



MEETING PROFESSIONALS INTERNATIONAL

DEFINE

MPI
OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

APR — JUN 2017



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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

Jennifer Veselko CMP
National Sales Manager, Caesars Entertainment, Inc.



What an incredible year it's been!

As I look ahead in the next month, I will be winding down my tenure as President. I recall beginning my time with an opportunity to call our membership for a period of EVOLUTION.

A chapter as strong as MPIOH, could only build on the foundation that was already in existence. The predecessors before me had already set the Chapter up for success, where did we want to go from there? So, I would like to highlight and celebrate the successes the Chapter has enjoyed.

One of our main focuses this year was member engagement. Already we have seen such amazing retention and growth over last year. With a continued emphasis on connecting with each new member and understanding how they would like to maximize their membership, that been essential to our Membership Team. It is always their goal to connect each member with the right volunteer opportunity they have a passion for. We have heard time and again, that our members who get involved with MPI in some way, feel they get an excellent return on their investment of their time and talents.

A major highlight for the year, was our Education overall. The Education Team re-invented the Planner Forum, which was a successful interactive idea sharing session for just meeting planners. With one held in Cincinnati and Cleveland already, expect to see another one in the Fall in Columbus this year. Additionally, we continue to strive to bring in the most talented and relevant speakers for our monthly educational events.

Keeping in line with Education, the MAC conference was a huge success, which was held in February in Louisville. The Conference Chairs redesigned many aspects of the conference this year and the feedback overall was extremely positive by suppliers and planners, not to mention a record attendance was achieved. We look forward to having the next collaboration with MPIKY next February at the newly renovated Greater Columbus Convention Center and Hyatt Regency Columbus.

Coming up in June, I look forward to seeing many of the MPIOH members who will travel to Las Vegas for the annual MPI WEC Conference. As always, MPIOH will host a chapter reception to connect with our membership in attendance. Over the 4 days, members will enjoy networking and insightful educational sessions.

As this will be my last column as President, I would like to share what a true honor and privilege it has been to be able to lead MPIOH for the last year. The membership, Administration and Board provided me with such support and encouragement. I am extremely grateful to have had the opportunity to help EVOLVE and ENHANCE the amazing aspects that already existed within our chapter. And, I am confident that MPIOH will continue to strive and grow as they move forward in 2017-2018!

Sincerely,

A handwritten signature in cursive script that reads "Jennifer Veselko".

Jennifer Veselko



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Building a Sustainable Venue Finding Process

How HelmsBriscoe Associates Partner Seamlessly with Planners

Prior to joining HelmsBriscoe, I worked for a Fortune 50 healthcare company for many years. During this time, I ran the company's meetings and conventions, and we hired a third-party meeting management company to plan and manage our events. Throughout this experience, one major pain point I faced was the need to take planners away from organizing immediate events in order to source and prepare future meeting strategies. Both activities demanded dedicated expertise, yet the business cycles often overlapped.

In most cases, it is paramount for planners to be involved in the meeting process from end-to-end. Because of this, the venue sourcing and meeting planning activities tend to start in tandem when planning multiple events, making it difficult for planners to dedicate adequate time to both. However, it does not have to be this way.

HelmsBriscoe provides a unique set of skills that help to bridge this part of the meeting process for planners. Working with the planner, HB Associates streamline the meeting planning process by managing the time-consuming task of researching, contacting, and evaluating venues for your organization's events. Whether you are booking a large-scale association event, or a smaller corporate function, HelmsBriscoe's team of industry professionals will work to match your meeting with the best venue at the best value based on your specific needs.

