

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:	Technology Isn't Enough: How to Maximize ROI From Your Technology Investment
Date/Time of Session and Session Length(Calculated to nearest .25)	9:45am-10:45am, November 21, 1 hour
Session Description/ Learning Objectives:	<p>All too often a planner or organization purchases a piece of technology with the hope that it will achieve great things in a particular area. All too often the planner or organization is left feeling underwhelmed by the results. Why is that? As a registration web designer, full service logistical meeting planner, mobile app designer and event technology specialist, technology has been the backbone of everything I have done. Being on the third party side of the industry for most of my career has provided a wide scope of experience, ideas and philosophies when it comes to the role that technology plays in the event industry and more importantly the attendee experience. Seeing many different technology approaches both fail and succeed over time has allowed me to identify and categorize potential red flags in an event design to mitigate potential technology and attendee dissatisfaction before they occur. Conversely this broad range of experience has overtime provided a framework to implement strategies and ideas that tend to bring about technology implementation and attendee satisfaction successes. This session will explore all of these areas to help you identify areas that need to be addressed in your event design or technology implementation plan to allow your technology solution to really shine and your attendees to get the most out of it.</p>
Web Link for Event:	http://www.cvent.com/events/2017-fall-educational-institute/agenda-
CMP -IS Domain:	Domain G: Meeting or Event Design

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	Declined:
	Remarks: