



MEETING PROFESSIONALS INTERNATIONAL

DEFINE

MPI

OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APR — JUN 2016



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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

Jason Linscott
Regional Vice President, HPN Global



Time flies when you are having fun, right?

Seems that we are just about to wrap up another fiscal year here at MPI Ohio Chapter. As my family counts down the remaining school days, I find myself not wanting this year to end. I have had a blast serving as president of your chapter and somewhat sad to see it come to an end. It's been a year in which we have accomplished quite a bit, but we still have some items to check off the list.

First and foremost, we have some big events taking place in the next couple of months including WEC in Atlantic City. If you have the opportunity to attend, make it happen. From the education to the entertainment, this event is fabulous from start to finish. Personally, what I am most excited for is our upcoming Annual Recognition and Member Appreciation event. Traditionally this has been the day where we showed thanks to all of our members, gave out awards and installed our new Board of Directors. That was all well and good, but we kept hearing that we also needed to incorporate CEU's and make the event more attractive. We heard you loud and clear. So for this year we have kept the traditional items and added an educational component. Most importantly at this meeting, we will be presenting the Christy Selby Lifetime Achievement Award and introducing a CMP Scholarship that has been established in her memory. For those of you that have known Christy over the years, you know how much she meant to all of us. I encourage everyone to join us on June 8th at Darby House for this special day.

This is my last column as Chapter President, so I guess I should reflect on the past year and what an honor it has been to serve as Chapter President. OK check that off the list. More importantly is reflecting on the overall experience, I have had as a member of this chapter and what a great opportunity this has been for me. When I rejoined MPI a handful of years ago, it was because I wanted to, not because it was written in my slot of a hotel marketing plan. At the least, I was hoping to reconnect with old friends and learn a few things. I could never have imaged the new lifetime friends I have made over the past few years. If you take everything else MPI related from the past few years, those new friends alone are worth the journey.

I mentioned that in June we will induct a new board. This has always been a bittersweet day for me. It's great to welcome new faces to the board, but I'm going to miss the constant interaction with the people that are leaving the board. I'll take this last opportunity to publicly thank not only the current board, but each and every one of our committee members. It still amazes me how dedicated and hardworking this group of people is. Thank you to each and every volunteer for your continuing time and dedication. Rest assured this chapter is in solid hands going forward.

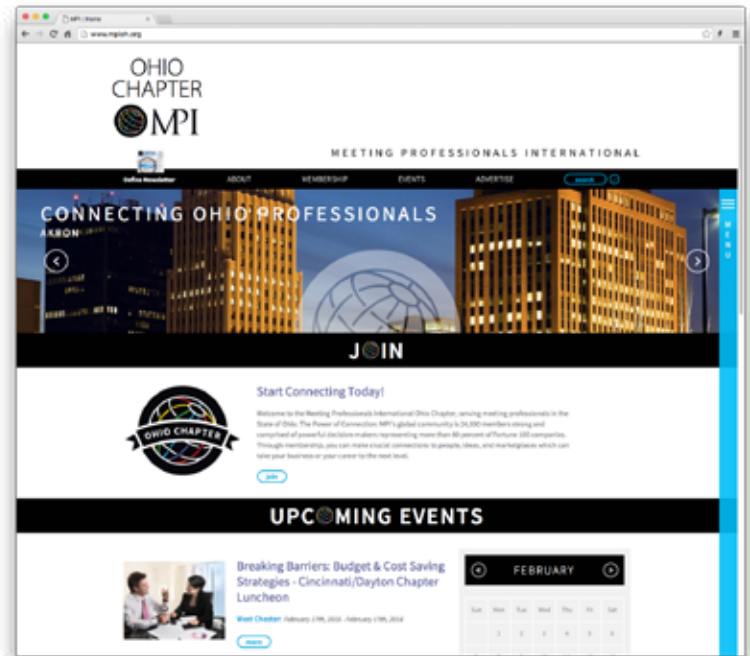
Thanks for listening and see you at an event soon!

JL

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How *The Sound of Music* Prepares Event Management Professionals



By Greg Dickerson

AS I RECENTLY SAT ON MY SOFA CHANNEL SURFING,

I stumbled upon one of the most memorable movies of the twentieth century, *The Sound of Music*. Although I have seen the movie several times, I was still mesmerized by Julie Andrews' beautiful voice during the majestic scene in Salzburg, where she taught the Von Trapp children the notes of the major musical scale, through the melody, *Do Re Mi*. At the end of the song, Maria says, "When you know the notes to sing, you can sing most anything."

Unbeknownst to the Von Trapp children they learned a musical system that taught them pitch and sight singing, a system widely known as solfege. Solfege explains the rules, structure and language behind all music. In sum, solfege is the science of music. But how is *The Sound of Music's* solfege relevant to event management professionals?

At Bowling Green State University (BGSU), students studying Tourism, Leisure and Event Planning (TLEP) are required to take an introductory event management course. The purpose of the course is twofold: to introduce theoretical concepts, and to apply the concepts to an actual event during a class. In essence, students are learning the science and art of event management. Event management relies on its own solfege, on its own particular *Do Re Mi*, as it employs scientific theories to explain and predict event success.

One prominent theory used to increase the probability of event success is Systems Theory. Systems theory is generally defined as the arrangement of and relationship between various parts, which connect them into a whole (F. Heylighen, C. Joslyn). Planning an event requires that every component and part be in sync with each other to ensure a memorable experience. For example, design and theme should complement form and function to ensure consistency and reliability.

Systems theory can enable future event management professionals to understand the purpose of events as well as provide a foundational framework for studying, researching, and analyzing various types of events. Furthermore, having a theoretical foundation ensures that event management professionals are equipped to critically examine events and provide a comprehensive evaluation or assessment for stakeholders once the event is completed.

Solfege is excellent example of a system that is used to ensure a harmonious sound. Understanding the science of music gives the composer artistic freedom to explore and create a multitude of sounds and styles. A consummate composer understands elements of music composition before he or she can truly write a technical score worthy of a flawless performance. Solfege liberates the musician so that the creative process is never static. But at its core is a basic system that is the foundation of music.

Likewise, event management professionals are required to understand many fundamental components of the event before a successful event or meeting can come to fruition. Understanding event design and architecture; project, site and risk management; clients needs, contracts and negotiations, along with many other areas are critical for event and meeting success. Systems theory liberates the event management professionals so that they may tap into their creative side and produce artistic and enduring experiences for their client. Similar to solfege, systems theory isn't intended to be prescriptive, rather a springboard from which events can effortlessly evolve.

The Von Trapp children learned how to sing for the first time using the solfege system. Students at BGSU are learning the importance of event and meeting management fundamentals using Systems theory. Combining science and art, the musician and the event management professional can utilize theory to explain, predict and create memories that last a lifetime.

After all, "When you know the notes to sing, you can sing most anything."

F. Heylighen, C. Joslyn (editors): Principia Cybernetica Web (Principia Cybernetica, Brussels), URL: <http://cleamc11.vub.ac.be/filename>



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Bridging the **W I D E N I N G** Generational Gap

By Cara Silletto, MBA

For the first time in US history, four generations now work in the same offices. As older employees delay retirement and companies hire the newly graduated Millennials (aka Generation Y), the generational gaps are widening.

Below are some common accusations that older workers make regarding the youngest generation in the office. The responses that follow provide a Millennial perspective.



1) LACK OF COMMITMENT: Divorce peaked in the 1980s and a large number of Millennials' parents divorced during their childhood. Plus many of our parents were laid off, sometimes multiple times in a short period. For these reasons, most Millennials don't know what commitment really looks like. We've never seen it!

2) NO SEPARATION OF PERSONAL AND PROFESSIONAL LIFE: The idea of having work/life balance is a goal for former generations. Today's young professionals are living via 24/7 work/life integration where everything is on one platform – our smartphone. Our devices are all interconnected with everything, personal and professional, at our fingertips. If we check our work email all weekend long, why do you care if we check Facebook a couple times a day at the office?

3) DRIVING CHANGE JUST FOR CHANGE'S SAKE: By the time we were born, cassettes were the primary way to listen to our favorite music. By age 10, I turned over my cassettes for CDs. Before I went to college, I asked for an iPod for my birthday. Since the Millennials were forced to change with the times (as boom boxes became smaller and smaller), we have realized it's imperative to keep up with new technology, or we fear we'll get left behind. Which is why we're constantly reminding older managers, "there's an app for that now!"

