

CMP PREFERRED PROVIDER SESSION REVIEW FORM

Event Name	MPI New England Fall Institute
Program Date:	November 20-21, 2017
Program Time:	9:00am Monday, November 20-Noon, Tuesday, November 21
Date of Submission:	11.17.17
Host Organization Name:	MPI New England
Contact Name:	Mark Bice, CMP, mbice@hpnglobal.com

In order to process your request we must have the following information for each session. Please use the following sample as a guide.

Individual Session Title:	Deep Dive Into Black Meetings: A Planner's Toolbox For Success
Date/Time of Session and Session Length(Calculated to nearest .25)	9:45AM-10:45AM, 1 hour
Session Description/ Learning Objectives:	<p>Learn everything you need to know about securing, keeping and growing your client base including African American, African and Caribbean meetings, conventions and conferences. This interactive deep dive workshop will fortify your toolbox to expand your reach into the multicultural marketplace. Learn more about the purchasing power of African Americans that would make them the 5th largest country in the world. Black meetings are essential to the hospitality industry and will generate significant revenue opportunities for those who reach out to this target audience. Discover new ways to build/expand relationships within the Black Meeting Marketplace.</p> <ul style="list-style-type: none"> <input type="checkbox"/> Distinguish the cultural differences between African American, Caribbean and African meetings <input type="checkbox"/> Understand how to service faith based meetings, fraternal conventions and Masonic events with gusto and grace. <input type="checkbox"/> Learn why a pool or beach party may or may not be the ideal event during a black convention <input type="checkbox"/> Reach out to key resources to help ensure the success of your next black meeting, convention, conference or retreat. <p>Session Take-Aways (What new skills or knowledge will the attendees be leaving the session with):</p> <p>This session will equip each participant with tangible information on managing all types of black meetings. One size does NOT fit all. The workshop examples, data, and real life stories will give any planner of any ethnicity the confidence and capacity to build credible relationships in the black meetings marketplace. Understanding black culture and why meetings are important in the black community will give each attendee a "leg up" on securing more business with African American, Caribbean, and African organizations and societies.</p>
Web Link for Event:	http://www.cvent.com/events/2017-fall-educational-institute/agenda-9a8907d8abf84e1eb799557de5c3400b.aspx
CMP -IS Domain:	Domain G: Meeting or Event Design
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	Declined:
	Remarks: