

OCTOBER - DECEMBER 2023

THE OFFICIAL NEWSLETTER OF



OHIO
CHAPTER



NAVIGATE
OHIO



- Exclusive Previews from
Navigate Ohio 2024 Speakers
- Sponsor Recognition
- Upcoming Events

THE OFFICIAL NEWSLETTER OF MPI OHIO CHAPTER.

Define is the official publication of the Ohio Chapter of Meeting Professionals International. It is published quarterly as a benefit of membership and circulated free of charge to MPIOH members.

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EXECUTIVE OFFICE.

REGINA PIERCEFIELD

4010 Executive Park Drive
Suite 100, Cincinnati, OH 45241

CONTACT

P: 513.563.8674

F: 513.563.9743

E: admin@mpioh.org

OUR MISSION.

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 LETTER



Happy New Year! I hope everyone had an amazing Holiday Season filled with rest, recuperation and family time. Personally, as my children grow into adults and my extended family ages, I cherish every single moment I can spend with them.

Now we dive back into the chaos and do it all again. Hopefully you still carve out time to invest in yourself daily. Diet, Exercise, "Dry" whatever, these are the headlines. But we also need to invest in our intellectual growth each day. Take a few moments to shut everything out and learn something new. My current obsession is daily walks while listening to podcasts. Fresh air, exercise, sunshine...sometimes, and learning as much as I can about our ever-changing world.

As your chapter leaders we are also continually learning how to make this chapter the best it can be. The last few years have been quite a learning curve for all industry organizations, and we continue to learn, grow, and move forward.

We are here for you. Our "job" as volunteers is to make this community as valuable as it can be. This "value" comes through different avenues for each of us. Sense of community, building new relationships, learning from in person speakers, seeing new or unique venues, online learning, etc.

As the Ohio Chapter of MPI, our largest undertaking of the year is our Navigate Conference. This is a year-round endeavor that requires thousands of volunteer hours and substantial monetary investment and buy in.

Why do we do it? Historically this is the most proven way to maximize individual "value" for everyone. Relative low cost of attendance, central location for all members, brand new venue (its amazing, trust me), great line up of diverse speakers and topics. Throw in a few hundred of your industry peers and I can't think of a better way to invest in "you" during the first quarter of the new year.

Wishing each of you a happy and successful 2024 and I can't wait to see you at The Junto on February 25th!

Cheers!

Jason

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PRESIDENT

JASON LINSOTT
Regional Vice President,
HPN Global
614.565.2617
JLinscott@HPNGlobal.com



PRESIDENT ELECT

JENNIFER VESELKO, CITP CMP Fellow
Event Strategist,
Maritz Global Events
440.488.3537
jennifer.veselko@maritzselect.com



PAST PRESIDENT

JOAN O'CONNOR, CMM
Director of Sales, *Corporate College*
4400 Richmond Rd, Warrensville Heights, OH 44128
518.524.5016
Joan.OConnor@tri-c.edu



VICE PRESIDENT, COMMUNICATIONS

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Business Development Mgr, Global Sales, *PRA*
2456 Broadway, San Diego, CA 92102
602.762.1469
angela.hofford@pra.com



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mark@visittoledo.org



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lmswan@firstenergycorp.com



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Sales Manager,
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jbricker@visitdublinohio.com



CHAPTER ADMINISTRATOR

REGINA PIERCEFIELD
Association Connection
4010 Executive Park Drive, Suite 100,
Cincinnati, OH 45241
513.563.8674
admin@mpioh.org



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NAVIGATE OHIO

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NAVIGATE 2024

CHARTING NEW HORIZONS IN MEETINGS AND EVENTS

Get ready for an immersive two-day educational odyssey at Navigate 2024, the premier annual conference hosted by the MPI Ohio Chapter! This year, we are thrilled to invite you to The Junto Hotel in Columbus, where meeting professionals and supplier partners will converge for an unforgettable experience filled with education, networking, and fun.

Navigate 2024 promises a dynamic agenda that not only addresses the current trends in the meeting and events industry but also sets the stage for future success. Our expert speakers will delve into essential topics, covering everything from Diversity, Equity, and Inclusion (DEI) to the latest advancements in Artificial Intelligence (AI). Attendees can sharpen their skills with practical workshops on business etiquette and Excel, and gain insights into effective leadership and professional growth.

