, Viticus Group remains dedicated to providing unmatched continuing education as it welcomes participants to its second home in Nashville. The new facility, located approximately 5 minutes from Nashville International Airport and approximately 15 minutes from Music City Center, is a cutting-edge bioskills training center designed to provide advanced hands-on education for veterinary and human health professionals. Additionally, WVC Nashville, the first new national veterinary continuing education conference in more than 40-plus years, is an experience that will match the energy and level of continuing education that WVC participants expect, expanding Viticus Group's legacy of delivering premier continuing education and networking opportunities. Specifically, with the concentration of veterinary professionals in the geographic areas near Nashville, the accessible and centrally located city provided a logical choice to create an additional home for Viticus Group.

To learn more or to register for WVC Nashville and year-round hands-on training in Las Vegas and Nashville, visit viticusgroup.org.



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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 innovative veterinary and human healthcare education worldwide. As the largest freestanding combined animal and human hands-on (bioskills) training and continuing education organization in the world, Viticus Group offers continuing education at its cutting-edge campuses in Las Vegas and Nashville, 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, 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, now offered in both Las Vegas and Nashville. With its expansion to Nashville, Viticus Group is extending its reach and services across the country for enhanced accessibility and increased options. 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 or follow on [Facebook](#), [Instagram](#), [X](#), [LinkedIn](#), [YouTube](#) and [TikTok](#).