HelmsBriscoe Associates assists planners in the following areas:

- Research - HelmsBriscoe's RFPs receive quick responses (usually within 48 hours) and provide the most comprehensive details relating to facility size, amenities and destinations for all available properties in a market.
- Site Visits - HelmsBriscoe Associates often arrange site visits for their clients. The HB Associate briefs the NSO, DMC and CVB points of contact of their client's meeting goals ahead of time so that the visit is simple and productive for all involved.
- Hotel Intelligence - HelmsBriscoe has more Associates and more collective knowledge across the globe than any other site selection company in the world. When working with HB, that knowledge becomes available to you to aid in decision-making.
- Contracts - HelmsBriscoe Associates help to guide clients through the contract negotiation process, providing industry-expert advice and assistance with contract clauses and, if need be, elevating issues to the highest levels of the supplier community to help mitigate risk on behalf of their clients.
- Buying Power – HelmsBriscoe is the largest hotel procurement company in the world with partnerships with all major hotel brands. Clients benefit from preferred rates and concessions because of HelmsBriscoe's extensive industry partnerships and buying power.



Debra Greene is a Manager of Global Accounts with HelmsBriscoe. She has extensive background and knowledge in event management having led Meetings & Conventions for a global healthcare company for nearly two decades. She received her Bachelor of Business Administration from Lee University and in 2015 completed the Executive Development Program Mastering Core Business Concepts at University of Pennsylvania The Wharton School.

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Have You Ever Tried to Live Stream an Event?

It's Easier (and more affordable) Than You Think



Meeting planners go to great lengths to ensure your events provide an amazing experience to anyone who attends.

You spend countless hours planning everything from the programming and venue selection to AV equipment selection and food offerings. All of this hard work culminates in an amazingly impactful event for those who attend—but what value is created for those who are not there in person?

Issues like time and budget constraints prevent many people from attending the very events you work so hard to plan. What if there was some kind of way to extract the valuable programming from these in-person events and share it with people who weren't present? Even better, what if there was a way to do this and make money?

With live video streaming, this fantasy becomes a reality.



WEBCAST

The Benefits of Live Streaming

Live streaming your events solves two main issues:

- First, it benefits people who are interested in attending but cannot for one reason or another.
- Second, it allows the value of an event to extend far beyond its allotted time (instead of only being valuable while they're happening). No longer are meetings and events one-and-done occurrences.

Have a limited venue space? Live stream to another facility to accommodate more guests. Does your company have remote offices? Live stream your meetings to all of them. Do you host educational content for your members? Live stream the programming to anyone who can't physically attend. Looking to reach a larger audience? Live stream the event to anyone in the world.

You get the idea. Live streaming has a lot of different benefits.

What Live Streaming Requires

We're all familiar with free live streaming tools like Facebook Live and YouTube Live. They allow friends to share important moments and for companies to broadcast messages to their customers. While these tools can be utilized for professional occasions, meeting planners often require a more robust set of features that allow them to customize their live streams. Capabilities like automatically scheduling streams, archiving and downloading footage, embedding video, monetizing content, and HD streaming are important to meeting planners, but are not so important to the providers of free streaming products. You'll want to find a more robust, complete streaming solution that fits your organization's needs.

At its simplest, live streaming requires a camera, a power source, and an internet connection. Once discussions about bandwidth, bitrates, encoders, and AV equipment start, streaming becomes complicated.

Fortunately, revolutionary products are making it easier than ever to stream. For example, BoxCast takes a 9-step, complicated streaming process and makes it easy without sacrificing quality. Products like BoxCast allow meeting planners to live stream without having AV and IT expertise.

Addressing Live Streaming Misconceptions

1. Cost

There are a lot of issues that are discussed in live streaming conversations- the most prevalent being that streaming adds an additional cost to events that cannot be justified. In reality, live streaming is more affordable now than ever. In many circumstances, the AV equipment and internet connection are already available. All that's needed is a live streaming provider.

Additionally, live streaming solutions like BoxCast provide a means of generating additional revenue from events. Pay-per-view options allow meeting planners to charge viewers to access the stream of the event. If they don't pay, they can't watch, it's as simple as that. In fact, many organizations make more money streaming than they spend on the services!

2. Setup

It's not uncommon for meeting planners to feel daunted by the task of setting up a live stream, especially if they are not working with an AV specialist. Thankfully, technological improvements have made it easier than ever to set up and stream from different locations within minutes.

The BoxCaster is a plug-and-play device that can be set

up in minutes. All it requires is power, a video feed, and an internet connection (wired or wireless) to begin streaming.

3. Decreased Attendance

Lastly, many planners worry that streaming their events will decrease attendance and lower the value provided to those that do show up. However, research has shown this is not the case. For many organizations, live streaming has actually increased the number of in person attendees at subsequent events. Streaming acts as a sort of "try before you buy" solution than can push people to attend in person. While live streaming can never replace face to face networking (and delicious catering), it's a great way to provide value for those who can't be there.

Want to Learn More?

Has your organization had a conversation about live streaming its meetings and events? If not, now is a great time to start. For more information on how to stream reliably, easily, and affordably, visit www.boxcast.com.

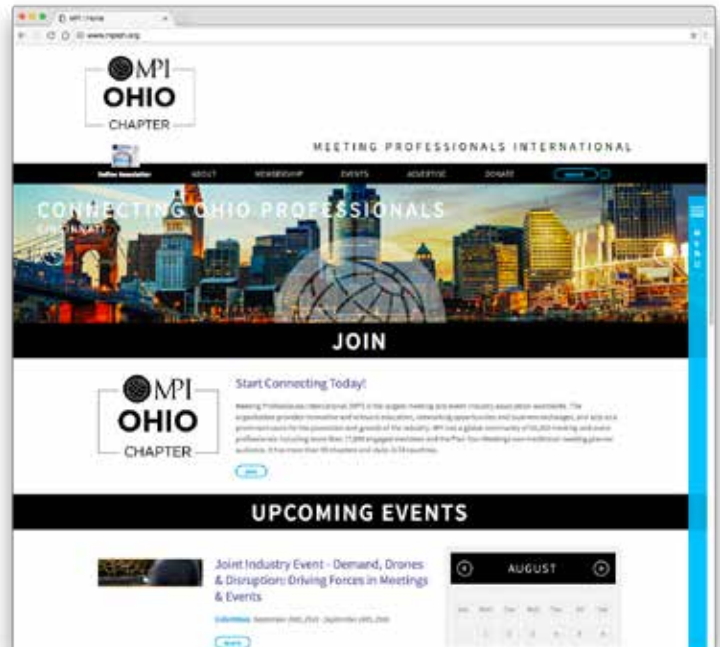
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“The Power of YOU!”

2017 MIDAMERICA CONFERENCE WRAP-UP

The Ohio and Kentucky Chapters of MPI have wrapped up a strong MidAmerica Conference in Louisville, Kentucky. The conference hosted February 26 – 28, 2017 was strongly attended by both chapters and presented an engaging educational line-up, an amazing trade show floor and phenomenal networking opportunities.

The 2017 conference was held in the heart of Louisville at the Galt House. Sunday night's networking reception kicked off on the top floor of the hotel with amazing views of downtown and the Ohio River as well as a delightful bourbon themed menu.

The 2017 theme, “The Power Of You” offered many in-depth education opportunities to maximize professional development. MAC's MC and Opening Keynote, Judi Holler, kicked off MAC in style with lessons in heart and hustle. The energy was carried into the lunch keynote with Heather Hanson O'Neill that shared tips on creating a driven and fire packed communication model. The first day wrapped up with an intense keynote by former LAPD Detective Kevin Coffey that shared education on creating a crisis plan and being prepared for the unexpected at your events. Immersive breakout events on Day 1 offered opportunity to learn about engaging Millennials in events, a tradeshow boot camp and many other continuing education offerings. Overall CEU offerings for the event offered the ability to earn a total of 8 credits towards attaining your CMP or renewal efforts.



mixer on the trade show floor for all meeting planners. There was great networking opportunity and a special Mimosa/Bloody Mary mixer bar for all to enjoy.