Bottom line: As the gaps continue to expand, organizations cannot afford to provide leadership or diversity training without addressing generational differences within the office. Education and awareness is essential to reducing frustration among coworkers and decreasing turnover among Millennials, of which 70% leave jobs within two years. Companies who bridge these gaps see improvements in the productivity of multi-generational teams, and are able to capitalize on the strengths each generation brings to the organization to achieve greater success.

Cara Silletto, MBA, is a national speaker, author and consultant on "The Millennial Mindset." As founder and president of Crescendo Strategies, Cara works with clients to reduce unnecessary employee turnover and make managers more effective in their roles.

The Three Keys to Happiness and Success And, what's Leadership got to do with it?

By Roxanne Kaufman Elliott



Long ago in an ancient time, humankind was so abusive of the keys to happiness and success that the great elders and wise women of the time decided to take the keys away and hide them where no one could ever find them again.

But where?

The Leader of the Wise Women decided to call a meeting of the Council of Elders to discuss the hiding place. When they were all together she put the question to the group and asked for ideas and suggestions.

One of the more senior elders raised her hand and said, "Oh, Wise Leader, we should take the keys of happiness and success and bury them in the deepest, darkest depths of the Earth. No one would think to look there and if they did, it would be much too difficult to dig down and find them."

The Wise Leader thought about this for a moment and then said, "thank you, but no, I don't think they would remain hidden there. Human kind is very resourceful and will find a way to uncover them."

Another of the council members raised her hand and said, "I know! Let's hide the keys to happiness and success at the highest peak of the highest mountain in the world, for certainly, THIS is a place no man, woman or child could ever discover!"

But again, the wise leader said, "No, they will climb the mountain – they will find a way – and they will discover the secret."

The next council member spoke up and said "then let's bury the secret to happiness and success in the deepest part of the ocean where no one would dare to go – beneath the sea in a great, dark and bottomless cavern where no one would dare to look or attempt to go."

The Wise Leader thought for a moment longer and then said, "thank you all for these ideas, but humankind is resourceful and I believe they will uncover each of those hiding places. But now I know where we can bury the keys to happiness and success where no one will ever find them. We will bury them deep in the heart of every person who walks the Earth... for surely, no one would think to look for them there."

You already possess the keys to your happiness and success. The challenge is getting out of your own way long enough to discover them! And then, to actually begin to unlock your potential; to

understand what real happiness and success mean to YOU; and then to start creating and setting a plan in motion to be and to have the best of what life has to offer – on your terms.

*"Success is the continual achievement
of your own predetermined goals, stabilized by
balance and purified by belief."*

Happiness & Success

You possess more internal ability than you will ever use. The biggest obstacles you face are the limitations you place in your own mind. Individuals are goal seekers by nature and you are at your happiest when you are working toward the accomplishment of goals that are related to your major purpose in life. True success comes from identifying goals in all areas of life that are important to you, and organizing your time and energy so that all these areas are given the right priority at the right time.

Achievement

Achievement has little regard for age, nationality, gender or station in life.

It bestows itself upon those who dare to aim their sights at noble targets, who move forward even though the winds of opposition try to push them back, who realize their purpose is far greater than any obstacle that may appear to stand in their way.

How we lead our lives determines our future and the future of those around us. You have the unlimited potential to reach new heights for yourself and for others to create... new products, new applications, new solutions, new organizations, new ideas, new and better relationships and even a new and better world.

Sounds like a tall order and a lot of work. It is.

But that's 'what leadership has to do with it'... SELF Leadership and putting forth the effort to be the best we can be. The rewards are incredible and well worth the effort. It's all about energizing YOU – the real, genuine, brilliant YOU.

So where do you start? You start by discovering the three keys that already within you... your "i to the power of 3"®.

INSPIRE (your vision)

IGNITE (your goals)

IMPACT (your actions)

Do you have a personal and professional vision statement? This is what inspires you. Planning our lives, our careers, our futures, deserve at least as much energy as planning our next vacation. Yet, typically, we spend more time doing the latter than the former. Perhaps it's time to create a vision for yourself – your statement of potential and your vision of the future.

What do happiness and success look like to you? Write them both down in great detail, in the first person, in the present tense – as if it is already real. This is your quest – it is your written painting of what the future will look like – what you aspire to become, do, create and achieve – both personally and professionally. Begin everything with this end in mind, as this is the image by which everything else you do is measured.

Do you have goals? Do you have them written down? This is how you ignite your vision. Create your goals both short term and long term. Write them down. What do you need to accomplish to move you closer to your vision – today? This week? In a year?

Do you have an action plan to achieve those goals? This is how you impact your life, career and those of others, too! Take action to fulfill those goals. Make a plan and work it. Write them down. Know what you need to do to move to the next step and the next and the next. Once you focus on what happiness and success mean to you, you will be on your way to achieving more of what you desire in less time.

*"What lies behind us and what lies in front of us,
pales in significance when compared
to what lies within us."*

All of the ideas and concepts expressed here are given as thought provokers and discussion starters to help you on your path of success and achievement! A few thoughts from Wilfred A. Peterson and his book, "The Art of Living" ...

The Art of Changing Yourself

"The art of changing yourself requires the substituting of new habits for old. You mold your character and your future by your thoughts and acts. You cannot climb uphill by thinking downhill thoughts. If your world is gloomy and hopeless, it is because you are gloomy and hopeless. You must change your mind to change your world. Make yourself do what needs to be done. Man alone, of all the creatures of this earth, is architect of his destiny."

With my warmest and best regards,
Roxanne Kaufman Elliott



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Apps That Make Meeting Planning Easier

By Mary Vlahos

The meetings industry is a fast paced, ever changing world. We've gone from large binders to laptops and now tablets and smart phones. The app world for meeting planners has also quickly evolved. There are numerous types of apps for meeting planners that will help you plan a meeting or event, keep you organized during the planning process, promote your event, and even help you keep your attendees safe. We will explore a few of the most popular ones, but the list of apps is endless!



Super Planner- (available on iphone and android, cost \$9.99). This is an app that covers various challenges and calculations meeting planners deal with on a daily basis. You can calculate capacity for 15 different seating configurations including exhibits. Super Planner can calculate space needed for the number of people you have or the reverse. You can also calculate food and beverage needed per number of attendees. It will list anything from appetizers, or drinks needed per person, to a table linen chart telling you what size linens are needed for what size tables. Have you ever wondered how many bar tenders or wait staff you should have for your group? There's a calculator for that too. Last but not least on this app is audio visual. How close should you start your first row of seats for the size screen you have? How far back should you position your projector? This app will answer all those questions and so much more. Now you know why it's called Super Planner!



Evernote- (available on iphone and android, free with a premium paid version) The Evernote app is a way to stay organized, and it shares your work with others. You can write quick notes, long articles, checklists, and attach files including pictures. It will allow you to put your content into notebooks, with tags, that makes it easily searchable. This app makes group projects a breeze. If you're a planner on the road Evernote will help you plan travel and keep track of expenses. You can also take new business cards you've collected and turn them into contacts. Evernote is a great app for planners on the go! Leave the binders at home!



Cam Scanner- (available on iphone and android, free with a premium paid version) This is one of my personal favorites. I don't have a scanner at work and certainly not when I'm on the road. This app lets you scan a document with your phone and convert it to various formats such as PDF, JPG, etc. You can scan a single document or batch several pages together. Cam Scanner will then allow you to send the document via email, fax or post it to an album. It saves your documents on your phone for later use in an easily searchable list.



Yarooms- (available on iphone and android, free) I love the name of this app. Do you plan a lot of on-site meetings? Has your organization ever double booked meeting space? That can be inconvenient and embarrassing. Yarooms allows multiple meeting planners to access your company account, review meeting space available, and reserve the room they need. You can quickly scan a calendar to see what space is available on what days and easily book a meeting. Planners can also have access to other inventory such as laptops, projectors, screens, etc. If you are using multiple meeting rooms you can tag the AV you need for each room. This makes scheduling a meeting, and all the AV you need, a breeze. Everyone is on the same page and double bookings will be a thing of the past!



Bizzabo- (available for iphone and android, free) This is a great event networking app. Attendees can set up profiles, see who might be a business match, message other attendees, and mark connections made as possible leads. You can also leverage LinkedIn, Facebook, and Twitter to keep in touch with new connections. If you go to a great session you can "like" your speaker and share it with your social network. Bizzabo is a great resource for event planners. It will allow you to create and publish an event, set up registration and ticketing, and start a buzz on social media. It will even help you create an event website. Bizzabo can allow you to manage attendees, and send out emails. It will also show you analytics from your event

with regards to such things as ticket sales and statistics on the social sharing of your event information.



First Aid by the American Red Cross (available for android and iphone, free) We all hope that our events go smoothly, but that doesn't always happen.

The First Aid App by the American Red Cross gives you solutions to the most common first aid emergencies. It contains videos, quizzes, and step by step instructions. There are safety tips for severe weather situations; you can also call 911 at anytime from the app. All of the content is pre-loaded so you do not need internet access to use the app; very handy in power outages. This is a great resource for event or hotel staff.



Silent Body Guard- (available for iphone and android \$3.99) One of the biggest concerns for meeting planners is the security and safety of their

attendees. Silent body guard allows you to pre-load emergency contacts and emails and acts as a panic button for the user. Your on-site event staff can discretely press a single button on their phone and send out an SOS to a pre-determined list. The message sent will also contain your GPS location. A simple tap on the icon activates the alarm. Having a pre-determined emergency plan can hopefully mitigate panic and confusion in dangerous situations.

Before planning your next event consider downloading an app or two. Have you used any of these apps? Are there other event planning apps you've used and loved? We'd love to hear from you. Send us a message through Facebook www.facebook.com/MPIOH or Twitter www.Twitter.com/MPIOH, and let us know what apps make your life easier.



Mary Vlahos, an Akron-Canton area native, has been with Visit Canton as the Director of Convention Sales for over 14 years. Mary has also been a member of MPI since 2002. She has served on many committees and was on the Board of Directors of MPIOH

for 5 years, serving as President in 2006-2007. Mary is currently serving on the board of OSAE. Writing is a hobby and passion of Mary's. She also contributes articles to Compass a health and wellness magazine.



WHAT IS AN IMPOSSIBLE GOAL? An impossible goal is just what it sounds like: a goal that can't be accomplished by a human being.

Now I know that you're not used to hearing something like that on a personal growth blog. You're used to hearing things like, "If you can conceive it, you can achieve it," and "There's nothing you can't do when you set your mind to it."

That's all well and good for the majority of the goals we set. However, the truth is that there are some things that you and I actually CAN'T do.

I often tell my coaching clients that if you continue to go after these impossible goals, you will not only waste your time, money, and effort, you will invariably end up feeling frustrated—not because you didn't try hard enough, but because you're going after something you shouldn't have been going after in the first place.

Here are 5 impossible goals you should stop going after immediately...

IMPOSSIBLE GOAL #1. "I HAVE TO MAKE EVERYONE HAPPY."

The truth is that you CANNOT make everyone else happy. In fact, technically, you can't "make" ANYONE else happy. Why is that? Because each of us is ultimately responsible for our own happiness or unhappiness.

This impossible goal comes into play a lot in our personal relationships. Have you ever been in a relationship with someone who, no matter what you do for them, no matter how much you give and give and give, they're still never happy? I can hear some of you saying, "Noah, have you been following me around!?"

Of course, you and I can influence other people's happiness. But ultimately, you can't make anyone else happy.

IMPOSSIBLE GOAL #2. "I HAVE TO BE PERFECT AND NEVER MAKE A MISTAKE." Yeah, that's the key to success, all right: be perfect and never make a mistake. Notice how perfect all the highly successful people are. Of course THEY'VE never made a mistake in their LIVES. I hope you are seeing the humor here!

IMPOSSIBLE GOAL #3: "I HAVE TO NEVER FAIL. EVERYTHING I DO HAS TO SUCCEED." This goes along with Impossible Goal #2, believing that you need to be perfect in order to be successful. One of the ironies of these two impossible goals is that what you are really trying to do is to eliminate the fear of criticism.

Two of the most debilitating fears we have are the fear of failure and the fear of criticism. How many times have you stopped yourself from trying something new because of thoughts like, "What will THEY say if I try this?" or "What if I try and fail?"