The Junto Hotel, our conference venue, provides the perfect backdrop for this exciting event. Opening in 2023, this new independent lifestyle hotel will provide a luxurious ambiance to enhance your learning experience, making Navigate 2024 a truly memorable occasion.

What sets Navigate 2024 apart is not just the lineup of topics but also the ample opportunities for networking. Connect with like-minded professionals, forge new partnerships, and share experiences that will elevate your career to new heights. Continuing Education Units (CEUs) will be offered to ensure that your professional growth remains at the forefront of this conference.

A special shout-out to our incredible sponsors whose support makes Navigate 2024 possible. Their commitment to advancing the meetings and events industry deserves recognition, and we encourage all attendees to explore the valuable resources they bring to the table.

Don't miss out on this chance to be part of something extraordinary! Navigate 2024 is not just a conference; it's a journey towards excellence. Join us, embrace the excitement, and propel your career forward through education, networking, and the camaraderie of fellow industry enthusiasts. Secure your spot today, and let's chart new horizons together!

**Learn more and register for Navigate Conference 2024
here or go to www.mpi.org/chapters/ohio**

BUILD. CHART. ADVANCE.

SET A COURSE FOR SUCCESS AT THIS YEAR'S NAVIGATE CONFERENCE



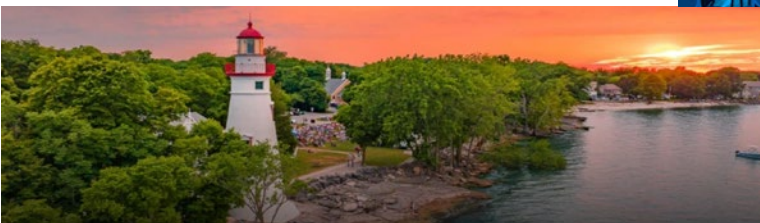
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NAVIGATE 2023!**



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ARE YOUR EVENTS MIND-BLOWING OR BORING?



Planning and producing an event is a big job.

Event planners are tasked with multiple responsibilities that can sometimes lead to extreme delight or despair. Everything from picking the right venue, meeting food and beverage minimums and managing vendors to ensure the end result is amazing, should earn any meeting professional a gold star and a Nobel Peace Prize.

As the event industry is constantly evolving, there are some things that remain the same. Planners and suppliers want audience members, speakers and sponsors to be satisfied with their event so they rave, return, build relevant relationships and refer others to attend.

here are few ways to ensure that's a reality:

1. Select and hire diverse presenters with varying speaking styles to give their perspective and thought leadership on a topic that super serves the audience.
2. Move the crowd by hiring a professional event emcee to keep the energy high, the event on time and audience engaged.
3. Invest in and prioritize an inclusive and interactive learning/wellness environment with different types of seating, ASL interpretation, meditation/prayer rooms and other options that cater to different diverse learning styles.
4. Be creative and intentional about how to interact and connect with speakers, sponsors and audience members before, during and after the event.
5. Select a venue that caters to all 5 senses of your attendees so their physical environment elevates their learning experience.
6. Use wealthy NOT weak words in your marketing and promotional materials to increase your chances of registration.

No event is the same. Leaning and leveraging one or all these tips will require some thought. However when planning an event for 2024 and beyond, be intentional about infusing energy, engagement and excitement into your event to transform it into an experience.

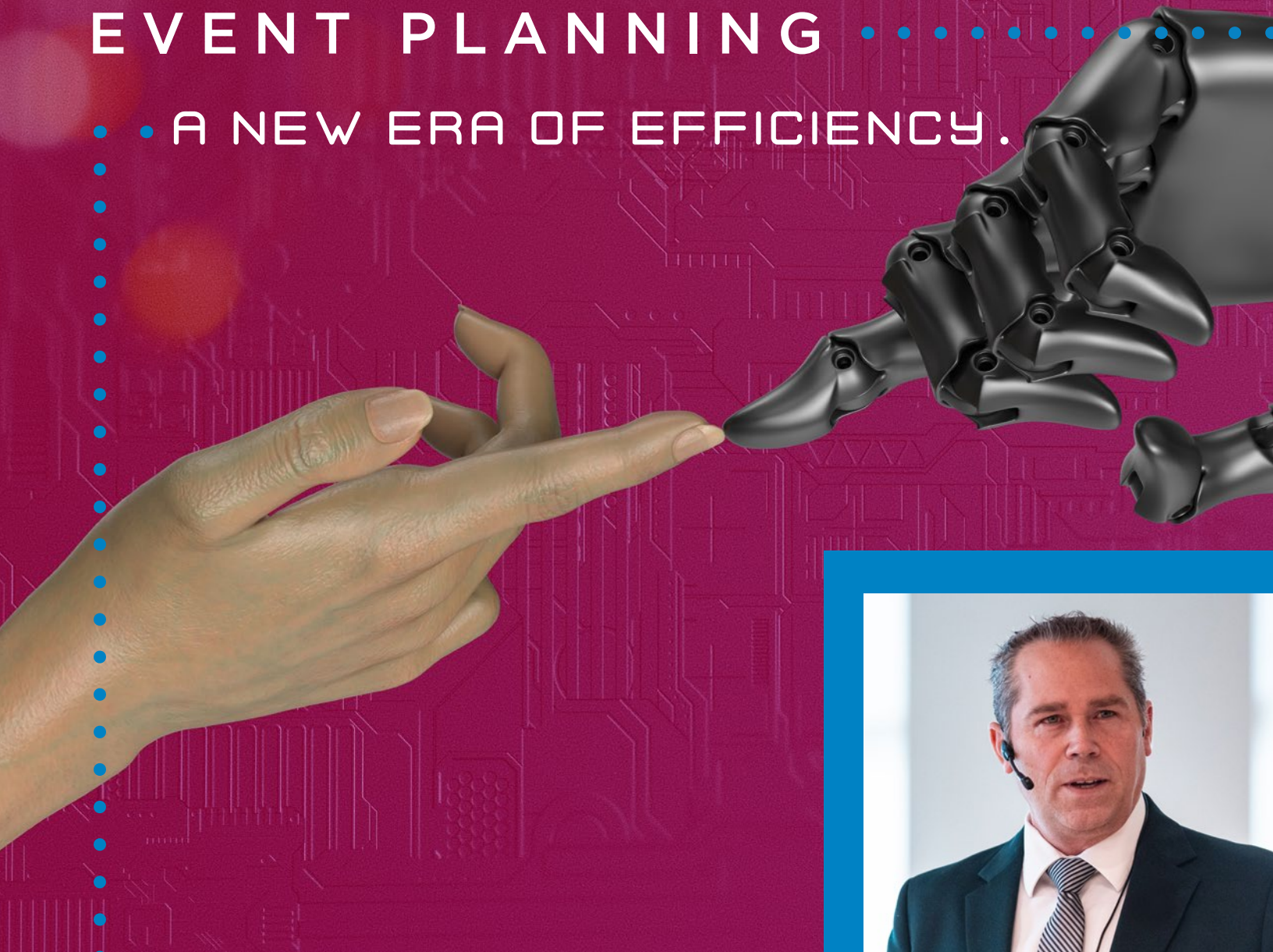


Quinn Conyers transforms average events into EPIC experiences as a compelling Keynote Speaker and corporate Event Emcee. She is the author of 2 books and is committed to leaving a legacy with her language and changing the world with her words. Connect with Quinn on Linked In: <https://www.linkedin.com/in/quinnconyers>.

Register now to learn more from Quinn during Navigate Ohio 2024 this February!

AI REVOLUTIONIZING EVENT PLANNING

• A NEW ERA OF EFFICIENCY.



Ron O'Neil, founder of AI Intelligent Solutions, specializes in the safe and efficient integration of artificial intelligence in business operations. His company, operating across North America, assists businesses in adopting this rapidly evolving technology, significantly enhancing their overall operational effectiveness.

**Register now to meet Ron at
Navigate Ohio 2024 this February!**



RON O'NEIL

A vertical collage of three distinct images. The top image shows a close-up of a red printed circuit board (PCB) with intricate silver circuit patterns and several blue circular components. The middle image features a sleek, black, articulated robotic arm or prosthetic limb against a solid red background. The bottom image is a partial view of a person wearing a bright blue long-sleeved shirt, with their arm extended towards the left edge of the frame.



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AI is a transformative force in event planning, marking a new era of innovation. It empowers event professionals to create more successful, engaging, and memorable events. The integration of AI in event management is a paradigm shift, leading to events that are more connected, intelligent, and responsive to stakeholder needs. As the industry progresses, AI adoption is becoming a fundamental component for success in the digital world.

etiquette.

In today's society we have learned that civility has not gone away. And we also have learned that the way we conduct ourselves whether in business or personal situations, there are factors that can make or break a relationship, a business dealing or worse yet...that family dinner! So in random order I offer these tips to for polish for success:

01. Your handshake.

It's your signature and I know something about you as soon as we have shaken hands. Make it firm but just a couple of pumps and that's it. Always be prepared to shake hands at any networking event or when you are around others that you might be introduced to. At a social event try and keep your beverage in your left hand to ease the awkwardness of explaining why your hand is cold and wet!

02. Utensils at a meal.

Utensils at a meal. Once you have used a utensil it needs to rest on your plate and not go back on the table. Think of your grandmother's best tablecloth at Thanksgiving and your gravy coated knife...you don't want to put that on the table! So rest your knife and/or fork on your plate and ALWAYS have the blade facing towards you.

03. Conversation starters.

People love a compliment, ask about their holiday plans, if you like sports then there is always something to talk about. Avoid politics and religion at all costs. You won't believe how much you can learn about a person by asking questions. We have two ears and one mouth. Use accordingly. And also recognize when that person may be finished with the convo.

04. Start using less screen time.

When you are going to lunch with someone, don't have your phone by your plate and take calls. If you and I are dining, you are the most important person at the table. Not the phone. In the case that you are expecting an important call, let the others know, step away from the table and try to make it quick.

05. And finally, if you make a faux pas, it's OK.

Just make the best of the situation. We've all had awkward moments so a.) laugh at yourself b.) not escalate the situation d.) don't do it again!

Finally I leave you with three things:

Consideration.

Honesty.

Respect.

Think about those three words and what they mean. You'll go far in life.

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in their dealings with each othe
etiquette *noun* [et-i-kit,
: conventional requirements
proprieties of conduct as
community or for any
cepted

DIANE JOHNSON

In 1997 Diane established her event planning business, Details by Design based in Fort Worth, Texas. Twenty years ago she added training in etiquette to her repertoire covering everything from the dinner table to the conference table. Her extensive speaking engagements across the U.S. to associations, students, sales groups, community and civic organizations cover the gambit on etiquette, manners and protocol. Diane is also a Certified Meeting Professional (CMP). And a proud 4-H alum.

Register now to meet Diane at
Navigate Ohio 2024 this February!



FOSTERING INCLUSIVITY IN EVENTS

A Guide for Leaders and Organizers.

In the realm of business and community leadership, networking events are more than mere gatherings; they are powerful catalysts for fostering connections, sparking innovation, and driving change. For the astute business professional, an event is an immersive experience, where the ambiance of inclusivity speaks volumes. Amongst the many considerations that go into planning a community event, the guiding ambition is often to create an environment that radiates with warmth— one where each detail reflects thoughtfulness and an unwavering commitment to meeting everyone’s needs. This is the essence of cultivating a truly inclusive event, where every participant feels valued, heard, and inspired.

Building:

Crafting a Diverse Team

The journey to an inclusive event begins with ‘building’—assembling a team that mirrors the rich tapestry of society. Diversity in your team isn’t just about ticking boxes; it’s about embracing varied perspectives, backgrounds, and identities. This diversity is instrumental in brainstorming event ideas that are not only innovative but also resonant with a wide array of experiences and preferences. A diverse team acts as a think tank, ensuring that your event planning is holistic, sensitive to cultural nuances, and inclusive in every sense.



Charting:

Detailing with Diversity in Mind

Next is 'charting,' where the blueprint of your event takes shape. Here, the focus is on meticulous planning that anticipates the needs of a diverse audience. It's about asking the right questions: Are we accessible to people of all abilities? Does our agenda reflect varied interests and cultures? This stage is about being intentional in widening the demographic reach, ensuring that the event speaks to a spectrum of experiences and backgrounds. From selecting venues to designing programs, every decision is an opportunity to reaffirm your commitment to inclusivity.

