



FUTURE PROOF YOUR CAREER.

The background of the entire page is a blue-tinted photograph of two people in a professional setting. In the foreground, a woman with dark, curly hair is shown in profile, looking towards the right. She has her hand near her chin in a thoughtful pose. Behind her, a man with short hair and a beard is also looking to the right, with his hands clasped together. The background is slightly blurred, suggesting a focus on the individuals in the foreground.

2020

Certificate
Programs



The MPI Academy provides **meeting and event planning certificate programs** that enhance critical job skills on topics essential to meeting and event professionals. Delivered online and in-person throughout the year, these programs are open to all, and they include:

Basics Boot Camp: Meeting Fundamentals
Certificate in Meeting Management (CMM)

CMP Master Class

Emergency Preparedness for Events

Event Crisis Communications

Event Design Certificate

Event Marketing

Healthcare Meetings Compliance

Inclusive Event Strategist

Meeting & Event Strategist

Venue Sales

Women in Leadership: Executive Skills



Basics Boot Camp: Meeting Fundamentals

Length: 6 Hours

Cost: \$499 member / \$699 non-member

January 23, 2020 July 23, 2020
April 2, 2020 November 5, 2020

If you have been involved with the design and creation of meetings and events for 10 months or 10 years, there are certain definable and demonstrable steps to ensuring successful execution, delivery and measurement. MPI's Basics Boot Camp offers a lightning-fast deep dive into the fundamentals of successful event planning—from defining meeting goals and objectives and identifying stakeholders through meeting design, development, RPFs and contracting to food and beverage, staging, audiovisual, and more.

This certificate class touches on every element of the meeting planning process, offering you the opportunity to employ best practices for your business, make changes to your processes and procedures and ensure that your operations conform with industry-leading standards. Basics Boot Camp offers a strong foundation in the core skills and practices necessary to plan meetings and events.

If you are new to event planning—or you've been doing this for a while—this A-Z certificate class offers a series of best practices and must-perform tactics to ensure successful event execution for any level.

You'll Be Able To:

- Identify meeting stakeholders, and employ your role as intermediary and mediator to evaluate their needs toward designing right-fit experiences
- Define event goals and SMART objectives, and employ strategies for measuring the value of your meetings
- Develop budgets and blueprints, and assess potential risks associated with your meeting or event
- Manage the RFP process, conduct well-thought-out and precise site inspections, select vendors and develop contracts
- Design your meeting using key elements that enable your organization to achieve on its meeting goals and objectives
- Manage speakers and conference content design, design room sets, work with audiovisual teams and design technical plans
- Plan menus and arrange transportation and attendee movement plans
- Oversee pre- and post-conference meetings and onsite logistics and conduct program evaluations
- Communicate success metrics to meeting stakeholders

Participants Also Receive:

- Basics Boot Camp: Meeting Fundamentals Certificate
- 6 clock hours in CMP-IS Strategic Domain A: Strategic Planning or Domain G: Meeting or Event Design



**REGISTER
TODAY**



THE EVENT INDUSTRY'S MOST PRESTIGIOUS EXECUTIVE LEADERSHIP PROGRAM



Certificate in Meeting Management

Length: 15 weeks (four days in person)

Cost: \$4,400 (including 12-month MPI membership)

**Four-Day Intensive @ Indiana University
Bloomington, Indiana Campus**

March 29-April 2, 2020

Nov. 1-5, 2020

The intensive, three-phased Certificate in Meeting Management packs the highlights of a world-class graduate degree program into four days, followed by eight hours of advanced-level online coursework and a final project focused on solving a real-world, work-based problem. Taught by faculty from Indiana University's Kelley School of Business, this graduate-level certificate course takes 15 weeks to complete. Upon successful completion of the coursework, attendees earn 48 clock hours, 4.8 CEUs and three graduate credit hours that can be applied to the Indiana University Kelley School's Executive Degree Program (EDP) Business Management Certificate. CMM designees say they have gained seats at the executive table and earned promotions and raises.

The Certificate in Meeting Management Program is not a conventional executive education training program. It is academic and university driven. Much like graduate school, the program involves reading, case analysis, group interaction, peer-to-peer consulting, development of presentation skills and completion of the work-based capstone project divided into the following three phases.

Phase 1: A four-day, in-residence immersion course comprised of rigorous management and leadership exercises, discussions, cases and experiential learning—grounded in event management context and delivered by university professors in an interactive and participatory learning format.

Phase 2: A six-week, online learning boot camp comprised of synchronous and asynchronous learning via webinars, web-based meetings, and discussion forums.

Phase 3: Eight-week development of an independent, work-based project demonstrating applied learning from Phases 1 and 2 that solves a practical, industry-related challenge or capitalization on an opportunity

Qualifications

7+ years of professional experience in the meeting and event industry

3+ years of management experience

2+ years of profit and loss responsibility



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Required Documents

- A personal statement that 1) describes experience in meeting management, 2) identifies gaps in strategic skillset, 3) determines how the CMM will provide career advancement and 4) determines what challenge a problem the CMM can solve (capstone project)
- A letter of recommendation written by a professional colleague or supervisor on official company letterhead with a signature that clearly states suitability for the CMM program
- A résumé with up-to-date professional work experience, job titles and descriptions that clearly demonstrates program qualifications.



Course Curriculum

Management Managing People/Clients

- Gain insight into personal management styles and the skills necessary to be successful when managing teams, suppliers and outsourced services
- Explore a variety of communication strategies to help manage conflict and ensure optimal stakeholder engagement
- Apply a deeper understanding of strategic negotiation and sourcing to influence outcomes and impact the cost, quality, and performance of your meeting(s)

Managing Financials

- Gain exposure to financial statements and how business transactions affect organizational decision-making
- Identify how to apply best practices to mitigate risk and limit liability through legal or contractual avenues
- Develop a data analytic strategy to measure and report on the business performance of your meeting or meetings portfolio and practice delivering the financial data to clients and/or stakeholders

Managing Change

- Explore new models for optimizing process improvement and policy/regulatory compliance
- Establish principles for change and identify ways to establish a culture of innovation within your organization
- Recognize where change needs to happen and create a strategy to successfully communicate the change to others and ensure that it delivers the proposed outcome
- Identify an opportunity to improve or change a function, process or procedure within your current organization, conceptualize your vision and articulate it in your final project

Leading Up

- Discover methods to influence your leader and speak the language of the C-Suite
- Identify opportunities to lead up within your current organization

Leading Across

- Discover methods to influence your colleagues and lead other leaders alongside of you
- Identify opportunities to lead across within your current organization
- Discover methods to earn influence with your followers and subordinates
- Identify opportunities to lead down within your current organization

Meeting & Event Management

- Identify and discuss trends, issues, challenges and best practices in meeting and event management (strategic meetings management, risk management)
- Explain how meeting and event management contribute to the overall management of business
- Demonstrate how to measure the value of meetings and events and justify the importance of alignment between business goals and meeting(s) objectives through a strategic roundtable

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STUDYING FOR THE CMP? MASTER THE TEST.

CMP Master Class

Length: 8 Hours

Cost: \$299 member / \$399 non-member

June 6, 2020

The Certified Meeting Professional designation is a must-have for event organizers, designers and strategists who want to demonstrate their professionalism to employers, peers and clients. But the test is challenging, and meeting professionals who want to pass it, must prepare in a variety of ways—including self-study, skills gap and needs analysis and prep courses.

Join industry icon and thought leader Joanne Dennison, CMP, MSED, for this open-floor and interactive CMP Master Class that will help you feel confident going into the exam room with best practices as outlined in the CMP-International Standards (CMP-IS). Learn proven study methods, test-taking tips, relaxation techniques and stories that make the concepts “sticky.”

No matter where you are in the process (including recertification), this course will help prepare you for the exam and apply standard practices it on the job. You will learn key concepts behind the CMP-IS and how to apply them on at work, discuss best practices for preparing for and taking the exam and develop a personal study path based on where you are in the process. Laughter will be included at no additional cost.

The study materials for this session are the referenced recommended reading: *9th Edition Convention Industry Council (CIC) Manual*, *6th Edition Professional Meeting Management* and the *Events Industry Council's APEX Glossary*.

You'll Be Able To:

- Describe and apply standard professional practices across the CMP-International Standards domains on the test and the job
- Use test-taking tips and relaxation techniques during the exam
- Develop a personal study path for taking the CMP test
- Feel far more comfortable ahead of and in preparation for sitting for the CMP exam

Participants Also Receive:

- 8 clock hours in CMP-IS Strategic Domain I: Marketing



CERTIFIED
MEETING PROFESSIONAL
MASTER CLASS

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NEGOTIATE YOUR MEETING CONTRACTS FROM A POSITION OF STRENGTH

Contract & Negotiation Specialist

Length: 4 Hours

Cost: \$499 member / \$699 non-member

June 6, 2020

August 13, 2020

October 6, 2020

Contracting and negotiation are crucial—yet complex—roles for meeting professionals and understanding legal terminology and common contract clauses (and the liabilities they protect against) allows meeting professionals to negotiate from a position of strength. Even if you know what to look for, contracting is dynamic, and negotiation strategies change with market conditions, competition and the economy. Solid knowledge of contract law and negotiation tactics enables meeting professionals to protect the interests of their organizations. With knowledge comes power, especially when it comes to legal matters.

Negotiating contracts involves managing financial and liability risks and protecting your business, particularly when considering the performance clauses (attrition and cancellation) that are standard in most venue contracts. No contracts are the same; words and phrasing vary and need to be carefully reviewed and edited. Sometimes, additional clauses must be added to balance the risk and liability between parties. And what of force majeure, indemnification and the host of clauses that deal with issues that range from nuisances to calamities, such as construction and remodeling and incompatible groups?

It's said the only right answer in the law is "it depends." This certificate program will illustrate legal principles with examples from the news, the instructor and your peers. Bring success and horror stories to share with other participants, enhance your legal knowledge and fulfill on your role to negotiate contracts that protect your organization from the financial and liability risks associated with your meetings and events.

You'll Be Able To:

- Explain the purpose of the primary contract clauses found in venue contracts.
- Give examples of how contract language may result in financial or liability risk.
- Prioritize issues for negotiation, determining "hot buttons" based on your meeting specifications.
- Distinguish between contract language that is merely unfavorable and that which puts a party at significant financial or liability risk.
- Negotiate key performance and liability clauses in at least three different ways so that the result is multiple options and not just a win-lose scenario.
- Modify venue contracts based on knowledge of meetings contracts, meeting specifications, market conditions and knowledge of venue.

Participants Also Receive:

- Contract Negotiation & Management Certificate
- 4 clock hours in CMP-IS Domain B: Project Management



**CONTRACT &
NEGOTIATION**
SPECIALIST CERTIFICATE

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Event Crisis Communications Specialist

Length: 4 Hours

Cost: \$299 member / \$399 non-member

February 13, 2020

September 10, 2020

MEETING PROFESSIONALS AREN'T RESPONSIBLE FOR COMMUNICATION DURING A CRISIS ... RIGHT? WRONG!

You hold a variety of roles when an incident unfolds onsite during a meeting or event, including the coordination of the emergency management team, the determination of next steps and the consultation, management and direction of the communication process. Your marketing team isn't going to know the best communication streams to use, which ones are available and how best to communicate and when. But if those are the roles of a meeting professional, are you prepared to act when a crisis happens?

Meeting professionals must ensure that there is a crisis communications plan in place (and assert their roles as leaders on the team that creates it), that spokespeople are trained to respond in the moment and that their organizations are ready to communicate to attendees across multiple platforms. Being prepared ultimately comes down to developing a communications plan that includes three things: 1) auditing vulnerabilities, 2) training spokespeople and 3) establishing means of communicating.

This certificate class will answer your burning questions about how to use social media and other forms of communication when it really matters. The basic steps of effective crisis communications are not difficult, but they require advance work to minimize risk and damage. Learn how to create a crisis communications plan for your event and make critical decisions for your organization and experience an exercise in real time crisis communications. Never be caught unprepared again.

In the wake of crises like the Route 91 Harvest Festival shooting and Hurricane Maria, how we communicate to our attendees is something we can no longer overlook.

You'll Be Able To:

- Identify the results of poorly developed, poorly executed and non-existent crisis communications plans, and avoid similar consequences for your organization
- Conduct vulnerability audit for your events, identify the varying types of crises—and respond to them.
- Create a crisis communications plan and effective emergency management using best practices for internal and external communications

Participants Also Receive:

- Event Crisis Communications Certificate
- 4 clock hours in CMP-IS Strategic Domain A: Strategic Planning


EVENT CRISIS COMMUNICATIONS
ANTICIPATE AND COMMUNICATE

**REGISTER
TODAY**





PLANNING THE BEST EVENT MEANS PREPARING FOR THE WORST

Emergency Preparedness for Events

Length: 6 Hours

Cost: \$499 member / \$699 non-member

February 6, 2020 October 15, 2020
June 25, 2020 December 10, 2020

Your No. 1 role as a meeting professional isn't executing on flawless experiences or driving business results for your organization. It's ensuring the safety and security of the people you have brought together onsite. But if this is your most critical role, how prepared do you feel for stepping into it during a crisis or incident? And do you have the plans in place to ensure that you are successful?

