



MEETING PROFESSIONALS INTERNATIONAL

# DEFINE

MPI  
OHIO CHAPTER

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

**OCT — DEC 2014**



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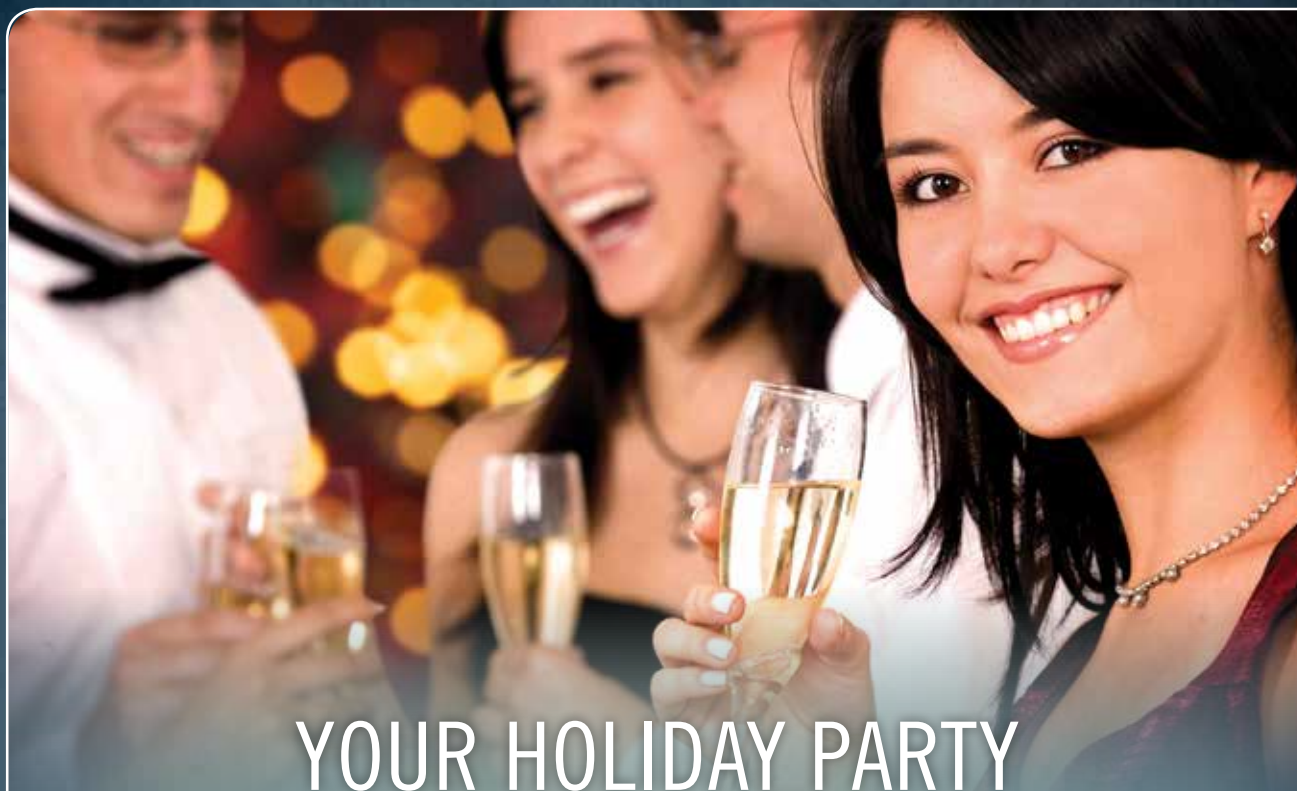
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## The Official Newsletter of MPI Ohio Chapter

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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: Julie Kowalewski  
Director Sales & Marketing, Cincinnati Marriott at River Center



## Dear MPI Colleagues and Friends,

I was raised by my parents who fully believe and practiced the following: we should always be giving of our time OR our money for the betterment of the community. Depending on one's stage in life, there might be an abundance of one while the other is scantily available. This can and will change many times over the course of a lifetime. I would like to take this time and brag about your MPI Ohio Chapter a bit. Did you know that over one-third of our active members currently volunteer their time with the Chapter? I think this is fantastic and I challenge us to reach 50% before the end of the year. If you have at least one hour per month, we'd love for you to share your time and talent with us.

Speaking of donating your money, thank you for participating in our MPI Ohio Chapter annual silent auction that was held at The Boathouse at Confluence Park. Not only do we rely on the auction for a significant portion of our operating income to fund fantastic education programs and membership initiatives, but we also chose a non-profit organization to which we can make a monetary donation. This year's beneficiary was After-School All Stars, whose mission is to provide comprehensive after-school programs that keep children safe and help them succeed in school and life. This is done by tying their interests to tailored academic support, enrichment activities and sports. They are currently serving over 2,000 children in the state of Ohio. Thank you for your support of MPI Ohio Chapter and After-School All Stars.