The education was intense on Tuesday with a special industry panel discussing the current business climate on planning meetings that offered topics ranging from best practices for RFP's and a discussion on when the industry will revert to a buyers' market. MAC wrapped up Tuesday with a special brunch and a closing keynote by Sam Glenn that inspired everyone to find their inner super hero and make a difference every day.



On Monday night, the Louisville CVB hosted a showcase of their premier entertainment venue, Fourth Street Live at the Tavern on 4th. The conference then offered their first open evening for attendees to explore Louisville with new friends and new customers.



Without a doubt, MAC 2017 was a tremendous success in Louisville. Make plans to attend the 2018 MidAmerica Conference, hosted in Columbus, OH and sponsored by the Hyatt Regency Columbus, Experience Columbus and the Greater Columbus Convention Center.

Tuesday morning kicked off with a new offering at MAC, a morning

REAL WORLD ADVICE FOR MEETING PLANNERS

Most planners that have been in the industry will tell you that they “fell” into meeting planning because it was not a recognized profession when they started. I don’t feel that I fell into this position, rather was presented with unique opportunities along my career path which lead me to my current position. Like most Planners, I was self-taught and gained my skills through life experiences. Planners are often asked to share things they learned from their experience and offer advice to emerging planners. Here are a few key things I’ve learned over the past 20 years.

1. No Lead Time Is Long Enough

When you first start a project, it may seem like you have plenty of time to plan however, planning events is a moving target - deadlines and objectives change frequently. It’s always best to check off some of the items on your checklist that will remain consistent. Get anything that does not have a high impact on the event out of the way early so you can focus on the details. If you are offering a standard menu or have a required room setup, then finalize those details first. Also, gather your team members and delegate tasks early. Others on your team can be working on sourcing vendors and products while you are focused on the strategic planning.

2. It Won’t Happen Unless You Write It Down

The best tool you have in your toolkit is your checklist. Often others do not realize all that goes into planning an event until they see the project planning checklist. Yes, checklists can be time consuming to create in the beginning but if you create one template you are comfortable with, you can customize it for any event. My family has a saying “it’s not a [real] event unless Mom has a checklist for it”. Often I create a private agenda for the event and include details that I may forget during the event. When my children were younger I would schedule a time to call them during the event because I knew that, when the next breakout started, I would not get a break until late in the evening.

3. Learn To Share

There is no such thing as sharing too much information. Anyone who is behind the scenes at the event should be in the know of all the non-proprietary details. They can pick and choose the information affects their roles for the event. Also, create clear documentation of what needs to be done for the event as a contingency plan. Planners often prepare contingency plans for weather and other emergencies however, they rarely plan for what happens when the Planner goes down. I was managing an event in Boston one year and broke my ankle. I was fortunate to be working with such a great hotel staff who used my detailed planning documents to execute the event while I was at the emergency room.



4. Keep Records

Data is your friend. The data you archive from each event can serve as a reference point for a new event. If it’s an annual event you have all the tools to start planning and if it’s a new event, you have an idea on costs and objectives for a similar project. Each time I started at a new company, I took the time to compile historical information for the annual events including survey results. By having the comparative data on hand, I could quickly reference the progress of the event each year and provide information to my clients or manager (or the next person planning the event).

5. Always Have A Backup Plan

The most exciting thing about our industry is the unknown. Whether we want to admit it or not, we are adrenaline junkies and work best under extreme pressure. However, remember the smallest detail can cause the biggest problem at an event. Always have a solution before you present the problem to the client and present it in a positive way. You want your manager or client to look at you as the expert and not the doomsayer. Make sure you’re your own emergency kit, ask for the evacuation plan for each venue, share it with your staff and have a practice run at the pre-conference meeting. After each event, I immediately replenish the emergency kit and supply box so it’s ready to go for the next event.

6. It’s All In The Eyes Of The Beholder

I often tell my students or assistants to walk me through the event like a vendor, attendee or another stakeholder and to see the event through their eyes. What are their individual expectations for this event? Have we addressed potential concerns and communicated the key details with them? The event setup is important in meeting the attendee’s expectations. A tradeshow attendee expects to get close, handle potential products and network with the vendor. A rally or sporting event attendee wants to immerse themselves in the experience and be constantly entertained or visually stimulated. The Indianapolis 500 and the Kentucky Derby are both sporting events and have many of the same elements

however, each audience will have a different experience.

7. Find Vendors You Trust And Grow Your Network

Be honest with your vendors. One of the first questions a vendor will ask is what is your budget. Ask them to give you a range of charges. Use that information complete your budget and have a more comprehensive conversation with your vendor. This avoids having your vendor spending a lot of time putting together a proposal that does not fit your budget. Your vendor should feel like a stakeholder in your event and the success of the event is a reflection on their services. Have the chef make a recommendation for a menu that fits your budget. They know their best dishes to showcase their skills and satisfy the client. Be sincere and show appreciation. I always carry cash to an event so I can show my immediate appreciation for exceptional customer service. Answer the sales calls (even if you think you will never use their services). Be upfront with them regarding your requirements and keep their contact information on hand – you might need them for a future event.

8. It REALLY Is About Who You Know

Networking is important. Planners feed off each other's passion for the industry and

want to share their experiences. Talk to your peers about what they are working on and their successes and challenges for each project. Volunteer and expose yourself to new groups of individuals. Having a broad range of contacts is beneficial to your success; if you don't know how to do or find something most likely one of your contacts will have this information. The MPI website and Community offer great resources to network with your industry peers.



9. YES, It Really Is Your Job

If you talk to a long-time planner, they will tell you that they got here by working hard, not watching the clock and going above and beyond for the client. Hands on training and internships are rare in the industry and the only way to gain experience is by doing the job. Volunteer to take on new tasks to grow your skills. Keep current on industry trends. The Hospitality Industry offers many great resources for information. Update your LinkedIn profile frequently, join community groups and schedule time each day to read industry publications.

10. Learn To Say No Or Quit

It truly is acceptable to say no. If you are the typical planner this word is not in your vocabulary and you always want to help others. The hardest thing is realizing you no longer have a passion for the event or organization and it's time to move on. Let go of the things you don't like to do; there is someone out there that will treat that part of the project with more passion and drive than you. Be selfish occasionally and take time to focus on your growth and development.



Ann M. Luketic, CMP
Marketing Specialist
Progressive Casualty
Insurance Company

Ms. Luketic has been a professional meeting manager for over 25 years. Prior to her current position, she was Vice President, Marketing & Events Manager for McDonald Investments / KeyBanc Capital Markets (Cleveland, OH) from 1993 – 2007. In 2008 Ann held the position of Program Manager – Groups for BCD Travel. BCD Travel was the on-site meeting & travel contractor for Parker Hannifin Corporation. 2009 – 2012 Ann was a Conference Planner for ValMark Securities, LLC (Fairlawn, OH). 2012 – 2014 Ann was the Marketing Event Manager for Equity Trust Company (Westlake, OH)



Mark Your Calendar!

MAY 17, 2017

CHAPTER MEETING

Understanding Difficult Contract Clauses – the “Other” Clauses
Presented By: Tyra Hilliard
Embassy Suites by Hilton, Cincinnati NE/Blue Ash, OH

JUNE 14, 2017

CHAPTER MEETING

MPI Ohio Recognition and Appreciation Event
CE Approved Presentation: Developing Your Strategic Plan
Presented By: Eric Pennington
Crescent Conference & Event Center, Gahanna (Columbus), OH

JUNE 21, 2017

REACH WORKSHOP

Best Practices Roundtable Discussions
The Hotel at Oberlin, Oberlin, OH

JUNE 19-22, 2017

WORLD EDUCATION CONGRESS (WEC)

MGM, Las Vegas, NV

AUGUST 16, 2017

CHAPTER MEETING

Secret Sauce – Never Wear Red
Presented By: Roxanne Kaufman Elliott
Cincinnati, OH

AUGUST 23, 2017

REACH WORKSHOP

Dayton, OH



MEETING ATTENDANCE POLICY: All Essential Level members or non-members are limited to no more than two events in one fiscal year and must pay the Essential Level/Non-member rate. MPI Preferred or Premier Level members are welcome to attend all chapter events at the Member Price.