Build and maintain an understanding of the risk management and emergency planning process with this six-hour certificate course, developed in partnership with the National Center for Spectator Sports Safety and Security (NCS4) at the University of Southern Mississippi. Discover processes for risk assessment and emergency preparedness, adapted from the best-in-class experts in marathons and World Cups. Deep dive into incident management strategies as needed for the prevention, preparedness, response and recovery from all-hazard emergency incidents. Discover techniques to prevent and respond to everything from ordinary incidents such as fights or drunkenness to extraordinary crimes, violence, terrorist attacks and natural disasters.

Learn how you can ensure the safety and security of all attendees, limit damage and restore services in the event of emergencies. Helping your organization host successful meetings begins with creating events that are safe and secure for all attendees and stakeholders. Give yourself the tools you need to effectively plan for and respond to crisis and deliver on your responsibility to your attendees and your organization.

You'll Be Able To:

- Differentiate between events and incidents for managing risk onsite at meetings and events of all kinds
- Identify various stakeholders in communication and collaboration for meeting and event emergency preparedness
- Apply risk assessment and management techniques to mitigate, transfer, accept and/or avoid risk
- Implement and execute the critical components of the emergency planning process
- Create post-event reports and lessons learned and implement tactics for continuous improvement

Participants Also Receive:

- Emergency Preparedness for Events Certificate
- 6 clock hours in CMP-IS Strategic Domain A: Strategic Planning



EMERGENCY PREPAREDNESS

FOR MEETINGS AND EVENTS

**REGISTER
TODAY**





Marketing Event Strategist

Length: 4 Hours

Cost: \$299 member / \$399 non-member

January 30, 2020 July 16, 2020

April 30, 2020 November 12,

Live events are uniquely positioned to cultivate trust, business exchange and learning through face-to-face interactions. They are also data goldmines that often go unmined due to a lack of impactful event marketing strategies. Think of the value you could bring to your organization if you could design and execute measurable outcomes associated with your event marketing efforts, uncover the meaningful data that will drive bottom-line results for your business and measure the actual value of the marketing meetings that you execute based on forward-focus metrics.

Cvent and MPI have convened some of the best event marketing experts in the business to deliver this unparalleled four-hour certificate course focused on the purposeful and measurable practice of deploying live events to help achieve marketing and revenue goals. Examine strategies, best practices and tactics across the full event marketing funnel (from leads to revenue), and how you can expand your role beyond execution to designing experiences that deliver on business objectives by understanding how event marketing works. Enhance your role from logistics to strategic consultant by delivering impactful attendee experiences that bring systematic ROO (return on objectives) because you understand the why behind the choices necessary to achieve marketing objectives.

You'll Explore:

- The business case for modernized event marketing
- Outcomes-based event strategy design
- Multi-channel promotional strategies, tactics and tools
- Impactful attendee experiences and systematic achievement of ROO (return on objectives)
- Insights to achieve ROI (return on investment)

You'll Be Able To:

- Design an outcomes-based event strategy including critical event marketing metrics and key performance indicators (KPIs)
- Make the business case for how live marketing events can drive bottom-line business results for your organization
- Design, build and execute a full-scale marketing event strategy and plan and achieve desired outcomes
- Utilize common tools and technology in gathering event marketing intelligence
- Use best-in-class tactics to achieve systematic ROI and ROO, with measurement and revenue attribution

Participants Also Receive:

- Marketing Event Strategist certificate
- 4 clock hours in CMP-IS Strategic Domain I: Marketing



**REGISTER
TODAY**





Healthcare Meetings Compliance Certificate (HMCC)

Length: 4 Hours

Cost: \$499 member / \$699 non-member

February 20, 2020 July 9, 2020

April 7, 2020 October 22, 2020

Healthcare meeting professionals on both sides of the marketplace must balance designing and hosting events and quantifiable returns for their organizations with unprecedented and frequent changes in global healthcare compliance and regulations for their companies, their attendees, their destinations and more. They must tackle tough regulations and adjust and readjust priorities, while keeping an eye on short- and long-term survival—a tough job that requires continuous flow of knowledge.