There is much to look forward to as we're only one quarter of the way through our MPI 2014/2015 year. In December we have three nationally acclaimed speakers secured for our In-Depth Education Day happening in Columbus. I will have the fortunate pleasure to welcome you to my home during the MidAmerica Conference in March at the Cincinnati Marriott at RiverCenter and the Northern Kentucky Convention Center. Then we will be treated to Chapter meetings at the Hilton Easton Columbus hotel and Cedar Point to name a few of the awesome venues that will welcome us. Also check out our CMP Study Group which has been revamped with new content and a fresh delivery.

Thank you for taking the time to read Define and on behalf of our Board of Directors, thank you for enriching our Chapter with your participation.

Kindly,

*Julie*

# Getting Ready for MPI MAC 2015

## MPI KENTUCKY BLUEGRASS AND MPI OHIO CHAPTERS



MAC 2015 Planning Committee in front of the Northern Kentucky Convention Center getting ready for site visit.

Can you believe it, the 2015 MAC is only months away! To ensure that this will be one of the best conferences in our history, MAC 2015 is going back to where it all began 15 years ago, in the then newly built Northern Kentucky Convention Center.

Hosted by MeetNKY, the Joint Planning Committee of MPI Ohio and MPI Kentucky Bluegrass is hard at work making sure that everyone is going to have a great event. With the help and support of representatives from the Cincinnati Marriott RiverCenter, MeetNKY, Northern Kentucky CVB and the Horseshoe Casino Cincinnati, attendees will experience one of the most amazing MPI events ever produced.

We cannot disclose anything right now, but start imagining going down the “Rabbit Hole” because this will be something you DO NOT WANT TO MISS!

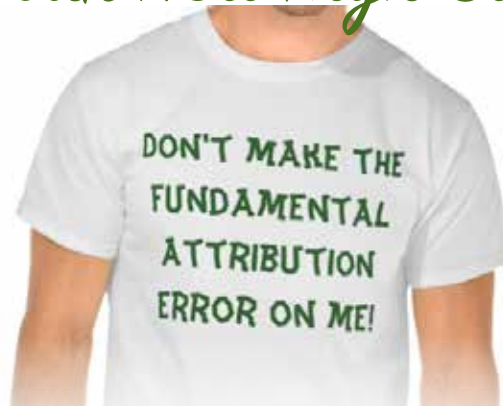
Brian Calvert snaps picture of the Cincinnati Skyline from the Cincinnati Marriott Rivercenter.



Joint Committee visits one of the main ballrooms at NKYCC.

# Your Next High Stakes, or "Crucial" Conversation

By: AJ Righter



You've experienced it before – a client comes to you with an opinion that differs from your own much better opinion (or so you think). The conversation may start well enough, but in a few minutes you're ready to either come to blows or run away as fast as you can. We at Southam Consulting call that a "Crucial Conversation."

Why crucial? 30 years of research from VitalSmarts with over 25,000 people shows that how these conversations are handled is the key indicator of the most respected performers in any profession. In other words, like it or not, the best predictor of excellent results when other people are involved is your ability to handle these handful of situations; situations where opposing opinions turn into high stakes conversations with strong emotions welling up inside. These truly are "crucial" moments in your career!

One of my early experiences with these moments came when I was in the event industry as a wedding DJ (not a wedding singer, mind you). The bride came up to me and told me that she was not feeling well, that if she didn't eat something and sit down for a few minutes, she would pass out. So, instead of following the plan and announcing the first dance for the married couple, the bride sat down and I played a little background music. That seemed to go well enough for a while, but a problem arose when the mother of the bride pulled me aside and took me to task for the delay in the carefully orchestrated wedding events. You see, it was my job as the MC to keep things moving along and she had ideas of how the event was to progress.

I took my tongue lashing pretty well, but I was a bit intimidated and didn't say much in return except mumbling that it was her daughter's idea to delay things. That is, I didn't say much to her face in return. I said plenty behind her back to the photographer or whoever else would listen in order to give myself some relief from the frustration I was feeling. I then avoided her for the rest of the evening. The result? At best, an average event and a somewhat satisfied married couple. Not exactly a stellar performance.

Perhaps you've had similar conversations? You know, experiences where you ruminate afterward for hours and share with others what you wanted to say to the other person, something that would have put them in their place. Or, maybe you just let the other person hear exactly what you think while you're still standing there. Either way, the next time you see the other party, the relationship is strained and it's difficult to well work together.

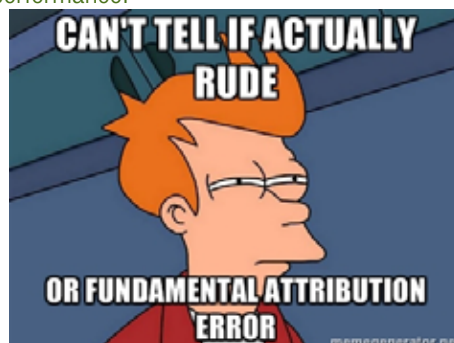
There are good reasons we react poorly in these crucial moments. First, we're hard-wired to do so. Do you remember the "fight or flight" response you learned about back in school? It's a basic defense mechanism that we all have. When something (or someone) appears as a threat to our senses, the body reacts by shutting down the higher reasoning centers of the brain and pumping that blood and energy out in to the extremities of the body. This response is the same any time we perceive any type of threat in our environment.



Put differently, when you face a Crucial Conversation, you have the exact same physiological response as what you would if you were facing a hungry mountain lion with nothing but a tiny stick to defend yourself. In these moments, with your brain starved of oxygen and

nutrients, it literally becomes impossible to think rationally and handle the conversation well. All you are prepared to do is verbally attack the other person or, what I did with the mother of the bride: shut down and hide.

The second reason is another pervasive human behavior. It's so common of a reaction that psychologists gave it a name; The Fundamental Attribution Error. Let's break that down – this is something Fundamental to our natures as





human beings. At the most basic level, we Attribute motivations or causes to the actions of other people. We do this without really knowing what the causes actually are. As a result, we're almost always in Error. This is something we all do, we're all guilty of. The problem is that these erroneous attributions drive our reactions to other people.

Don't think this applies to you? It may not, but if you're a human, you've likely experienced and even suffered as a result of this Fundamental Attribution Error. For example, think about a time someone cut you off when driving. What was your first reaction? Was it to say something like, "I'll bet that guy's a conscientious driver most all the time, but just had a bad day today?" If you're like me, probably not. Your response was probably a little more heated; maybe it even got a little colorful.

That's the Fundamental Attribution Error in action – in that moment, you likely attributed his behavior to him not being a very good driver or not caring about other people or maybe even to just being a bad person. In that moment, it's likely the blood left your brain a little and worked its way out into your extremities. It's likely that you tensed up a little on the steering wheel. You were prepped to defend yourself.

So, if we're all hard-wired to react this way, what possible chance do any of us have to react positively when someone appears to be a threat to us? I'll be sharing that next issue.



AJ Righter currently works for Southam Consulting as a speaker, coach and facilitator for professionals at all levels of organizations. He specializes in the areas of culture change, influencing behaviors in the workplace, accountability, high stakes conversations and other key drivers of performance. His work experience includes projects with the private sector, government and non-profits. His formal training includes degrees in the social sciences and research into what drives human behavior.

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# IMEX America: The Good Stuff

## OCT 20, 2014

By Blair Potter

As the premier education provider for IMEX America, MPI offered a diverse slate of sessions as part of Smart Monday and beyond—including nearly double the educational opportunities of last year (39 sessions, four keynotes), with 45 clock hours available.

Other highlights included the MPI Foundation's fundraising event Rendezvous at The Cromwell's Drai's beach club/nightclub (which raised a single-event record of US\$190,000), a session on MPI's Healthcare Meeting Compliance Certificate and a strong booth presence offering membership discounts, prize drawings and a first: in-booth education sessions with clock hours.

"MPI is proud to return as the strategic partner and premier education provider for the fourth edition of this impressive trade show," Paul Van Deventer, president and CEO of MPI, said Monday. "We are an association keenly focused on the professional development of meeting and event professionals, so the program we designed is filled with best-in-class educational and networking opportunities."

You can read much more about MPI's daily keynote speakers at [www.mpiweb.org/blog](http://www.mpiweb.org/blog). This year, MPI featured Steve Gross from the Life is good Kids Foundation on play and its tremendous benefits for people and their organizations; James Sun, the first Asian male to land a spot on Donald Trump's The Apprentice TV show, on how he handled discrimination by a casting director; John Spence, author of Awesomely Simple, on fundamental core foundations of business achievement and how to implement these at your company; and Wendy Booker, an MS survivor who has climbed mountains on six continents, on the value and power of teamwork and leveraging connections to accomplish goals.

Leading up to IMEX America, The Meeting Professional spoke with Booker about one of her key messages—"The Three S's," which she developed based on her personal journey and went on to share with delegates in Las Vegas.

"Self-discovery is figuring out who and what you are," she says. "It is goal setting. It is defining your mission. It is where the clarity comes from. Stubbornness is refusing to take no for an answer or refusing to give up on a project. It is what keeps us possibly banging our heads against the wall and continuing recreating ourselves to come to a positive, productive end. Serendipity, which I call 'the good stuff'—those unexpected things that come along, makes all the hard work worth it. In the business and event planning world, serendipity is networking, positive relationship building and joining up with the right people to get a job done."







