



MEETING PROFESSIONALS INTERNATIONAL

DEFINE

MPI
OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

JUL — SEPT 2013

REBOOT YOUR MEETINGS FOR SUCCESS



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The Official Newsletter of MPI Ohio Chapter

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MPIOH Mission Statement:

To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

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President's Column

By: Holly Angellatta, CTA
Hampton Inn & Suites, MPI Ohio Chapter President



Dear MPIOH Members,

With time comes change and I am so very excited to start my year as your MPI Ohio Chapter Board President. I have had the pleasure of serving on the board for the last 3 years having the best experiences of my life and career; I can only imagine what this year has in store for me.

First thing first, I would like to send out a big thank you to Anna Ryan who has done a fabulous job in this last year for our chapter and to all of the board members that served for their commitment and dedication. She left some big shoes to fill!

We should all be thankful to be a part of such a great organization that supports, educates and builds lasting relationships in the meeting industry. As your incoming president I look forward to bringing new ideas, continued great education and finding ways for you to be more engaged in our chapter. I feel the more you are engaged, the more value you will find in your membership.

As I think about change, I find myself thinking about some great advice someone once shared with me a long time ago and it has allowed me to view change in a completely different fashion; "You have to want it more than you are afraid of it". It amazes me the road blocks that we put in our own way that prohibits us from doing something different, taking a little risk or just adapting to the continuing changes in the industry. I strive to surround myself with great people to help me get where I want to be. Our Ohio Chapter is filled with these great people, please use them to help you along your own personal journey.

I am so excited to be working with such a great team that makes up our entire board for MPI Ohio and I will encourage them to keep the eye on the ball with keeping our education strong, our networking enjoyable and our members engaged and excited.

In the upcoming weeks I have the great pleasure of attending the MPI World Education Conference in Las Vegas and hope to see some of you there. I look forward to applying that new knowledge and valuable information to our Ohio Chapter.

As a reminder, mark your calendars for our next chapter meeting to be held August 14th at the Cleveland Convention Center; I can't wait to see you there!

Until then, be safe, be smart and be engaged!

CTRL+ALT+DEL: REBOOT YOUR MEETINGS FOR SUCCESS

By: Holly Duckworth, CAE, CMP

Let me guess, your meetings have survived year over year by doing the same thing over and over again. Now suddenly, as if by magic, those “same old” programs and benefits are falling flat, or even diminishing. Do you ever wish you could simply wave a magic wand—or hit a magic keystroke—and reboot your meetings for success?

Yes, I know at the core of this challenge is organizations do not like change. Yet, our very business model is struggling to survive. Meetings are still being cancelled due to lack of participation. The fundamental purpose of meetings and events—to enable people to associate with one another—is being accomplished in new ways, thanks to global education opportunities and online networking. Business and economic conditions require your association to “reboot” and do it now.

The good news is that rebooting your meetings doesn't have to be hard. In fact, it shouldn't be. It's simply a matter of leaders and members agreeing to embrace change in small steps that create a more efficient and effective association.

If you're wondering what, precisely those steps are, you're not alone. Every day I receive a call from an meeting professional, association executive, volunteer president or board member lamenting how they want to make change in their organization but do not know where to start. The answer is right on your computer

CTRL+ALT+Delete

I'm guessing at some point in your career you've come across a PC. What would we do when the PC would freeze up? When no matter how much you tried to get it to open a new application it simply would not? We would hit the keystroke combination CTRL+ALT+Delete. Holding down those three keys would reboot the computer and enable us to become productive again.

Today, many associations are frozen with fear. Many are struggling to get something new started, but aren't able to. And as a result, they're not working. They need to reboot themselves using CTRL+ALT+Delete.

CTRL

A great place to start is to look at the issue of control. What are the policies, procedures and rules—both spoken and unspoken—that govern and influence your meetings and events? Are they enabling you to rapidly adapt and innovate, or are they holding your meetings and events back from what it could be?

The first question I ask meeting professionals and leaders is, “What is the vision and/or mission of your meetings? What are the goals, objectives and desired results?” Fewer than 1% of organization leaders can tell me the answer. A few leaders know where to go to look it up, while many can tell me they know it's too long to be useful.

This statement—or more often than not the lack of it—is a place of control that you may want to look. Your vision/mission and statement of goals should be the foundation for each and every decision you make. Without a clear goal, you experience the ever-revolving door of new leadership choosing what direction to take your meetings in and that will control you.


Hit CTRL in your meetings and review your budgets and rules both written and unwritten documents to determine if old rules are still serving you. Most meeting professionals in “reboot” are simplifying and shortening these documents to reflect our faster paced Twitter, LinkedIn, blogging world.

ALT

Next, you want to look at creating new and exciting alternate solutions to the problems you are experiencing in your meetings. “Innovation” is a hot buzzword in every organization these days, but few meetings know how to encourage innovation, or even know what “innovation” is.

Often designing meetings is done by tradition and habit. To reboot you have to create new ways of doing things. Which immediately creates fear—fear of change and fear of failure.

One way to hit the ALT key in the face of fear is to start small.



Have you ever purchased software with the words “BETA” on the box? Beta—by definition—is a limited release of a product with a goal of finding bugs before the final release. To decrease the fear of doing something new in your meetings, create one or two new event concepts and launch them in Beta. (If it’s good enough for some of the world’s largest companies don’t you think it could work in your meetings and events?)

A second way to create alternatives in your organization is to move away from “best practices”. The best meeting practice of the past may no longer meet the attendee needs of the future. Elevate the conversation with your leaders to be around “next” practices. Ask questions that drive dialogue to new conversations. Every piece of research shows that your attendees of today will not be the same as your participants of tomorrow. Look to honor your “best” practices by blending them with a “next” practice to create your meetings of the future.

Here’s an example: For many organizations, one best practice is to have a monthly luncheon meeting with a speaker. Take that best practice and blend it with a next practice. A next practice might be offering a Google+ video hangout once a month where members can interact with a speaker and receive an education while also contributing to the knowledge with a facilitated dialogue. As an “ALT” solution for today, you could host your monthly member event and offer a simultaneous Google+ hangout giving members multiple options. (Oh, by the way, you could offer this option in “beta” for three events. #Justsaying.)

To further hit the ALT key in your “reboot,” work with your attendees to co-create new event benefits, communications tools, revenue models and event experiences that meet—and even exceed—the needs of your new audience.

Delete

As you will recall, the magic PC reboot was not complete until you hit the last key: “Delete.” This same thing is true in associations.

Every organization has limited resources both in time and in money. This constraint requires us to delete. Yes, delete! When facilitating strategic planning retreats with organizations and meeting professionals, this is biggest thing I find associations struggle with.

Now, in 2013, with the onslaught of new business challenges

from technology, globalism and generational changes, we must adapt. Many meeting professionals must realize it truly is survival of the fittest. We do not have the bandwidth to do both an awards gala and create a new awards event. We need to “delete” the old and step fully into something new.

The Rebooting Process

Implementing the CTRL+ALT+Delete reboot for your meetings and events is a careful process. It should be done as a conscious choice initiated by the senior staff and/o board of directors and supported by the participants. Meetings & event reboots are a co-created process requiring meeting professionals and participants to examine the beliefs, thoughts and actions they are making as a collective community.

Take time now to step back and look at what controls existing in your organization. Create opportunities for dialogue about what you can do to change these things. Get excited about all the new alternate solutions you can create. Then work together to prioritize what will engage participants in the best ways. And finally, with a compassionate heart, delete the projects and programs that no longer serve your participants.

I recently met with a meeting professional who was leading an organization with more than 40 years of history. She lamented that the organization was at a crossroad trying to honor what the founders set up while the industry and business climate required new solutions. I told her, “You don’t honor your founders by doing what they did. You honor them by keeping the meetings and events alive, and that requires adaptability and change.”

To honor the legacy of the vision and mission birthed by your founders, have the courage—as they did—to look at what your collective community needs and do what it takes to be that solution. That makes your meetings and events relevant in the marketplace. Using the CTRL+ALT+Delete process will ensure that your meetings and events continue to not just survive, but flourish, for years to come.

Holly Duckworth, CAE, CMP is an entrepreneur, author, speaker and thought leader, on association leadership and the meetings industry. She serves as President of the National Speakers Association Oregon, and Immediate Past Chair for the American Society of Association Executives Component Relations Section Council. Look for her book CTRL+ALT+Delete: Reboot your Association for Success available in 2013. Follow her on twitter @hduckworth or visit her web page www.leadershipsolutionsintl.com for more on building positive change through leadership in your organization.

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From the Director of Special Projects

By: Jennifer Veselko



The Board and the Committee are looking forward to our MPI Ohio Annual Silent Auction & Fundraiser, which will be held on November 13, 2013. We are pleased to announce that our event will be sponsored this year by the Franklin Park Conservatory (www.fpconservatory.org). If you have not had the opportunity to visit, this will be the time as we will hold our evening fundraiser under the amazing lights of the Palm House. Additionally, there will be a special exhibit of imagination and illumination from Bruce Munro.

