FACTS + FIGURES: YOUR INTRODUCTION TO MEETINGS DATA
Learn the basic principles of data management in a meeting environment. Understand how to approach a data related project, ensure data quality and tell a meaningful story. Then, practice your new knowledge with an application of your acquired skills.

Learner Outcomes:
• Understand the importance and goals of reporting your data.
• Find out what your entry data points should be.
• Learn how to improve the quality of your data and how to measure success.

Preferred speakers: Christian Savelli (csavelli@cruising.org)
Traeger, Jen (Jen.Traeger@maritz.com)

SMM: ADDING VALUE TO THE PARTICIPANT EXPERIENCE
You may think that your strategic meetings management program has little to do with the end experience. After all, the main goal is to save money, right? Wrong. In this session, consider how strategic meetings management can help enhance the experience of all of your participants and discuss strategies for capitalizing on these efforts with your peers.

Learner Outcomes:
• Understand the value of SMM and its relationship with participant experience.
• Learn three ways you can enhance the attendee experience through SMM.
• Plan out ways you can implement these methods at your organization.

Preferred speaker: Betsy Bondurant (betsy@bondurantconsulting.com)

NEGOTIATING BETTER MEETING CONTRACTS – BALANCING LAW AND PRACTICE
Love them or hate them, meeting contracts are an essential part of the business of meetings. It isn’t enough to understand the terminology (although that helps). Understanding the purpose, meaning, and practical effect of the legalese is necessary in order to know why you must have certain contract language and when you can afford to lighten up. The potentially big money issues like attrition, cancellation, and force majeure will virtually always have to be addressed. Other issues borne of industry and legal trends such as surcharges and fees, environmental issues, and accommodations for those with special needs require special attention in negotiations and unique contract language. New issues arise all the time. Anticipating how they will affect contracts—and your liability risk—is the mark of a savvy meeting professional.

Learner Outcomes:
• Interpret contract clauses with a thorough understanding of the legal versus practical implications of each.
• Integrate language reflecting current trends into contracts after anticipating the potential effects.
• Negotiate stronger meeting contracts by customizing negotiations based on issues important to each party.

Preferred speaker: Tyra Hilliard (tyra.hilliard@gmail.com)