Imagine how your life would change if you stopped being afraid of failure and

stopped being worried about what other people think or say about you. That's what can happen when you let go of this impossible goal.

IMPOSSIBLE GOAL #4: "I HAVE TO SELL 100% OF MY PROSPECTS." Are you kidding me? Even if you were to stand on the street corner and start handing out \$20 bills, there would STILL be people who wouldn't take what you're offering.

And by the way, I wouldn't recommend doing this; unless, of course, you come over to my house.

IMPOSSIBLE GOAL #5: "I HAVE TO REACH ALL OF MY GOALS BEFORE I'M 30/40/50/60, ETC." This is ironic, because we've often heard that "a goal is a dream with a deadline". So we've been brainwashed into setting time-centered goals.

However, there's another truth about life that we don't often hear and don't like to admit: Almost everything tends to take twice as long as you think it's going to take.

That's why so many people who set a goal for themselves of, for example, retiring by the age of 40 are beating themselves up because they missed that deadline.

We need to realize that most of our time-centered deadlines are actually made up out of thin air. There's no real magic behind the ages of 30, 40, 50, etc. other than that they are divisible by the number 10.

My point here is for you to stop beating yourself up if you've set any of these time-centered goals and have not reached them yet.

If you are feeling that something is "off" about the direction of your life, stop going after these impossible goals and start going after the things that actually make you happy.

Noah St. John is the best-selling author of *The Book of Affirmations: Discovering The Missing Piece to Abundant Health, Wealth, Love, and Happiness* (Hay House). Noah is famous for inventing Affirmations® and creating customized strategies for fast-growing companies and leading organizations around the world.

His sought-after advice is known as the "secret sauce" for creating breakthrough performance.

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5 Ways To Maximize Your Meeting's Presenters

By Andrea Driessen

Want to know more about getting the most out of speakers? Then attend "Improve On-stage Activities to Improve Meeting ROI" at the MPI World Education Congress (WEC), June 11-14 in Atlantic City, N.J. You will explore the risks and mitigation strategies of hiring a speaker, including making sure your internal speakers are properly prepared for the event.

Attend sessions by all of our great speakers at MPI's World Education Congress, June 11-14. For complete details, visit www.mpiweb.org/wec16. Whether you invite external keynoters, subject matter experts, breakout session presenters or a combination of these speakers to your meetings, you invest a great deal of time, effort and money to involve others in delivering actionable content. And with more than 1.5 million people worldwide watching TED talks every day, audiences everywhere have come to expect speakers to be exceptionally compelling, engaging and memorable.

So how can you make the most of all speakers' time and talent? There are five easy ways.

1. SCHEDULE A MESSAGE-CONTINUITY CONFERENCE CALL

This one phone call can take your meetings from mediocre to memorable. How it works: invite to a conference call all of your meeting-message stakeholders who play significant roles in sharing expertise. Your goals are to air and then reinforce the most important "meta-message" takeaways for your audience. Invariably—in the simple act of conversation—otherwise unknown themes and patterns emerge. Connections and common ground are found that boost each speaker's impact.

This call also ensures that any content redundancies and contradictions are revealed and removed in advance, so you can make the most of every minute.

Trying to convey too many messages can mean very little sticks. Often, we communicate more—and more is remembered—when we communicate in more strategic, streamlined, unified ways. What if attendees only remember one or two tweets' worth of content? In fact, that may be all they remember. So intentionally plan for this reality and seed key messages by beginning with this conference call.

2. REMEMBER: LESS IS MORE

Speaking of communicating too much, it's natural to assume that more of something is better. Who wouldn't want more money, more time... more ice cream?! But here's what's weird: The power of more is usually inversely true for things such as information and choice. In these cases, more isn't

often better—it's just more. In fact, sometimes more is less.

In his book *The Paradox of Choice: Why More Is Less*, Barry Schwartz shows us why having more choices leads to poorer decisions. Sound counter-intuitive?

Advising hundreds of individuals and groups on external speaker selections and agenda designs over the last 15 years, I see organizations often held captive by this paradox.

There's a common, yet false, belief that the more experts considered for a speaker slot, the better the final speaker choice, and the better the audience experience.