Host the Next MPIOH Chapter Meeting!

Spotlight your hotel, property or meeting space by sponsoring an MPIOH Chapter luncheon! In addition to gaining immediate exposure to meeting professionals attending the event, your hotel will receive exposure to MPIOH Chapter members and non-members throughout Ohio, Michigan, Kentucky and Indiana with over \$1,600 of sponsorship advertising.

Call or email Shannon Sprau, Director of Strategic Partnerships, to secure your date at shannon.sprau@cardinalhealth.com or 614-757-1451.



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SPOTLIGHT MEMBER

Let's all give an #MPIOH welcome to one of our newest MPI Ohio members. We are excited that you have become a part of our organization and look forward to helping you grow and reach your goals.

Here's some information about Jeannine – and if you get a chance introduce yourself the next time you see her.



NAME: Jeannine Abukhater Lambert

WHERE DID YOU GROW UP? Jerusalem, Northern Kentucky, Eastern Kentucky

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE? Husband, mother, and children (2)

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE?

Work for Northern Kentucky University Chase College of Law. My official title is Assistant Director of Advancement, Centers and Institutes, but I manage all special events, alumni and donor programs and events, student training centers, honors program, research institute, and handle marketing, communications, and development for all of those areas.

HOW DID YOU GET TO WHERE YOU ARE TODAY IN YOUR CAREER? I had my own law practice and worked part-time in the college's alumni and communications departments. I preferred my work at the college to my law practice so when this position opened up I went for it.

WHAT IS THE BEST THING ABOUT YOUR JOB? Planning all-day educational conferences

WHAT IS YOUR PROUDEST MOMENT? National speakers told me that my program was the best they had ever attended and spoken at in terms of hospitality, organization, and management.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Organization, people skills, and innovation.

WHAT WOULD YOU LIKE TO BE DOING IN 5 YEARS? Planning larger educational programs possibly for the city or some form of government entity.

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Make relationships with vendors, colleagues, etc. and ask them how you can make the process easier and better for them so that you both benefit.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Stopping all e-mail and phone temporarily so that I can get things done.

Jeannine Abukhater Lambert
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MEMBER SPOTLIGHT

Let's all give an #MPIOH welcome to one of our newest MPI Ohio members. We are excited that you have become a part of our organization and look forward to helping you grow and reach your goals.

Here's some information about Jenna – and if you get a chance introduce yourself the next time you see her.



NAME: Jenna Teeters

WHERE DID YOU GROW UP? Johnstown, OH

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE?
My family, friends and the Ohio State Buckeyes

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE?
I work for ARCOS LLC, a cloud-based software provider. My role is Marketing Coordinator, so I do both traditional marketing and event planning.

HOW DID YOU GET TO WHERE YOU ARE TODAY IN YOUR CAREER? After working in Market Development and Legal for 3 years at another company, I decided to look for something new and started as a temp at my current company. Within 3 weeks I was full time and was handed a super important annual event that nothing had been done for...that was to occur in 4 months. And the rest is history! I was fortunate that they took a chance on me and now we have built a solid, innovative marketing and events department in just 3 years.

WHAT IS THE BEST THING ABOUT YOUR JOB? The variety! I work on several different projects at once and I also get to travel. I am never bored.

WHAT IS YOUR PROUDEST MOMENT? A client stopped by and said, "I love coming to your event every year. My family plans vacations around it because it's that awesome."

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Adaptability, Multi-Tasking and Positive Thinking

WHAT WOULD YOU LIKE TO BE DOING IN 5 YEARS? ? I would love to be an Event Marketing Director or Marketing Director at a tech company - my favorite industry!