The event will take place from 5pm – 8pm and will have hors d'oeuvres, entertainment, cash bar and plenty of exciting silent auction items to bid on. We will have a hybrid event again, that will allow silent and online bidding, Chinese auctions items, and the competitive live auction for some of our more exclusive auction items.

I encourage you to attend again this year, as we will be partnering locally with Nationwide Children's Hospital in Columbus (www.nationwidechildrens.org). We like to support charities that touch all of us on some level, whether personally or in our hearts. The hospital will receive a portion of all raffle ticket sales and well as a percentage of the total auction revenue.

Last year was a banner year for the Auction Committee, as we won Committee of the Year! Please contact me directly at jveselko@caesars.com if you are interested in becoming part of our wonderful team, as we strive to bring you an even better auction program than last year! If you would like to donate an item to the Auction, contact Jessi Konnagan at admin@mpioh.org.



In other news, we are implementing some fun networking events called MPI After 5. We are in need of some creative committee members and new locations to assist us in creating excellent networking opportunities for our MPI Ohio members. We are hoping to have one in each city sometime in October. These should be at locations which promote attendance with a special event in place or something that sparks the interest in the community.

Again, please contact me directly if you are interested in planning a small networking event or have an idea on locations at jveselko@caesars.com.

Fall Boot Camps Now Forming

The fall study group will be August 20th-October 8th with the bootcamp on November 2nd.

We are always looking for current CMP's to be presenters.

Power of 2

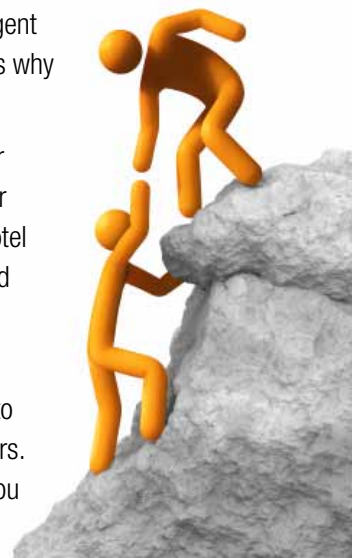
By: Mary Pelino

A new career can be both exciting and challenging. Even the most experienced professionals face obstacles that require them to explore new ideas to help move them forward. Great ideas can materialize when two intelligent minds come together with a clear vision of their goals. It has been said there is strength in numbers which is why the Power of 2 Mentor Program has been so successful.

The Power of 2 is available to members at any stage in their career who are seeking to develop new skills or make progress toward professional goals. Power of 2 is available to all current members of the Ohio Chapter of MPI. A list of mentors are available on MPIOH's website and include professionals in meeting planning, hotel sales, independent consulting and sport event planning, just to name a few. Our mentors are also former and current MPIOH board members who can also offer great insight on all our chapter has to offer and welcome newer members to participate with them in seminars and networking events.

The possibilities with the Power of 2 Mentor Program are endless but there is one thing required; you have to take the first step and enroll in the program. Power of 2 is a free program and a great benefit to our members. Whether you are ready for a career change or just beginning a new one, an organized approach will serve you well. And so will the Power of 2!

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Beth's TOP TEN TIPS for Responding to the NASC Symposium RFP

By: Beth Hecquet

With the recent release of the 2016 & 2017 NASC Sports Event Symposium Request for Proposal (RFP), I thought it would be timely to share a few tips for responding to an RFP. The insight and advice given here can apply to almost any RFP. Although some may seem like common sense, I am often surprised how easily the some of this can be overlooked.

1. Read the RFP In Its Entirety, First – More often than not, we only read the first part of the instructions of a task before we begin (I am guilty of this more often than I'd like to admit). Take the time to fully read the RFP and any attachments, forms or worksheets included before you begin to tackle putting the bid together. And make sure any one that is assisting you in the submission of the bid does the same thing.

2. Decide if Responding is Best for Your Organization – More often than not an RFP will not be a good fit for your city and that is okay. The best conferences, meetings, sporting events, special events, etc. are those that aren't forced; they are a natural fit. Don't try to fit the round peg into the square hole.

3. Follow the Directions – Please, please, please follow the directions. They are there for a reason. If it says to prepare the bid in the exact order it is laid out in the RFP, do it. If it says, to complete the form in its entirety, do it. Just do it!

