



KNOW BEFORE YOU GO

MPI welcomes you to this year's World Education Congress in Minneapolis. To help you prepare, we've put together this quick reference guide so you're ready for a successful event. For even more details, the [WEC website](#) and [app](#) is where you'll find *everything* WEC including Events, Education, and so much more!

General Information

Official Hotel and Conference Venue

Minneapolis Convention Center (MCC)
1301 Second Avenue South
Minneapolis, MN 55403
+1 612-335-6000

Look Who's Coming

[See who](#) will be attending WEC 2014.

Time Zone

Minneapolis is located in the Central Time Zone (UTC-06:00)

Weather

August average high: 83 °F / 28 °C August average low: 64 °F / 18 °C.

What to Pack

Attire is business casual for the conference during the day. Please no jeans, t-shirts or flip flops. We do recommend you dress in layers as temperatures in meeting rooms can vary. Some events take place outside in the evening when the weather cools down, so be sure to bring appropriate clothing options such as a shawl or light sweater.

The Opening Night Celebration is outside and jeans are allowed. For the MPI Foundation events: The Big Deal attire can be evening wear or comfortable dressy, and at Rendezvous casual party attire is welcome. The hosts of the Closing Night Celebration (an outdoors event) request that attendees wear navy and white.

Airport Ground Transportation

Downtown Minneapolis is approximately 12 miles from the airport with several travel options:

- **Super Shuttle**

Book online to receive negotiated rates to the downtown Minneapolis Hotels. Prices are \$15 one-way, or \$24 round trip. Please [see the website](#) for additional information.

- **Metro**

The [light rail train](#)'s blue line runs every 15-20 min during the day, and costs only \$2.25 each way; drops off a few blocks from our hotels.

- **Taxi Service**

Taxi service is available at both terminals. Taxi service at Terminal 1-Lindbergh is accessible via the Tram Level (Level T). If you are arriving at Terminal 2-Humphrey, taxi service is available at the Grand Transport Center.

- **Avis Worldwide**

When calling Avis at **1 (800) 331-1600** to make reservations, attendees should provide the reservation agent with the discount number **D015470** to ensure they receive the best available car rental rates. The discount will be effective from seven days prior to the event until seven days after the event.

Parking Lot Rates

North 4th Street Lot

Daily: \$3.00

Basilica Lot

Daily: \$5.00

Third Ave North Lot

Daily: \$3.00 - \$7.00

North Terminal Lot

1st Hour: \$5.00

Garfield

1st Hour: \$1.00

4-10 hours: \$4.00

Glenwood (Farmers Market)

1st Hour: \$1.00

6 - 10: \$5.00

Please note: Once you get to the downtown area hotels in the MPI block, the convention center and most evening functions are within walking distance to and from your hotel. There will also be limited, complimentary transportation provided for any function that is not easy to walk to or has a late end time.

Wi-Fi at the Minneapolis Convention Center

Wi-Fi will be provided in all areas of our conference for no charge; use WEC2014. Brought to you by SmartCity.

Social Media



Follow us on [Twitter](#) and use the official WEC hash tag #WEC14.



Join the [WEC Facebook page](#) and engage in conversations on our page.

WEC Mobile App Replaces the Conference Guide

As part of our ongoing sustainability efforts, we will not be printing conference guides for WEC 2014. This year's app is sponsored by Atlantic City and replaces the paper conference guide. Access WEC 2014 information on your smart phone or tablet by downloading the app from your store or marketplace. Search "MPI Global Events". [Learn more](#). Please note local data charges may apply when using these applications. Check with your carrier for more information on charges that may apply.

Interactive Audience Participation

WEC has always been about showcasing the latest in event concepts that impact the attendee experience. This "laboratory of risk" approach allows you to experience new technology in the relative safety of WEC and determine whether or not these tools are right for your meeting or event. We take the risk so you don't have to!

We have four new tools for you to experience that are designed to engage live audiences. They are:

- **MarketSquare Scheduler:** This tool lets the user set time with participating WEC MarketSquare suppliers. This allows attendees to control their onsite agendas and maximize their conference time by setting meetings with MarketSquare suppliers of choice when their schedule allows. This scheduling feature can be accessed from your **WEC app** by selecting MarketSquare from the menu options.
 - o MarketSquare Level One / Level Two
- **WEC Polling Feature:** This tool provides polling capability that allows the audience to respond to a variety of questions in real time, giving immediate feedback to the moderator or emcee of your event. This feature can be accessed from the **WEC app** session detail pages (under Program or My Schedule) by selecting the "Join In" button. The polling feature will be offered in the following sessions:
 - o All General Sessions, Sunday through Tuesday / Main Auditorium
 - o Don't Wear Yoga Pants to Dinner, Monday, Aug.04, 2014 / 9:00 AM - 10:30 AM / 205 A
 - o Getting Organized with MS[®] Outlook, Monday, Aug.04, 2014 / 2:00 PM - 5:00 PM / 205 A
 - o The Life Cycle of Executive Engagement, Monday, Aug.04, 2014 / 4:00 PM - 5:00 PM / 102 A
 - o Meetings Outlook: A Deep Dive Into the Latest Trends, Tuesday, Aug.05, 2014 / 10:15 AM - 11:00 AM Auditorium / Lecture Hall 3
- **SpeakUp:** SpeakUp will be used as a feature of the Tech Café within the Career & Learning Central area. The interactive crowdsourcing application allows users to submit questions, thoughts or ideas and then have the community respond to them. This allows the providers of the app to identify the most common topics across the community and make sure to address them real time. To access SpeakUp, go to the **WEC app** and look for SpeakUp on the menu options.
 - o Tech Cafe / Mezzanine Level

Interactive Audience Participation Cont.