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY? Keep an open mind, be flexible and pay attention to what your clients love because ultimately their opinions are the most influential.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? Instant Transportation

jennateeters@gmail.com



SPOTLIGHT MEMBER

Let's all give an #MPIOH welcome to one of our newest MPI Ohio members. We are excited that you have become a part of our organization and look forward to helping you grow and reach your goals.

Here's some information about Victoria – and if you get a chance introduce yourself the next time you see her.



NAME: Victoria (Tori) Lynch

WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE?

My close circle of friends who are my trusted advisors and my dog, Ted

WHO DO YOU WORK FOR AND WHAT IS YOUR ROLE?

Class Acts Entertainment – Entertainment Agent & Business Development Specialist

WHAT IS THE BEST THING ABOUT YOUR JOB? I love being able to incorporate music into my everyday life. Music has always been a passion and with my job I can share my passion and knowledge to help achieve the most successful events possible.

WHAT ARE THE 3 MOST IMPORTANT SKILLS YOU USE AT WORK? Multi-tasking, organization, creative thinking

WHAT ONE PIECE OF ADVICE WOULD YOU GIVE TO SOMEONE BEGINNING THEIR CAREER IN THE MEETING INDUSTRY?

Ask everyone you can for their advice. There are so many facets to this industry that you don't know about until you face them, but hearing from more experienced meeting professionals can help prepare you for all the exciting and unpredictable aspects of this career.

WHAT SUPER-POWER WOULD YOU LOVE TO HAVE TO HELP YOU DO YOUR JOB BETTER? I think most meeting/event professionals would agree that we could all use a clone or two

tori@class-acts.com

614-358-1889

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2017 Rate Card

MPI's Ohio Chapter offers advertising solutions for members and non-members to showcase their services and facilities in ways that are conducive to various types of marketing strategies. We have integrated both print and online options to allow you to create a marketing campaign to best suit your needs.

PRINT ADVERTISING (DEFINE Newsletter/Annual Directory)

DEFINE NEWSLETTER (3x/year - 1Q/2Q/3Q17) Ads include COLOR				
	MEMBER		NON-MEMBER	
	1-2x Rate	3x Rate	1-2x Rate	3x Rate
Full page	\$775	\$2,100 (\$700/issue)	\$975	\$2,625 (\$875/issue)
Half page	\$600	\$1,650 (\$550/issue)	\$800	\$2,175 (\$725/issue)
Quarter page	\$525	\$1,425 (\$475/issue)	\$725	\$1,950 (\$650/issue)
Newsletter Insert	\$450 per issue (MEMBERS ONLY) Mail 500 copies to Chapter Administrator Up to 8 ½" x 11" in size Color or B&W One or two-sided			

DEFINE, the official publication of the Ohio Chapter of the Ohio Meeting Planners International, is published quarterly for its members and others in the profession. The newsletter is a valuable information forum covering all aspects of the meetings profession.

15% premium for special placement ads (back cover, IFC, IBC, p. 3)

Mail Inserts to: MPIOH Chapter Administrator | 4010 Executive Park Drive, Suite 100 | Cincinnati, OH 45241

The **Annual Directory** contains a wrap-up of the year's events, member lists, industry resources and more. It is mailed to MPIOH members, other MPI chapter members & industry professionals.

15% premium for special placement ads (back cover, IFC, IBC, p. 3)

ANNUAL DIRECTORY/4Q17 DEFINE (1x/year combined issue)				
	MEMBER		NON-MEMBER	
	B&W	Color	B&W	Color
Full page	\$1,200	\$1,500	\$1350	\$1,650
Half page	\$700	\$1,000	\$770	\$1,100
Quarter page	\$500	\$700	\$550	\$770
Business card	\$200	n/a	\$220	n/a
Company logo	\$50 (MEMBERS ONLY) - Logo to appear next to company listing			

DIGITAL ADVERTISING (Website Banners/Weekly eBlasts)

WEBSITE BANNERS		
Ad Type	Rate	Specifications
Tier 1	\$1,000/year	320 x 250 pixels
Tier 2	\$750/year	720 x 90 (horizontal)
Formats: GIF, JPG, PNG Size Limits: 12 KB Animation: 5 second max; GIF ONLY		

Website banner advertisements may be submitted for the MPIOH website. All banner ads will be linked to your company website and run on the site for one year.