Invest in your future and your company's success by participating in MPI's Healthcare Meeting Compliance Certificate (HMCC) program, which provides a condensed foundation in key healthcare disciplines. Designed for both event strategists and their partners who need a broad understanding of a full range of regulatory topics, this program develops competency groundwork while building critical thinking skills through case studies, business simulation, discussion and active exercises. This intensive, four-hour educational and training program provides healthcare meeting compliance stakeholders with the knowledge and experience they need to successfully navigate the increasingly complex pharmaceutical, biotech and medical device regulatory environment.

Upon completion of this program, attendees will earn the HMCC credential signifying awareness of and competence in the latest compliance regulations that impact healthcare meetings and events.

You'll Be Able To:

- Utilize new healthcare compliance management skills and unique terminologies in the event planning and design process
- Oversee process reporting management across a variety of sectors, regions and countries
- Meet new reporting and submission timelines and understand transfers of values, and what that means for meetings and events
- Apply the who, what, where and how of the Physician Payment Sunshine Act (Open Payments), and other global compliance initiatives

Participants Also Receive:

- Healthcare Meetings Compliance Certificate
- HMCC credential for two years (subject to refresh class)
- 4 clock hours in CMP-IS Strategic Domain I: Marketing



**REGISTER
TODAY**





REFRESH: Healthcare Meetings Compliance Certificate (HMCC)

Length: 2 Hours

Cost: \$149 member / \$199 non-member

March 12, 2020

October 8, 2020

June 18, 2020

December 2, 2020



Global compliance regulations are constantly changing. This refresh course is required every two years for recipients of the Healthcare Meetings Compliance Certificate and ensures that attendees are aware of and can apply healthcare meeting compliance regulations, cross-border compliance, CMS Open Payments changes and updates, the EFPIA Disclosure Code and other trends. Meeting Professionals International (MPI) requires all current HMCCs to attend a refresh webinar on the second anniversary of their class date.

You'll Be Able To:

- Utilize new healthcare compliance management skills and unique terminologies in the event planning and design process
- Oversee process reporting management across a variety of sectors, regions and countries
- Meet new reporting and submission timelines and understand transfers of values, and what that means for meetings and events
- Apply the who, what, where and how of the Physician Payment Sunshine Act (Open Payments), and other global compliance initiatives

Participants Also Receive:

- HMCC credential for two years (subject to refresh class)
- 2 clock hours in CMP-IS Strategic Domain I: Marketing

**REGISTER
TODAY**





Inclusive Event Strategist

Length: 4 Hours

Cost: \$299 member / \$399 non-member

February 27, 2020

October 1, 2020

June 19, 2020

December 3, 2020

Inclusion is not only the right thing to do—it unquestionably enhances your event's value. Inclusion goes beyond basic legal compliance; it means creating an atmosphere in which all people feel valued and respected. Meetings and events succeed when they embrace the ways in which people are different, and the result is a powerful setting for problem solving, innovation and success.

Through MPI's Inclusive Event Strategist Certificate Program, you'll discover how to keep a strategy of inclusion at the center of your event's design and execution. You'll explore the dimensions of diversity and learn best practices that ensure the engagement of all event participants. You'll learn to adopt your role as "inclusion broker" for the diverse groups you represent and focus on practical actions that result in inclusive event programs and environments.

The program explores MPI Foundation research conducted by the New York University Jonathan M. Tisch Center of Hospitality. You'll discover where meeting professionals are excelling in the creation of welcoming environments, and the areas where they could improve in enhancing the experience for diverse groups. Meanwhile, you'll gain access to more than 350 best practices for designing and executing inclusive experiences that embrace all your diverse attendees.

The program's focus is not on changing individual beliefs or ideas. Its goal is to explore the topic of inclusion and its relationship to the success of events, and to provide strategies and actions that you can take to create inclusive experiences.

You'll Be Able To:

- Utilize key findings from MPI research on inclusion to make the business case for greater efforts toward welcoming environments at your organization.
- Explain the business case for inclusion, and why creating objectives and tactics for inclusion will benefit your business or organization.
- Use the dimensions of diversity in your event strategy and design to create fully inclusive environments.
- Embrace your role of inclusion broker, and strategies you can use in representing the diverse people at your meetings and events.
- Recommend actions you and your organization can take to create inclusive environment.
- Commit to taking actions that create an environment of inclusion by completing an Inclusive Action Plan.