4. Have at Least Two People Review the Bid – After a while, your brain will see what you want it to see, and not what is actually on the page. Make sure you have two people review the bid – and I recommend one of them be outside your organization.

5. Don't Wait Until the Last Minute – Trust me, we can tell. Plus, you never know what could delay the successful gathering of information required for the bid. The Symposium RFP requires information from multiple individuals. You don't want to hear "I just can't get you that information in the time you requested" and have that put the end to your bid.

6. Ask Questions – If you are not sure about something in the RFP, just ask. Most planners are more than happy to answer



your questions (as least they should be). This not only makes your bid better, but it will hopefully keep us from coming back to you with questions or clarifications – which neither of us wants.

7. Be Relevant – Don't add filler to your bid just to make it thicker, look fancier, impress your boss, etc. It only frustrates us as we try to weed through the pages to find what we actually asked to be included in the bid.

8. If Possible, Submit Early – It always impresses me when I receive a bid a week, or more, in advance of the due date. It immediately gives me the impression that you want my business, you planned ahead and you will most likely give the same care and attention to my needs when assisting me in coordinating the Symposium.

9. Make it Personal – Go the extra mile to personalize the bid. I am not talking about gifts, incentives, or just putting the recipient's name on the cover page. Add a personalized letter(s) of support from a notable personality(ies) from your city, record a video on a flash drive with a custom message, have digital signage throughout your city show messages of support/invitation then take pictures of this and place them throughout your bid, etc.

10. Follow the Directions – This one is worth stating twice.

Beth Hecquet, CMP, CMM is the Director of Meetings and Events for the National Association of Sports Commissions. Beth has been with the National Association of Sports Commissions (NASC) since January 2002. As the Director of Meetings and Events, Beth is responsible managing the NASC Sports Event Symposium, Certified Sports Event Executive (CSEE) program, Market Segment Meetings, Regional Workshops and any other face-to-face meetings and events hosted by the NASC. Prior to her time with the NASC, Beth was a Sport Manager with the Amateur Athletic Union (AAU) responsible for the management of seven sports as well as event management at the annual AAU Junior Olympic Games. Beth also spent some time with the Indiana Sports Corporation (ISC) in 2000 and was involved with planning and operations for the 2000 Big Ten Women's Basketball Championship, 2000 NCAA Men's Final Four and the 2000 US Olympic Trials – Swimming.



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Hospitality Marketing Folks Take Note:

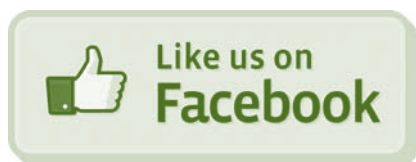
The Five Reasons People Become Facebook Fans

By: De-de Mulligan, CMP, CMM

Now that you have hundreds or thousands of Facebook Fans, what's next? Have you often wondered how to get them to be more active and engaged with your page?

This seems to be the main struggle with any business, whether they obtained their fans through a paid or organic method. With Facebook's Edgerank and Graph Search in full swing, how do you keep your page top of mind for group travel marketing and business travel marketing?

Synapse, a product development firm, interviewed 2,080 consumers about 20 specific brands in the first quarter of 2013 to find out why they like a page and keep coming back to it. Here is a synopsis of what they found and some key takeaways that can apply to your hotel, DMO or convention center marketing efforts.



Question: What led you to becoming a fan or like a page on Facebook?

1. 49% said to support a brand I like
2. 42% stated to get a coupon or discount
3. 41% answered to receive regular updates from brands I like
4. 35% said to participate in contests
5. 31% stated to share my personal good experiences

Here are the top results from 3 of the 20 brands that consumers were questioned about:

DISNEY	<ul style="list-style-type: none">• 61% said to support a brand I like• 49% stated to receive regular updates from brands I like• 47% answered to participate in contests
COCA-COLA	<ul style="list-style-type: none">• 61% said to support a brand I like• 50% stated to participate in contests• 48% answered to get a coupon or discount
NIKE	<ul style="list-style-type: none">• 58% said to support a brand I like• 41% stated to receive regular updates from brands I like• 36% answered to share my personal good experiences AND to get a coupon or discount (tie)

What should hospitality marketing staff glimmer from these results? Here are a few ideas to obtain fans and keep them coming back to your page:

SUPPORTING A BRAND I LIKE

- Post a visible sign at the registration desk to like your property on Facebook.
- Upon check-out of the property, remind guests to like your hotel or conference center on Facebook.
- Send an email to your guests with the Facebook link and ask them to like your page.
- Invite as many employees as possible to be Facebook administrators on your page and request that they ask all their friends to like your page.
- Put the Facebook icon (linked to your Fan Page) as part of every employee's email signature line.