25% off Web pricing for all four (4) time DEFINE/Directory advertisers

Submissions may be made via email attachments or on CD or other removable storage.

This **Weekly Electronic Newsletter** is sent to all MPIOH members and other industry professionals each Thursday or Friday. Select the week(s) that you want to run your advertisement and reach over 700 business professionals. Content is due two weeks prior to publication week.

WEEKLY eBLASTS		
Ad Type	Rate	Specifications
Weekly eBlast	\$150 Member \$250 Non-Member (rate is per weekly eBlast)	Up to 30 words of text & company logo (PDF or JPG) for distribution in the weekly newsletter.



The Sharing Economy... Trending

I read a lot about trends. And by that I mean I don't really care what the trendiest color in linens and flowers might be. I want to know about how to engage the participants at my events. What will move them emotionally to achieve the results my clients are searching for?

So I'm going to share a few with you and see what you think. These are ideas that have been shared with me through some experts' advice or about which I have read. I encourage you to explore them more deeply because I don't believe that white lounge furniture ever got a room full of people to "feel" anything or that a combination of taupe linen with saffron colored roses ever influenced how people felt about a new product. If you do, I accept that. But, if you don't, read on.

- The trend has moved away from being a generalist (you know, "I do EVERYTHING") to being a specialist. In other words, you do one thing well, if not better than anyone else.
- The trend is moving away from commoditization ... if you are a commodity, the only thing that distinguishes you is price so it becomes all about who is cheaper. Do you want that to be you?
- The trend is collaboration, even with your competitors. I've been doing that for 20 years and fail to understand why the thought of such collaboration is scary to so many.
- The trend is to find your passion and work within that passion. You love cars? Read all about that industry. Attend every trade show. Speak at those conferences. Put yourself on Google Alerts. Meet everyone involved. You will work harder for that about which you care.
- The trend is to respect time. The time of your clients. The time of your vendors. That shows you value them. If you respect their time, in all likelihood, they will give you some of theirs.
- The trend is to find trend scouts who can help you find current progressions. Try out a 14-16 year old. They know where the future is headed.
- The trend is to create emotional bonds, not transactions.

- The trend is to move outside your own personal field or employees and search out ideas that come from the outside... marketing, new trends, new clients... when we expand our community of ideators, we generate innovation at a new level. For instance, if you want to learn how to launch a product, ask its customers and not its designers.
- The trend is to put together thought groups. For instance, ask a thought group to tell you who they think you are, and you will learn how to market yourself.
- The trend is knowing that customer experience is bigger than customer service, so deliver an experience and not a product or event.
- The trend is knowing that today's customers are smarter, savvier and better informed. Selling to them is obsolete. They are looking for inspiration. And relevance.

So those are trends in how to approach business. Look for the next blog which will be new trends from some very creative minds that have achieved great success in branding and delivery of results.

Andrea Michaels is founder and president of Extraordinary Events, a multi-award-winning international event agency based in Los Angeles. Andrea is the author of *Reflections of a Successful Wallflower: Lessons in Business; Lessons in Life* and an in-demand speaker and leading voice in the special events industry. She may be reached via amichaels@extraordinaryevents.com.

Welcome to Our New Members!

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If you have not "liked" our Facebook Page at "MPI Ohio Chapter," then you are missing some great information. To stay in the loop, be sure to "LIKE" "MPI Ohio Chapter."



Like 140 characters or less?
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They say learn something new everyday.
There's no easier way than participating in our MPIOH group on Linked In. You may even teach your peers a thing or two!



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