Participants Also Receive:

- Certificate of completion in Inclusive Event Design
- 4 clock hours in CMP-IS Strategic Domain G: Meeting or Event Design



**REGISTER
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TRANSFORM YOURSELF FROM MEETING PLANNER TO EVENT STRATEGIST

Meetings & Events Strategist

Length: 6 Hours

Cost: \$499 member / \$699 non-member

February 9, 2020 June 6, 2020 September 24, 2020
March 26, 2020 July 2, 2020 November 19, 2020

As automation and AI increasingly create efficiencies in the modern workforce, meeting professionals must embrace a role that is shifting increasingly into the strategic space. But what does that mean, and what future-ready skills are required to thrive in an environment where you actually do have a seat at the table? The first steps are understanding the value that your meetings drive for your business, and more importantly, being able to articulate that value to senior members of your organization.

You need to be able to create, design and execute meetings that help your organization achieve five-year business goals and key performance indicators (KPIs) and that drive efficiencies in the workplace, and you must be able to demonstrate in quantifiable ways how your meetings positively impact revenues, profits and cost-savings for your business. You are no longer a meeting planner, you are a strategist that drives significant growth for your organization and you know how to articulate that value in meaningful ways to business leaders.

Meeting professionals must understand the value of their events to ensure that they successfully achieve business goals and objectives, justify costs, design authentic and deliberate experiences and improve their events over time. Understanding and demonstrating the role meetings play in driving organizational growth and effectiveness is an integral, future-ready skill that fuels better, more strategic meetings and events and motivates businesses to look at their meeting managers as strategic and essential players on senior leadership teams. You can be a key player and business leader in your organization ... if you position yourself as a strategist and consultant who can drive growth and value through the utilization of an important business tool—meetings and events.

You'll Be Able To:

- Articulate how—and by how much—your meetings drive growth, efficiency and loyalty for your business and brand
- Implement event measurement programs using proven change management models and with key stakeholder support
- Speak in terms understood by your Chief Financial Officer and business leaders with additional financial literacy
- Develop and create goals and SMART objectives that allow you to gain true insight into the value your meetings drive
- Create measurements that actually matter for your business (and not just attendee satisfaction) and better understand how the behavior change your meetings create drives positive fiscal growth for your organization
- Analyze and report your results to key business leaders and articulate the quantifiable value of meetings and events

Participants Also Receive:

- Meetings & Events Strategist Certificate
- 6 clock hours in CMP-IS Strategic Domain A: Strategic Planning



MEETING & EVENT STRATEGIST

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Venue Sales

On-demand Length: 8 Hours

Cost: \$499 member / \$699 non-member

Live Online Length: 6 Hours

Cost: \$697 member / \$897 non-member



MPI's Venue Sales Certificate program enables sales directors, associates, managers and event teams to create high-impact and powerful sales pitches and tools. Learn how to open client conversations that position your venues, properties, facilities and destinations for significant increases in contracts, conversions and business opportunities.

Understand the strategy behind the three Ps that directly impact the sales success of global organizations, and the success of the sales professionals behind them, and discover how changes to pitch, position and proposal can revolutionize sales programs and drive huge business growth for your organizations. Learn from Thought Leader and Author of Steps to WIN in the Meetings Market Ciara Feely and focus on three foundational areas of the sales process to help you discover how to position your venue for more wins.

SELF-PACED, ON-DEMAND ONLINE MODULE

You'll Be Able To:

- Know how to sell more, and at better rates
- Be able to generate more fruitful conversations with clients
- Save time and money by creating more proposals that WIN (80%-90% of leads are lost at this stage)

MODULES 1 & 2

- What to say to get more direct conversations with decision makers
- How to build credibility with planners and position yourself as a partner instead of a supplier (a much more lucrative—planners pay top rates when partners position themselves this way)
- How to stand OUT and sound different
- Brilliant questions to ask that immediately set you apart from your competitors

MODULES 3

- How to write proposals and RFPs that WIN
- Best content and structure practices critical to success
- Smart pricing and packaging to help planners understand optimal spend to achieve objectives

NOTE: The content of the self-paced program is the same as the live-online Program. However, it does not include the live learning workshops or access to instructor Ciara Feely to fast-track learning and implementation.

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LIVE ONLINE & INSTRUCTOR-LED COURSE

Learn how to be more relevant to your clients and understand their world.

- Discover what an interesting pitch entails for potential clients and how to tweak your communication.
- Understand what is important to your clients and how to think like them.
- Learn how to gain the most ROI from the process.
- Ask questions and interact with your peers.