GETTING A COUPON OR DISCOUNT

- Consider posting exclusive Facebook coupons or discounts on your page. (Disclosure: You will have to pay for this promotional opportunity. Make certain you are aware of Facebook's rules about posting discounts and coupons).
- If your page represents several properties, consider promoting certain properties during their slow seasons.
- Target specific offerings to your niche market, such as business travelers or when marketing group travel.
- Make certain to have a discount code or coupon identifier so you can link the use of that offering directly back to Facebook.
- Provide offers on a regular basis, whether it is once a week, month or quarter.

RECEIVING REGULAR UPDATES FROM BRANDS I LIKE

- Create a content calendar for postings and make certain to follow it.
- Encourage multiple employees to post often on the site.
- Make certain every post contains a photo, video, or URL.
- If your property is experiencing a renovation or addition, keep your fans updated on the progress through photos.
- Mix up your postings by asking questions, taking a poll, and giving your fans updates about your city and region.

Dede Mulligan is an active member of MPI and has been in the meetings profession since 1993. She has planned, coordinated, and executed over 1,600 meetings for groups from 10 to 10,000 individuals. She has been an active blogger and social media strategist in the meetings industry since 2009. Her website is www.mulliganmanagementgroup.com. She lives and works in Hudson, Ohio. You can follow her on Twitter @DedeMulligan.



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5 Ways Interactive Technology Tool Rentals Can Make Your Networking Events Better

By: De-de Mulligan, CMP, CMM

Branding your event is important, especially if you want first- or second-time attendees to return next year. With so much competition for event attendance, you need to find subtle yet effective ways, to keep your event “Top of Mind” when it rolls around next year.

Often times, it is the networking event that makes or breaks the attendee’s decision as to whether or not they return. While human interaction is very important, below are five ways attendees can learn more about your organization and products at a networking function.

#1: Rent iPads for Every Tabletop

By putting 2-4 iPads on every table, you can promote your products and services via video, photos and presentations. You can even implement gamification to provide brand awareness of your organization and sponsors in a low-key fashion. This technology solution allows attendees to gain a sense of what your organization has to offer by highlighting your best product offerings on the iPad.



#2: Use Digital Welcome Signage

Creating a welcome sign that rotates messages on a real-time basis and is the first thing attendees see when they arrive at your conference can provide lasting impact. Your digital signage can let attendees know up-to-the-minute changes, what guests have arrived, provide an overall map of the facility and even ask trivia questions where the answers will be revealed at the networking function. In addition, this technology can be used by sponsors to highlight any exclusive specials or discounts attendees might only receive at the conference.



continued...

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#3: Display Ice Breaker Questions on PowerPoint Presentation Equipment

This is a cute and easy way for attendees to get to know each other, the speakers and sponsors. Posting childhood pictures or personal facts that attendees would not already know, allows them to learn more about each other. Offering a prize for the table with the most correct answers is another way to encourage collaboration.



#4: Display Your Logo, Photos and Videos on Plasma LCD Rentals

Having Plasma TVs strategically placed throughout the networking event can allow attendees to gather around the TV and learn more about your organization and event. Displaying information about how they can continue to be connected to your organization after the conference is over through social channels will help build brand awareness.



#5: Encourage Check-Ins and Hold at Least One Tweet Up

Ask attendees to check-in on their social channels. Hold a Tweet Up where attendees can see the tweets on a Plasma LCD. Ask attendees to tweet throughout the conference and have a contest for the "Tweet of the Day" or most number of retweets. This helps keep the conversation going throughout the event.

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June Recognition Event



Welcome to Our New Members!

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Chapter Meeting
Cleveland Convention Center
Cleveland, Ohio

AUGUST 20 – OCTOBER 8, 2013

Fall CMP Study Group
Webcast & Quest Conference
Center
Columbus, Ohio

AUGUST 21, 2013

REACH Meeting
Crowne Plaza Dayton

AUGUST 28, 2013

REACH Meeting
Hilton Garden Inn Airport Columbus

SEPTEMBER 10, 2013

Chapter Meeting
Horseshoe Casino
Cincinnati, Ohio

SEPTEMBER 11, 2013

REACH Meeting
Cleveland, Ohio

SEPTEMBER 25, 2013

REACH Meeting
Lima/Toledo, Ohio

NOVEMBER 2, 2013

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