

"MPI-WI Chapter is the bridge to knowledge, compelling ideas, and relationships to create a voice in the meetings and events industry."

# MPI-WISCONSIN CHAPTER Agenda



JAN/FEB 2013 VOL 35 NUM 1



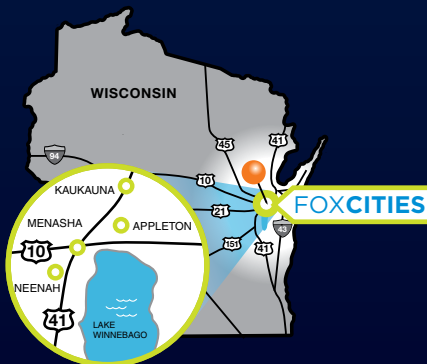
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Nov/Dec 2012 correction: The photo and award won by Susan Patton did not have her name listed correctly.

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# From the EDITOR'S DESK: Maria Peot

*Happy New Year MPI- Wisconsin Chapter!*

I hope your 2013 is starting out as well as mine. I'm happy to be writing to you as the year kicks off. A new year always gives us an opportunity to examine what we've accomplished over the past twelve months and determine how we are going to make the year ahead even better.

*"Many of my accomplishments from this past year would not have been possible if it weren't for my involvement in MPI."*



Maria Peot  
Co-Editor, **Agenda**  
Event Manager  
The Wisconsin Institute for  
Discovery

2012 was a big year for me – I graduated from the Meeting and Event Management Program at Madison College, started a new job as the Event Manager at the Wisconsin Institute for Discovery, paid off my car loan, ran two half marathons, became the co-editor for this publication, visited five different US cities outside of Wisconsin, and made many new friends and connections in the meetings industry. Many of my accomplishments from this past year would not have been possible if it weren't for my involvement in MPI.

Last time you heard from me, I was encouraging you to "Take the Lead" both personally and professionally. Did you do that in 2012? To those of you who did – congratulations! Your achievement is something to be proud of. Whatever you did – whether it was joining a committee, writing an article, or attending more meetings than you've ever attended before – there are a multitude of benefits, both for yourself and those you've met or connected with through MPI.

For those of you who have yet to "Take the Lead," let 2013 be your opportunity to do so. It is a new year, and a time to set a new goal. Do something this year that you've never done before. Attend an educational event, sign up for CMP Prep Days, participate in the March fundraising event, ask a friend or colleague to join you at a monthly event, or volunteer your time to be a part of a planning committee. Whatever you decide to do, make sure that you make the most of it. Your skills, expertise, and time are appreciated by your fellow MPI-Wisconsin Chapter members, and you personally are guaranteed to benefit from the effort you put forth.

So, set a goal – and share that goal with someone. This will give you the motivation to follow through on your goal and will ensure you're successful. Share your goal with me – I'm looking forward to seeing you all achieve something new in 2013!

Until next time,

*maria*

Maria



{MADISON, WI}

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# Food for Thought: Chef James Deptula

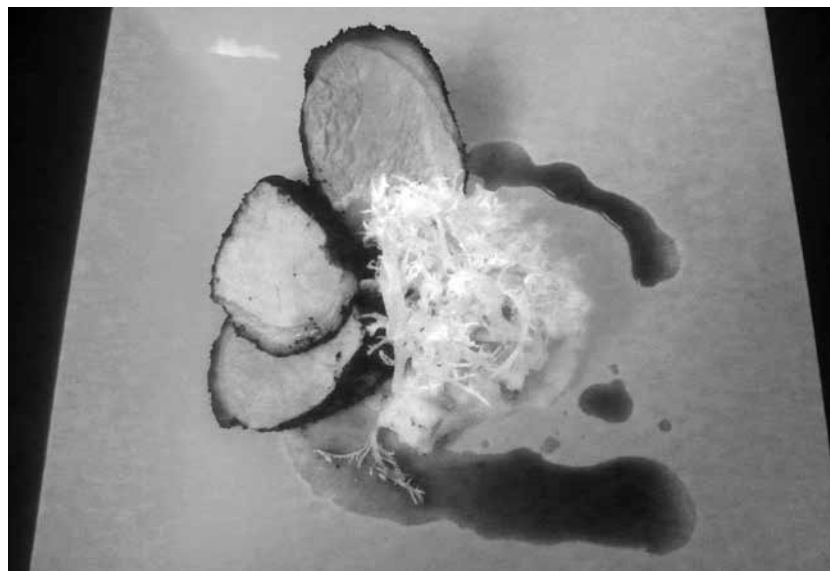
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## MESQUITE GRILLED MELON WITH PORT WINE & LAVENDER

The next time you are grilling, try this simple recipe.