# Getting Creative with Sponsorships and Sponsor Activation

By: Beth Hecquet, CMP, CMM, Director of Meetings and Events, National Association of Sports Commissions



Remember “Time to make the donuts”? That is how I feel sometimes when planning the annual conference for the National Association of Sports Commissions (NASC).

I have been with the NASC for nearly 13 years and the majority of my time is spent planning the NASC Sports Event Symposium. It has been a great ride. We’ve grown by 260% since 2002 and now have more than 800 attendees.

In recent years we’ve all been challenged to do more without spending more. At the NASC we have been making an effort to upgrade our audio visual, offer more educational content and provide healthier food and beverage options while keeping our revenue to expense ratio in the black. I am proud to announce that through some creativity, thinking outside the box and partnering with our sponsorship, we’ve been able to. I hope a little of what has worked for us might also work for you.

## Provide Ideas and Assistance for Activation

The ratio of investment to activation in a sponsorship should be at least 1 : 1 ½ but in most cases is lucky to be 1 : ¼. Thus, we are making an effort to provide sponsors with ideas for activation and/or offering to activate for them (for an additional fee). Even if minimal activation occurs, the time and effort we spend guiding them to get the most of out of their investment is appreciated.

For example, we have two sponsorships that were hard to activate: hotel room keys and the Clean the World amenity recycling program.

For both of these sponsorships I negotiated with an existing vendor a trade which included them providing a mirror cling for the hotel bathroom for the room key sponsor, and a shower hanger for the Clean the World sponsor. We designed both, received the clings and hangers free of charge and combined both into one room drop (again with a negotiated lower price). The sponsors loved it, attendees commented on it (which means they saw it) and I paid next to nothing.

## Just Ask!

We don’t waste time wondering what our sponsors are looking for out of their sponsorship, we know because we ask them. At the conclusion of each conference we send out a confidential survey to our sponsors asking for the good, the bad and the ugly. We then review the packages for the following year to make sure we are giving them what they need and want.

For example, this past year they told us they are looking for ways to improve the attendee’s experience, provide something that matters to the attendee, increase their engagement with the attendee, and that is able to be tracked. And although we can’t provide each of these in every sponsorship package, we can certainly do our best to meet as many as possible.

## Creating New Sponsorships

Each year I look to create new sponsorships that add to the attendee experience (see Just Ask!) but have little additional expense to me. For example, so far I have been able to negotiate in advance







# Calling All Presenters! Calling All Presenters!



You are invited to submit a proposal to be a presenter at the 2015 MidAmerica Conference (MAC), hosted by the Kentucky Bluegrass and Ohio Chapters of MPI. We are thrilled to celebrate the 15th anniversary of the

conference March 1-3rd back where it all started, the Northern Kentucky Convention Center, in Covington, Kentucky. Members of MPI, as well as non-members, are being invited to submit proposals and we welcome your response.

Meeting Professionals International (MPI) is the largest and most vibrant global meeting and event industry association. The organization provides innovative and relevant education, networking opportunities and business exchanges, and acts as a prominent voice for the promotion and growth of the industry. MPI membership is comprised of approximately 18,500 members belonging to 70 chapters and clubs worldwide. The MAC is an exciting opportunity for qualified speakers to gain exposure to MPI's powerful audience. Attendees from throughout the states of Ohio and Kentucky as well as surrounding states through region are expected to attend.

The theme for MAC 2015 will be *"Through the Looking Glass... Celebrating 15 Years of Meeting,"* encouraging reflection on the last 15 years of industry education at MAC, but also looking forward into the exciting, challenging and innovative opportunities the future may hold. In line with this theme, the planning committee identified the following topics as priorities for the MAC 2015 educational program. Session proposals addressing these topics and those pertinent to the CIC-articulated domains for Certified Meeting Professional certification/re-certification will be given preference. The committee is open to considering other topics that are relevant to the industry and to the 2015 conference theme.

### ***The Commitment to Speak:***

It is an honor and a privilege to be asked to speak at MAC. Sharing your meetings-related expertise, knowledge and insight through presenting a MAC session is both a service to the professional development of your industry peers and also an opportunity to showcase your presentation for meeting decision-makers. Please indicate your estimated travel expenses in your proposal, for purposes of budgeting. We look for contributors that are willing to share their expertise in the spirit of networking, a purpose for which MPI was founded. Use this as an opportunity

to market yourself. Past speakers have used this platform to secure business with great success. There is no guarantee of remuneration for the proposed session, and will only be offered and negotiated on an individual basis.

### ***Audio-Visual Orders and Room Set Up:***

The standard room and speaker AV equipment is: LCD Projector with Screen and Lavalier Microphone for speaker. The standard room set up is theatre style or half rounds, and a head table when applicable. We are happy

to accept proposals with creative room-set requests but specific sets will not be guaranteed. Please indicate additional items or requirements you may have for your presentation in the application.

### ***Conference Agenda:***

MAC includes general sessions and breakouts, ranging from 60-90 minutes in length. Please include in your session proposal your preference for session duration and the desired format.

### ***Proposal Contact:***

For any questions, or to request additional information regarding the MAC 2015 proposal selection process, contact Diana Hisey, [dianah@edievents.com](mailto:dianah@edievents.com).

- Technology
- Communications
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- Legal issues
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- Networking



# GAMIFICATION

by Quinn McMurtry

— First of all what is it?

And why should you consider it for your meetings and live events?



Well, MPI Ohio got its game on recently. So if you missed the September MPI Ohio chapter meeting in Cincinnati, hosted at the Horseshoe Casino, you missed perhaps the biggest demonstration of “Rock, Paper, Scissors” — ever orchestrated at a live event.

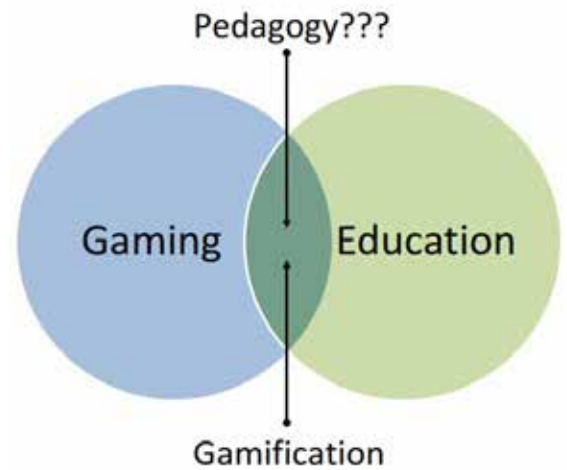
The speaker was Ron Kaminski, Partner & President - Culture Development Group at Studiothink/Culture Shock. Ron quickly got his MPI Ohio game-face on and led attendees on a whirlwind game odyssey of “Ask A Question,” “Rock Paper Scissors” and others. However, like so many things in life, the fun is not in the listening — the real fun is in the “doing”. Listening during meetings and events is more or less a “passive” act supplemented by checking your email and sending a text, but when you get people out of their seats and “doing” and participating, passive listening transcends to “active” engagement. This is what gamification is all about — engaging the audience.

Truthfully, gamification is nothing new to skilled meeting planners. A simple Google search will tell you that people have been doing it for years. Think about it, haven’t we all experienced our share of the proverbial “icebreaker” game or even worse, “Post-it note” games of some form. However, gamification is more than just fun or trivial games. Gamification is evolving and taking audience engagement to higher levels of sophistication that genuinely approach methods worthy of academic pedagogy. In fact, corporate and academic researchers are finding more and more scientific evidence proving that games improve learning, memory retention and engagement.

Simply defined, gamification is the use of game thinking and game-mechanics in a non-game context, to engross users and audiences to a higher level of meaningful engagement. MPI Ohio members experienced such a moment, during Ron Kaminski’s packed presentation. Kaminski stated that businesses must consider re-evaluating their meeting culture. Too many businesses are still fixated on older methods of meeting engagement. In other words, traditional meetings and events that feature a speaker, lectern, screen, and PowerPoint are about as up-to-date as the proverbial phone booth.

Why do meetings need to change? According to Kaminski, “Emotion trumps intellectual engagement every time.” Although it might seem counter-cultural to a group or company, gamification of a traditional meeting or event -- will dramatically increase audience engagement.





#### HERE ARE SOME GAMIFICATION FACTS TO CONSIDER:

- 70% of U.S. workers are not engaged at work. (Gallop Poll)
- 70% of Forbes 200 companies will use gamification to boost engagement, employee retention and increase revenues. (Gartner.com)
- A study of 64 organizations revealed that highly engaged employees achieve 2x the annual net income of employees who are not engaged. (Kenexa.com)
- Studies found that highly engaged employees were 87% less likely to leave companies than their disengaged counterparts. (Corporate Leadership Council)
- 90% of leaders think an engagement strategies have an impact on business success. (Accor)

Obviously, many meeting planners are just trying to make the dreams and wishes of their clients come true. More than not, meeting planners must conform to the organization's corporate culture or their client's wishes. However, as meeting professionals, there is a higher duty calling. As meeting and event professionals, we are obligated to advise our clients of better ways to engage audiences. After all, meetings and event are much more than just scheduling and planning – meeting and events are moments where minds are shaped, memories are made and lives are changed. So when it comes to your meetings and events, think big, think different and think about getting your gamification – game on.