VENUE SALES CERTIFICATE PROGRAM

Your Position – to Drive Profitability

- Go beyond “qualification questions” to get to the Killer Questions that will open the conversation with planners (especially if you find you are stuck selling via email).
- Learn how to lead the sales conversation and take control.
- Position yourself as a partner instead of a supplier and build relationships that drive revenue.
- Apply questions and techniques that will change your approach to sales and develop more relationships that drive profits.

Proposals that WIN

- Complete a practical exercise on enhanced proposal structure, content and packaging.
- Take the focus off rate and earn a spot on the Top 10% of proposals being considered (including eRFPs, bid documents and proposals).

Time to Get It Done (We take a break to practice and implement what you learned.)

- Work on assignments.
- Submit your proposal to Ciara Feely for review and assessment.

It's a Wrap

- Get personal feedback from Ciara Feely on your new proposal, and ensure you have it right.
- Learn from your peers, what works for them and the ideas they present.

Each week a new module is released on the training website, followed by a live (online) learning workshop with instructor Ciara Feely. This delivery method ensures understanding and implementation. There are four live learning workshops held online. Upon completion of this course and related activities, participants will receive a Venue Sales Certificate.

ABOUT THE INSTRUCTOR

Ciara Feely has created a sales and marketing program called Steps to WIN™. It's a formula that shows hotels and venues how to win BIG in the meetings market. This helps teams take control of the sales process. She is the author of Steps to WIN in the Meetings Market. Her step-by-step system gets results.

Program participants generally see a return on investment of US\$250,000+ within a few months of implementing the steps in this program.

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Event Design Certificate

Length: 3 Days

Cost: \$2,000 member / \$2,500 non-member

January 9-11, 2020 August 15-17, 2020

June 29-30, 2020 August 26-29, 2020

The #EventCanvas is a strategic management template for developing new or documenting existing events and conference models. It's a visual chart with elements describing an event's promise, how it helps stakeholders to get their jobs done, resolving pains and creating gains within a set framework of commitment and expected return. The canvas articulates the behavior changes expected as a result of having participated in an event, as well as stating the required levels of satisfaction against those expectations. Additionally, the canvas outlines the costs and expected revenues in relation to the customer journey (service design) and the instructional design of an event.

The Event Design Certificate Level 3 Program is an immersive, three-day training course that teaches a systematic, 10-step, visual approach to event design for meeting professionals. Program participants learn critical skills that enable them to design events based on stakeholder needs, and then prototype event designs using the #EventCanvas, a strategic event management template for developing new—or documenting existing—events and conference models.

You'll Be Able To:

- **Coordinate: Apply #EventCanvas Basics**
 - You will exhibit #EventCanvas basic skill set and awareness including stakeholder awareness, analysis and behavior mapping (empathy maps). You will be able to apply the #EventCanvas to articulate how an event can change the behavior of the stakeholders. Basic skills include the ability to interpret and create an Event Canvas Boundary box and discuss stakeholder needs.
- **Manage: Event design using the #EventCanvas**
 - You will show familiarity with the #EventCanvas as a user interface. You will be able to prototype and apply the canvas to discuss, prototype and make informed decisions using the Event Canvas as a compass for the team to create impactful events with informed team members have used the process previously. You will be able to apply the Event Simulator, a toolkit with facilitation cards to enable team collaboration on creating events using the #EventCanvas.
- **Direct: Event design & facilitate a team through the #EventCanvas process**
 - You will apply the #EventCanvas as an experience interface. You will prototype and apply the canvas to facilitate a team alignment, discussion, prototyping and decision-making using the #EventCanvas as a compass for the team to create impactful events. You'll learn to guide a team through the process, articulate jobs to be done into actionable objectives per participant for event ROI measurement post event, guide a team through the process and lead the way to a successful design.

Participants Also Receive:

- 24 clock hours in CMP-IS Strategic Domain G: Meeting or Event Design



EVENT DESIGN CERTIFICATE

**REGISTER
TODAY**





BREAK THROUGH BIAS BARRIERS TO LEADERSHIP

Women in Leadership: Executive Leadership Skills

Length: 4 Hours

Cost: \$299 member / \$399 non-member

February 9, 2020 May 7, 2020 August 27, 2020
March 5, 2020 June 6, 2020 October 29, 2020

Women play key roles in the hospitality and meeting industries, but many find it challenging to move into leadership positions. In fact, recent studies show that women are 28% less likely to get an executive-level position even if they possess the skills that make other job applicants attractive candidates for CEO, COO, CMO and CFO positions. What are the skills necessary to be considered for these types of high-level leadership roles, and how do they translate to the level of leadership you seek for your current and future career?