- **Town Hall Meeting: Conversation with MPI interactive Q&A tool:** This tool allows users to access a dedicated URL from the convenience of any internet enabled device and ask questions. All users will be able to view the list of questions and “vote up” any question on the list. This allows the moderator to identify the most concerning issues for their audience and address them in real time. To access the interactive Q&A tool, go to URL: <https://mpi.cnf.io>
 - o August 05, 2014 / 2:15 PM - 3:45 PM / Location: 101 E / Level One

Where else can I find the schedule?

The WEC Onsite Dailies, (our daily conference newspaper), and monitors near the Information Desk will provide attendees with a look at the full schedule for each conference day.

Registration

On-site Registration

The registration desk is located at the Minneapolis Convention Center on Level One, directly in front of Hall B.

Registration Hours:

Open from 7:30 am – 6:00 pm Saturday, August 2 – Monday, August 4

Open from 7:30 am – 4:00 pm Tuesday, August 5

Self Check-in Registration Kiosks

Save time and use the self check-in registration kiosks available in the registration area. All you need is your email address.

WEC Badges

Your name badge is required for admission to all events. No exceptions. There is a \$25 charge for name badge replacement.

Events and Education that Require Registration and/or Tickets

Certain events and activities have additional fees, limited seating available or require a ticket for entry. Examples of this include sunrise and sunset education sessions and some signature events like the MPI Foundations’ The Big Deal and Rendezvous. To register for these events, go through the [Attendee Resource Center](#).

To find information about the guest policy, registration substitutions, and any other registration-related questions, see our [Registration FAQ’s](#).

Education

Build Your Schedule

See the WEC 2014 [Program at a Glance](#) and get an overview of all the education and events at WEC so that you can [build your schedule](#) with everything you want and nothing you don't. This tool is meant for planning purposes only. Adding a session to your personal schedule is not a form of registration nor does it guarantee you a seat in a session. You can also easily browse education and events on the app and your personal schedule will automatically pull through from the WEC website. Parts of the program you don't want to miss include:

- [Career & Learning Central](#) – a new learning laboratory with different meeting areas that offer mini education sessions, professional coaching, career advice, and more.
- [MarketSquare](#) – planners can meet and mingle with suppliers. New this year, the all-attendee lunch will take place on Monday, August 4 in and around the MarketSquare area.
- [CSR Central](#) – give back in as little as 15 minutes or spend a few hours. The choice is yours.

A Note about Education Sessions

Unless otherwise noted, there is no advance registration required to attend education sessions. Due to the Hosted Buyer appointments on Monday, a few sessions will have reserved seating for Hosted Buyer planners and any unused seats will be released five minutes before the session begins. All other sessions are filled on a first-come, first-served basis. Seating begins 15 minutes prior to session start time. Some education sessions require separate registration. Make sure you are registered for pre-conference or limited seating sessions. Complete this registration through the [Attendee Resource Center](#).

Clock Hours

Clock hours are available for approved knowledge sessions and this year's WEC offers classes totaling more than **100** clock hours including most general sessions! MPI members can see their hours in their membership record online within four weeks after the end of WEC. Approved sessions are noted with a clock hour icon on the mobile app.

Events

Opening Night Celebration

Saturday, August 2 | 7:00 pm - 9:30 pm
Mississippi Riverfront at the Mill City Museum

MPI Foundation The Big Deal (TICKETED EVENT)

Sunday, August 3, 2014 | 8:30 pm - 12:00 am | Planners get in free but must have a ticket.
Complete registration through the [Attendee Resource Center](#).

MPI Foundation Rendezvous (TICKETED EVENT)

Monday, August 4, 2014 | 9:00 pm - 1:00 am | Purchase tickets through the [Attendee Resource Center](#).

MPI Foundation Not-So-Silent Auction

The auction is now live! This year's auction is completely digital and you can bid from the WEC app. Don't miss the auction finale in MarketSquare (Level 1) on Monday, August 4 from 3:30 pm - 5:30 pm when all bidding officially closes.

Closing Night Celebration

Tuesday, August 5 | 7:00 pm - 9:30 pm
Orchestra Hall and adjacent Peavey Plaza
You don't want to miss this event where Meet Minneapolis will give away 500 FREE Minnesota Twins tickets.

Breakfast in Bed by Montréal Tourism

A special Breakfast in Bed event on Tuesday morning at 7:00 am will require that you make a stop to Montreal's booth before Tuesday to sign up!

Evening Event Shuttle Information

Complimentary shuttle service will be provided for all offsite events and will begin 30 minutes prior to the event start time and will depart from the Convention Center as well as the hotels. Check shuttle schedules at your hotel.

Other Fun Stuff

See how you can [get a book signed by your favorite speaker](#), participate in the [MPI Foundation Fun Run](#), and you don't want to miss [puppy cuddling](#)!

We want to hear from you. To gauge your experience at WEC, Meet Minneapolis asks that you [complete this brief survey](#) prior to your arrival. Thank you in advance and see you in Minneapolis!