## Gadget Spotlight:

### Circle T Designs Event Holsters

Holster up! Turns out that holsters are not just for sheriffs or deputies anymore, meeting and event planners now have a new way to carry around those bulky 2-way radios that are still used during many large conventions and meetings.

Circle T Designs has introduced a line of stylish tool holsters for event professionals. Developed by a working event pro, each style of holster has a detachable belt that can be ordered separately for different sizing. All holsters hold most standard two-way radios and Android or iPhone smartphones, the company says. The holsters are available in tooled faux leather, patent vinyl and leather. Both custom orders and volume discounts are available.

Cost: \$79.00

Where: [www.circletdesigns.com](http://www.circletdesigns.com)



## App Spotlight:

### OOKLA Speedtest.net

Imagine this. You have a big conference meeting coming up and the location claims they have wireless throughout the building. Curious, you pull out your smartphone, open your Ookla app, do your own speed test. In seconds you will know what the data rate is for uploads and downloads and you can spot dead spots before your event. Sound helpful? With Ookla Speedtest mobile app you can do this and more.

Designed to accurately test the performance of mobile cellular connections including LTE, 4G, 3G, EDGE and EVDO networks. See how fast your cellular data connection is, no matter where you are.

Test the performance of Wi-Fi connections. Speed tests conducted over Wi-Fi are limited by Wi-Fi network type, signal strength, and mobile device, and usually do not represent the full broadband connection speed.

Cost: Free at Google Play Store

Where: [www.speedtest.net](http://www.speedtest.net)



## Tech Spotlight:

### Ground Lift aka, earth lift or . . . cheater plug

Okay, admittedly this may not seem worthy of a “tech” tool but when it comes to hums or ums . . . or buzzes during sound or video productions – this tech tool could save you a lot of worry.

All AV equipment should have a common ground. However, a technical explanation is not really necessary right now because when it comes right down to it, this little tool can save your event if and when you are in a bind. So, we recommend always having one available in your bag of tricks.

In sound recording and reproduction, ground lift or earth lift is a technique used to reduce or eliminate ground-related noise when connecting signal lines between two or more pieces of equipment. It interrupts the ground line at some point. It is particularly effective at eliminating ground loops, but it may also increase or decrease noise from other sources.

Cost: .15 cents

Where: Hardware stores everywhere





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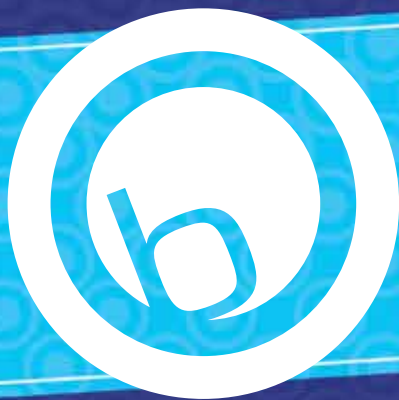
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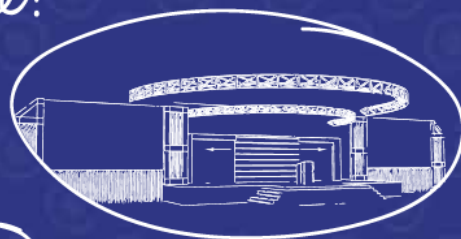
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# Meet Northern Kentucky again at next year's Mid-America Conference March 1-3, 2015



Kentucky Convention Center and the Cincinnati Marriott RiverCenter look forward to welcoming MAC attendees for a memorable, celebratory event that showcases the region as a top Midwest meeting location.

"What a great destination to host MAC 2015!" says meetNKY's Director of Convention Sales, Julie Kirkpatrick. "NKY offers visitors a truly unique blend of north and south due to its location on the southern bank of the Ohio River, across from downtown Cincinnati. This area is going to be a strong pull for both chapters of MPI – Ohio & Bluegrass. We are very excited to join some great partners in the area to showcase what is new, intriguing and eventful about NKY and Cincinnati."

MAC 2015's signature event will take place Monday night and showcase one of the newest gems in the region – Horseshoe Casino Cincinnati. This wild and wonderful event will celebrate the 2015 MAC theme of "Through the Looking Glass" and promises to leave everyone feeling like a winner!

Professional education and timely topics will be the focus for the majority of keynote and breakout sessions. Attendees can expect a good mix of strategic discussions on industry trends and a range of issues that impact events. The beautifully renovated Northern Kentucky Convention Center is a riverfront venue designed to create a memorable experience for all attendees. With many amenities and superb cuisine by Masterpiece Creations, the center is connected directly to the Marriott making it an ideal venue choice year-round.