In conclusion, creating radically inclusive events is a dynamic and ongoing process. It requires a commitment to diversity at every stage, from planning to execution and beyond. As leaders and organizers, we hold the power to create spaces where every individual feels included and valued. Let us wield this power with responsibility and creativity, paving the way for events that not only engage but also enrich all attendees.

**Register now to see Lachandra Baker
at Navigate Ohio 2024 this February!**

Advancing:

Learning & Growing from Each Event

Finally, 'advancing' is about evolution. It involves analyzing data and feedback post-event to understand what worked and what didn't. This step is critical in the continuous journey towards excellence. Collect insights, reflect on participation diversity, and gauge the impact of your inclusivity measures. Every event is a learning experience, a stepping stone to making your next one even more encompassing and impactful.



LACHANDRA B. BAKER

DEI CONSULTANT & FOUNDER OF LBB EDUTAINMENT

Lachandra B. Baker, the dynamic founder of LBB Edutainment, stands at the forefront of transformative business consultancy. With over 35 years of rich experience, Lachandra embodies the fusion of emotional intelligence, relationship-building, and data-driven storytelling to revolutionize business operations. The firm specializes in strategy development, facilitated training, and targeted coaching, all designed to engage the “heads, hearts, and hands” of the workforce.

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BUSINESS:

THE POWER OF INSTAGRAM
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COMMUNITY BUILDING



CASEY LEMIEUX

Casey Lemieux is a content creation strategist, podcast host, and sought after thought leader and speaker about all things social media marketing and branding. She is the co-owner of The Scoop Creative, a social media consultant agency that has helped transform the way brands show up on social media for more than 8 years with the owner's shared experience. Casey's mission is to help empower and equip business owners, creatives, and entrepreneurs with everything they need to grow a community online which will ultimately lead to growing their business. She is passionate about taking away all uncertainty and doubt about showing up for your business and giving you the tools to impact so many lives! You can learn more about Casey and connect with her at – www.TheScoopCreative.com – Listen to their podcast on any platform – “The Social Media Scoop Podcast”



Register now to meet Casey at Navigate Ohio 2024 this February!

Hey Event Trailblazers! Ready to skyrocket your business using the dynamic duo of Instagram and Facebook Stories? Buckle up, because we're about to embark on a journey that turns your social media presence into a thriving community that doesn't just follow you but champions your events!

THE SOCIAL MEDIA SYMPHONY

● BUILDING RELATIONSHIPS, ONE STORY AT A TIME

1. Authenticity Amplified:

Stories are the heartbeat of social media, providing a backstage pass to your event planning world. Show your audience the real you – the hustle, the challenges, and the victories. Authenticity creates a connection, and connections lead to lasting relationships.

2. Interactive Engagement Extravaganza:

Unlike static posts, Stories are an interactive playground. Utilize polls, quizzes, and the swipe-up feature to transform your audience from passive observers to active participants. The more engaged they are, the stronger the bond.

COMMUNITY CULTIVATION

● FROM FOLLOWERS TO FANATICS

1. Personal Narratives:

Share personal anecdotes that reveal the wizard behind the curtain. Whether it's the 'aha' moment that led you to event planning or a humorous behind-the-scenes escapade, humanize your brand. People connect with people, and your story becomes theirs.

2. Client Chronicles:

Turn satisfied clients into the heroes of your Stories. Showcase their events, share their testimonials, and let their success stories sing praises for your business. A happy client is not just a one-time transaction; they become the voice of your brand.

STORIES THAT SELL

● TURNING FOLLOWERS INTO CLIENTS

1. Exclusive Sneak Peeks:

Tease upcoming events with behind-the-scenes glimpses. Build anticipation, spark curiosity, and keep your audience eagerly awaiting the grand reveal. The more invested they feel, the more likely they are to convert from spectators to participants.

2. Flash Sales Frenzy:

Create urgency with flash sales and limited-time offers exclusively through Stories. The fear of missing out (FOMO) is a powerful motivator. Leverage it to convert followers into clients who don't want to miss the next big thing.

IN YOUR STORY, YOUR SUCCESS CONCLUSION:

Social media isn't just a marketing tool; it's a relationship builder. By leveraging Instagram and Facebook Stories, you're not just sharing content; you're crafting an experience. So, let the energy of your events spill into your Stories, and watch as your community transforms into an army of event enthusiasts who don't just follow but actively advocate for your brand. Your story is the magic!