Learn about the key roles women play in the hospitality and meeting industries and how to overcome career obstacles to executive-level positions—or the right-fit leadership level for you. Review and learn from real-life case studies of women who have overcome adversity to excel in the meetings space, while maintaining the right balance for their personal and professional lives. Examine what skills they possess, the decisions they made and what actions they took to enable their industry leadership.

Analyze your own personal leadership skills using a Clifton StrengthsFinder 2.0 assessment to discover the areas you excel, and where you can fill gaps with future training and advancement. Think about where you want your career and leadership to grow in the next three to five years and create an action and development plan that advances your career, your leadership and your influence.

You'll Be Able To:

- Identify the skills that help women ascend to executive leadership roles in the meeting and event industry, and self-evaluate where you excel and where you can improve
- Utilize best-practice methods for overcoming common challenges women face in obtaining leadership opportunities
- Follow your personal action plan for leadership success and career development and find success in right-fit leadership roles
- Locate additional resources available to women seeking leadership roles in the meeting and event industry

Participants Also Receive:

- Women in Leadership: Executive Leadership Skills certificate
- 4 clock hours in CMP-IS Strategic Domain E: Human Resources or Domain F: Stakeholder Management
- Access code for Clifton StrengthsFinder 2.0 assessment
- Individual Development Plan
- Peer-to-peer mentoring



WOMEN IN LEADERSHIP

EXECUTIVE LEADERSHIP SKILLS

REGISTER
TODAY



2020 CALENDAR

JANUARY

- 9-11** Event Design Certificate
Certificate
- 23** Basics Boot Camp
Certificate
- 30** Marketing
Certificate

FEBRUARY

- 06** Emergency Prep
Certificate
- 09** Women in Leadership (EMEC)
Certificate
- ME Strategist (EMEC)**
Certificate
- 10** HMCC (World Congress)
Certificate
- 13** Crisis Communication
Certificate
- 20** HMCC
Certificate
- 21** Meeting Design
Summit
- 27** Inclusive Event Design
Certificate

MARCH

- 05** Women in Leadership
Certificate
- 06** MPI Women's Community
Summit
- 11** HMCC (Pharma Forum)
Certificate
- 12** HMCC Refresh
Certificate
- 26** ME Strategist
Certificate

APRIL

- 02** Basics Boot Camp
Certificate
- 07** HMCC
Certificate
- 14** Global Meetings Industry Day
Summit
- 23** MPI Administrative & Non-Titled Meeting Professionals Community
Summit
- 30** Marketing
Certificate

MAY

- 07** Women in Leadership
Certificate

JUNE

- 06** CMP Master Class
Certificate
- Contracts**
Certificate
- ME Strategist**
Certificate
- Women in Leadership**
Certificate
- 18** HMCC Refresh
Certificate
- 19** Inclusive Event Design
Certificate
- 25** Emergency Prep
Certificate
- 29-30** Event Design Certificate
Certificate

2020 CALENDAR

JULY

- 02 ME Strategist
Certificate
- 09 HMCC
Certificate
- 16 Marketing
Certificate
- 23 Basics Boot Camp
Certificate
- 29 All Communities
Summit

AUGUST

- 13 Contracts
Certificate
- 15-17 Event Design Certificate
Certificate
- 26-29 Event Design Certificate
Certificate
- 27 Women in Leadership
Certificate

SEPTEMBER

- 04 Strategic Meetings
Summit
- 10 Crisis Communications
Certificate
- 24 ME Strategist
Certificate

OCTOBER

- 01 Inclusive Event Design
Certificate
- 06 Contracts
Certificate
- 08 HMCC Refresh
Certificate
- 13 Safety & Security
Summit
- 15 Emergency Prep
Certificate
- 22 HMCC
Certificate
- 27 Experiential Design
Summit
- 29 Women in Leadership
Certificate

NOVEMBER

- 05 Basics Boot Camp
Certificate
- 12 Marketing
Certificate
- 13 MPI Administrative & Non-Titled Meeting Professionals Community
Summit
- 19 ME Strategist
Certificate

DECEMBER

- 02 HMCC Refresh
Certificate
- 03 Inclusive Event Design
Certificate
- 04 MPI Association Executive Community
Summit
- 10 Emergency Prep
Certificate



When we **meet**, we change the world.®

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