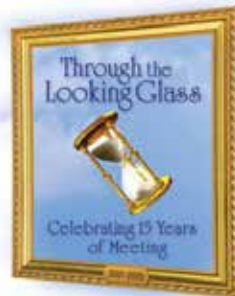
As host hotel, Cincinnati Marriott RiverCenter offers stunning views of downtown Cincinnati and the convenience of easy interstate access from

I-75, I-74 and I-71. The staff of this four diamond, award-winning Marriott looks forward to welcoming all attendees and to providing them with warm hospitality and an environment that facilitates networking. With 321 lushly-appointed sleeping rooms, a world class workout facility and jaw-dropping city views from their on-site restaurant, the Cincinnati Marriott will be a memorable host for MAC 2015. Be sure to prioritize Sunday night's Opening Reception – under the World's Largest Indoor Gazebo – for a delicious, can't-miss networking event.

Our destination host, Northern Kentucky, is overflowing with new development and attractions to entice your interests. NKY joined the Kentucky Bourbon trail this year with the grand opening of the "Urban Bourbon" experience at New Riff Distilling. Daily tours & tastings are offered and you may be lucky enough to score a sample of their "New Make", Kentucky White Dog. This craft bourbon distillery is located near the Historic Bellevue shopping district and a variety of dining including Chart House, Hofbrauhaus and the Newport on the Levee entertainment complex – home to Newport Aquarium, Ride the Ducks, Funny Bone Comedy Club, Axis Alley and a bevy of additional options for fun & dining along the riverfront. After sampling the Bourbon at New Riff, make sure to spend time exploring Covington's German heritage in historic Mainstrasse Village. This area is bursting with creative restaurants,

unique wine bistros and eclectic boutique shopping. Best of all, these great NKY areas are on the Southbank Shuttle Trolley line – and rides are just a dollar! Enjoy a leisurely walk or find easy transport by trolley from NKY hotels and the NKYCC to Covington & Newport in Kentucky and to downtown Cincinnati to experience the riverfront renaissance at The Banks and the excitement of iconic Fountain Square.

However you plan to spend your time at 2015's MAC, you can plan on being part of an incredible event! 15 years of meetings for MAC culminate in next year's NKY celebration event. See you on the banks of the Ohio, in Northern Kentucky!





# Millennials: More Than Just a Buzz Word — The Future of Meetings

As meeting planners and their boards focus on critical topics of membership engagement, retention and growth, it is certain that millennials will play a decisive role. It has been said that by 2021, this generation will represent up to 70% of new convention and meeting attendees and as a group, millennials seek a boldly divergent meeting experience. Addressing what is important to them is crucial for attracting, engaging, and retaining the loyalty of these up-and-coming influencers:

**CONNECTIVITY AND ENGAGEMENT:** Technology fuels the foundation of the Millennial lifestyle and Wi-Fi availability is essential to their ability to engage. As smart, savvy consumers of information, they expect to be connected to their networks and to the wider world at all times, able to access information 24/7. This means that hotels and conference facilities need to have reliable connectivity as Millennials access their smart phones several dozen times each day for both professional and personal communications. Consider adding charging stations in convenient locations throughout your meeting site, and widely publicize Wi-Fi passwords and hashtags associated with your event. You do have event hashtags, don't you?

**EDUCATION AND NETWORKING:** Millennials, more than in generations past, seek fulfilling jobs and understand the value of relevant career education & professional networking. Their decision to attend an event can hinge on the lineup of engaging speakers, high-quality networking opportunities, and interactive group-oriented “edu-tainment.” Plan and promote (#yourmeeting) a fun, professionally relevant meeting agenda that engages attendees through non-traditional and



immersive experiences to connect with the hearts and minds of these innovative thinkers.

**PROVIDE UNIQUE EXPERIENCES:** It's no secret that site selection impacts meeting attendance. Watch for next-gen attendees to seek meaningful meetings that deliver uniquely authentic experiences rather than been there, done that familiarity. Millennials have traveled extensively and social media provides gratification through vicarious travel. They are familiar with many tried-and-true locales and are increasingly energized by intriguing second- and third-tier destinations offering unique photo ops, novel attractions and one-of-a-kind experiences.

meetNKY | Northern Kentucky CVB offers an assortment of immersive experiences that can inspire your Millennial membership:

- Host a creative breakout session at chef-owned Otto's, an award-winning restaurant in Covington's quaint Mainstrasse Village, to combine learning with a hands-on cooking demo.
- Book a craft beer and Bourbon tasting tour at New Riff Distilling—where uber-modern meeting spaces blend seamlessly within the craft process, making it the perfect spot for unique photo-ops (!) and an unforgettable after-hours event. After sampling New Riff's warm Bourbon mash and “white dog” whiskey, your group will be bubbling over with inspiration!



# The Millennials



- Ramp up the networking and energize your attendees with an exhilarating flight through the trees at Screaming Raptor Zip Lines, featuring the biggest and best course in the Midwest.

A strategic focus shift toward the important and emerging Millennial demographic is essential to the future of meetings and your association's success. Understanding their wants, needs, and expectations in a meeting experience will pay dividends and go a long way toward attracting, engaging, and retaining their loyalty.

Find it all in Northern Kentucky, where southern charm meets big-city amenities and seamless connections make planning a breeze. Attendees find value, unique experiences and an outrageously convenient location on the banks of the Ohio River, where the South and the Midwest meet. Visit our website ([meetNKY.com](http://meetNKY.com)), sign up for our e-newsletter, and join us on social media—we'd like to chat with you about how meetNKY can help you better engage your Millennial membership through dynamically crafted meetings and events.

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# A Unique Opportunity to Discover, Develop and Lead

Reprinted from MPI Blog  
By Rich Luna



The theme for MPI's annual Chapter Business Summit captured the essence of education and inspiration for this year's event.

Discover. Develop. Lead.

"It was a unique opportunity," said Jason Carroll, CMP (MPI Tampa Bay Area Chapter), the current chair of the Chapter and Membership Advisory Council. "It was a training opportunity, a chance to meet people from other chapters, and I know everyone is going to go back and educate their boards on everything they learned."

More than 240 chapter leaders attended the four-day annual CBS event (Sept. 18-21), in which the attendees shared best practices, developed strategies and built networks aimed at helping them make their chapters even stronger.

Sessions included boot camps for each of the key leadership roles, breakouts on sessions such as the one Carroll led: Sharing Best Practices & Getting Answers to Your Financial Questions.

Other sessions includes topics such as mentoring, introspective leadership, data discovery report training, branding/marketing and communications, and board strategy.

Keynote addresses were delivered by Dan Markin on Introspective Leadership in which he shared his eight rules on introspective leadership, by Roger Rickard on Meetings Mean Business, and by Matt Tenney on "Serve to Be Great: Leadership Lessons from a Prison, a Monastery, and a Boardroom." Michelle Johnson also spoke at a general session.

**"Dream it before you can achieve it," Markin told the audience as he shared his personal journey, from having a successful career to being unemployed and living in his parents' basement.** "There's no such thing as bad motivation, but you need to understand it first. Take that vision to your chapters. They have to understand it to be successful. When you have adversity, you have to look for the positive. But we have to look for it to find it."

He encouraged the meeting and event professionals to develop the courage to make changes. "Courage comes from passion," he said, "and courage is contagious. When you go back to your chapters, you have to be in to win it."

Martin Hodi (MPI At-Large Europe Chapter) said Markin's presentation was "motivational. It gave us something to think about. You could relate to what he was saying. It was relevant for everyone's business life."

Rickard's general session focused on the impact of meetings and events, a \$280 billion business.

He urged attendees to create personal connections, drive positive business outcomes, and build strong communities. "What we do matters," he said.

The summit had an emotional moment on Saturday. Stuart Taylor, chapter business manager for MPI, reported that during Johnson's general session on "Embodying Change: Creating a Vision to Meet and Exceed Your Business Goals," she shared a very personal story about when she worked as a meeting planner with Timberland back in the mid 2000s. In 2006, after Hurricane Katrina, their company went to New Orleans for their annual sales conference. As part of this conference, they were contributing their time back to the city by planting gardens, painting, and other things to help give back to New Orleans.

At the hotel they were staying at, many of the hotel staff members worked in multiple departments of the hotel, so the person that checked you in might have been the same person that would have served your meal in the restaurant or cleaned your room. Johnson worked continually with the hotel's staff, knowing that they were also helping out in other departments in the hotel. At times, Johnson sometimes felt guilty asking for things because there was a skeleton staff at the hotel trying to keep everything running.

At the end of Johnson's presentation, and unbeknownst to her as she was walking to the back of the ballroom, one of the CBS attendees came up to her and identified herself as the conference services manager who had worked with Johnson at the hotel in New Orleans almost eight years ago. Johnson was overcome with emotion and brought the attendee up on stage to share with the other CBS attendees their connection since they hadn't seen each other since that time together in New Orleans.

"Her (Johnson's) keynote was just terrific," Carroll said. "It was very inspiring."

-Stuart Taylor contributed to this article.



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## DECEMBER 10, 2014

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## JANUARY 28, 2015

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Marriott Columbus Airport  
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## JANUARY 28, 2015

REACH Meeting  
Cleveland, Ohio

## JANUARY 28, 2015

REACH Meeting  
Hilton Garden Inn Austin Landing  
Dayton, Ohio

## FEBRUARY 18, 2015

Chapter Meeting  
Cincinnati, Ohio

## FEBRUARY 25, 2015

REACH Meeting  
Toledo, Ohio



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