MARK YOUR CALENDAR.

FEBRUARY 26-27, 2024

NAVIGATE CONFERENCE

The Junto

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APRIL 11, 2024

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Cincinnati, Columbus &

Cleveland, OH

APRIL 17, 2024

CHAPTER MEETING

Cincinnati, OH

MAY 15, 2024

CHAPTER MEETING

Cleveland, OH

MAY 20-22, 2024

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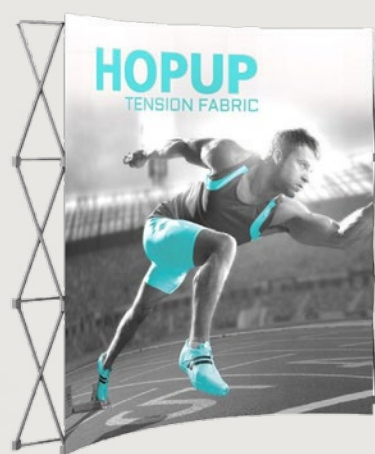


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Call or email Jane Lee, Director of Strategic Partnerships, to secure your date at education@mpioh.org

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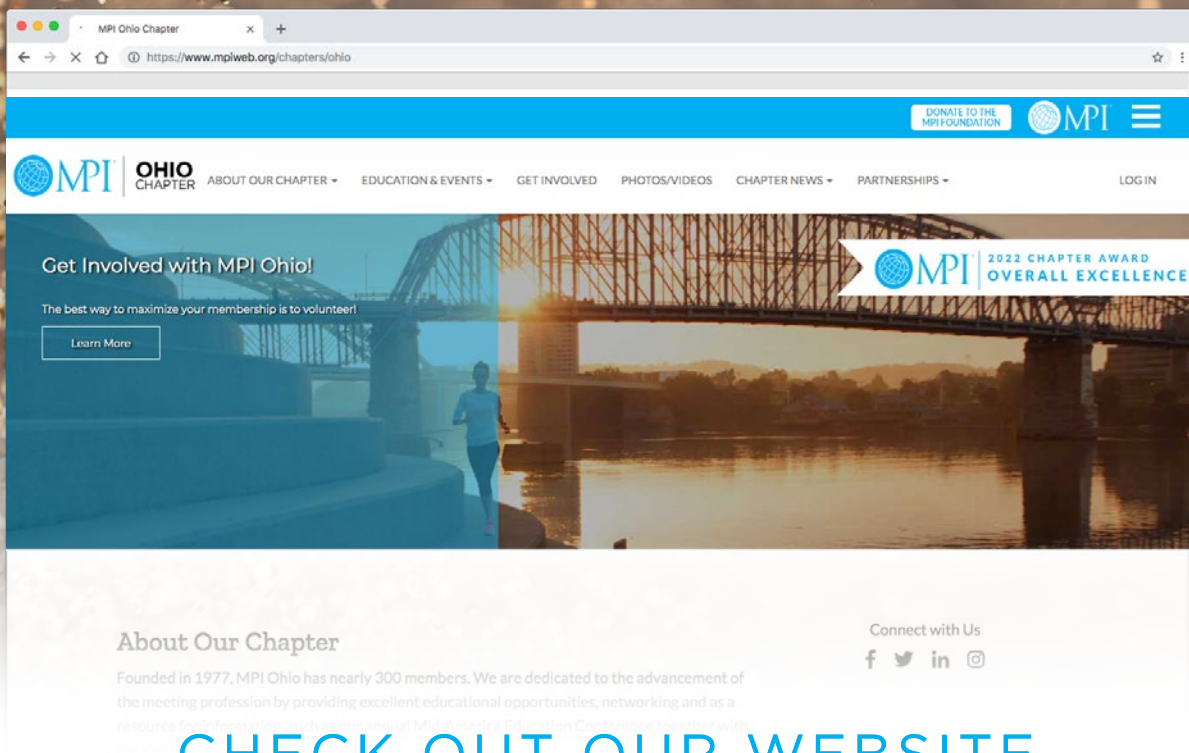
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They say learn something new everyday. There is no easier way than participating in our LinkedIn group at “**MPI Ohio Chapter.**”

You may even teach your peers a thing or two!



To stay in the loop, be sure to follow us at “**MPI Ohio Chapter**”



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