What happens instead: mired decision making, analysis paralysis, information overload and people whose minds learn and recall less. Save yourself effort and aspirin, as you boost learning and group morale, by heeding the paradox of choice. In short, aim not for more for the sake of more, but less for the sake of success.

Begin with the end in mind by identifying your top meeting goals in advance. (Seems obvious, and yet is extraordinarily rare!)

Then, before even one speaker or subject matter expert is named, ask, "What do we want our audience to think, feel, do and/or believe after the session?"

This key question alone will elevate your discussion, add discipline to your speaker-selection process and focus everyone's thinking on the most important outcomes. For example, if you want the audience to become more accountable about their results and their projects, eliminate any speaker whose message doesn't deliver on this point.

Then list your top four or five criteria for your best-fit expert. Name recognition that drives registration? Industry experience? Help with marketing the program? Fee? Compare every speaker to each of these parameters. Those who don't fit are out of the running. Seems harsh, but it's endlessly helpful.

You'll now really see how less is more—the seeming paradox. You'll have just three to five of the very best speaker choices, and all fit your top goals.

3. BOOKEND YOUR CONTENT

Start and end your meeting by reinforcing ("bookending") your theme, goals and key messages. My clients add elements such as unifying skits, retrospective videos, talk shows, custom songs, graphic illustration and games that reinforce main points and tie metaphorical and memorable "ribbons" around programming.

Perhaps your meeting starts with a keynote in which you announce a new company initiative and ends with an all-voices heard, customized company anthem, featuring how this initiative will be executed—sending everyone off on the highest possible note. Whether an hour, a day or a week in length, your meeting—when bookended—will be more memorable, tweetable and rave-worthy.

4. SWEAT THE SMALL STUFF

Here are three simple, no-cost stress relievers.

- Presenters from out of town? Lessen anxiety and create a safety net by noting in contracts that incoming flights should be booked with at least one backup flight in case of delays or cancellations.
- Ensure the room setup maximizes everyone's ability to hear and see speakers, as well as share insights among participants (not as standard as you might think).
- Never change how professional speakers' introductions will be read without their permission. You could throw them off, and throw off their performances.

5. GOT ACCOUNTABILITY?

I developed what I call the Post-Program Pair Up to easily boost attendees' accountability and results. Simply pair participants (by seat numbers, napkin colors, personal choice) and explain that they've just met their "accountability buddy" for the next 30 days.

Then ask each person to record at least one goal related to the meeting that they'll commit to completing in the next month, and have them check in with one another.

You'll gain immeasurable buy-in and accountability from attendees who've made critical, in-person connections they may not have otherwise, and build stronger results tied to the agenda.

Want even broader results from the top down? Beyond attendees forming accountability pairs, have organizational leadership commit to what they're going to achieve. They email the entire organization about what they'll do differently, and report progress—and challenges. As the meeting professional, you can highlight some audience members each week to recognize the accomplishments of everyone.

Voila: You've maximized accountability, engagement, leadership transparency and performance.

Mark Your Calendar!

JUNE 8, 2016

Recognition Event
The Darby House
Galloway, OH

JUNE 11-14, 2016

World Education Congress (WEC)
Atlantic City, NJ

JUNE 22, 2016

REACH Meeting
Cincinnati, OH

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REACH Meeting
Cleveland, OH



AUGUST 17, 2016

Chapter Meeting
Rock and Roll Hall of Fame
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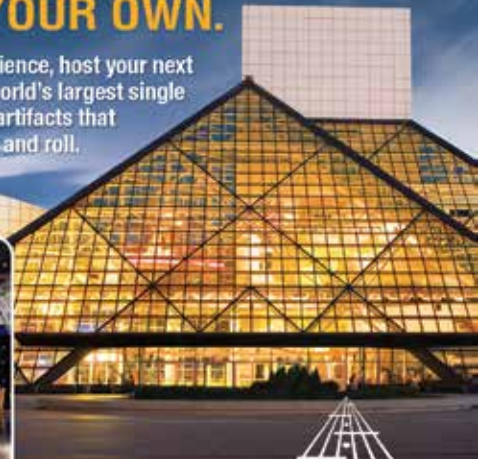
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