Peel & seed your favorite melons and pineapple and just simply grill them over smoky wood chips for about 5 minutes per side. If you don't normally use wood chips, you can pick up a bag at the grocery store and add them to your charcoal. When finished grilling, cut the melon and pineapple into bite size chunks and marinate in port wine and fresh lavender. Mix half a cup of brown sugar for every cup of wine used. Let sit overnight & enjoy!



## CAPPUCCINO CRUSTED PORK TENDERLOIN

- 1 Cup ground fair trade coffee
- 2oz Chipotle in adobo sauce pureed (add more if you like a little heat or omit if you don't)
- 1 Pork tenderloin, trimmed of any silver skin
- Kosher salt & fresh cracked pepper
- 2oz Olive oil
- 4oz White wine
- 4oz Whole butter (at room temp)

### For Prep:

Season the pork with salt and pepper and sear in a pan over medium high heat until golden brown (about 1-2 minutes per side). Remove the pork and place on a plate to cool. Deglaze the pan with the wine and save any excess juice. In another sauté pan, over medium heat, toss and slightly toast the coffee to release its flavor for about 2-3 minutes. Do NOT use oil. Allow the coffee to cool - if you leave it in the pan to cool, keep tossing it so that it does not burn. When cool, mix the ground chipotle in the coffee to make a rub. Rub the mixture on the pork and coat well. The longer you let the pork sit with the rub, the better it will be - 2 days is great!

### For Service:

Preheat a sauté pan over medium high heat, add 1 oz olive oil, and sear the coated pork even on all sides. Place in a preheated 400 degree oven for about 5-10 minutes (135 degree internal temp). Remove from the pan and let rest on a plate for 10 minutes before slicing. Deglaze the pan with 2 oz wine and add the drippings from the prep and whole butter and strain. Serve with mashed sweet potatoes. Try the white fleshed ones and add Absolute vanilla vodka for a little added fun!

# President's Column

I can't believe that half of the MPI fiscal year is already done. Now that the holiday season has come to a close and New Year's resolutions have been made, everyone is pressing ahead to making the best of 2013. Our teams have been working really hard to provide members with a great experience at chapter programs this year. What drives us is that our chapter strives to build upon our past by improving our education, and staying on top of the trends in the industry to provide you with a better value for your membership.

This year will present exciting opportunities in the area of education. John Chen and Michael Hahn will start off our year this January and February. This also marks the time for our supplier showcase, which is featured in this issue! We love our suppliers, and what a better way to show our appreciation of them than to dedicate a whole issue of the Agenda to them.

In addition, we also have an exciting line-up for our annual March "Madness" Chapter Fundraiser and April Education Day. Join us as Ross Bernstein discusses the Champion's Code, and technology guru Corbin Ball ushers us into spring. I encourage you to attend one of the upcoming chapter events. Not only will the education that you will receive elevate what you do as a meeting professional, but the networking opportunities that you will receive are priceless. There are countless testimonies of individuals who have come to chapter events and have left with more confidence, more knowledge, and a new "strut" in their step – just because of their experience. If you haven't attended a meeting before, I encourage you to reach out to our membership team to let us know of your plans. We always enjoy the opportunity to roll out the red carpet for you.

This year, I want to ask you to make a commitment to your professional development as a meeting professional. Commit to coming to chapter meetings, network with colleagues, or help meeting professionals with your expert knowledge. Our chapter needs you, your

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*What drives us is that our chapter strives to build upon our past by improving our education, and staying on top of the trends in the industry to provide you with a better value for your membership.*

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involvement, and your collaboration to continue to make our chapter succeed. So as you look at your list of commitments for this year, have MPI be one of the resolutions that you keep.

With that said, if you want to get renewed, refreshed, and prepared for what the year is going to bring you, come to the next chapter meeting. Get your year started off on the right track. You will be happy that you did.

Cheers! Here's to a New Year!



*Naomi*

Naomi Tucker, CMP  
President, MPI Wisconsin Chapter

# Appointment Based Tradeshows: EXPLAINED

By: Alison Huber, CMP

I would bet all of us have attended a traditional tradeshow during our time in the industry. For those that haven't (or those that have chosen to block it from your memory), please allow me to set the scene.

Picture it from the typical supplier perspective. Hours upon hours of standing in your 10-foot by 10-foot booth; hoping that you can get a few of the attendees to respond to your tired smile and warm greeting as they walk by looking anywhere but at you; counting the number of giveaways you have left and wondering how many you will have to ship or hand-carry back with you; optimistic that you will get ONE good lead from the 3,000+ attendees; and seeing dollar signs as you look at your \$400 piece of carpet, \$25 cardboard wastepaper basket and the registration, travel, and lodging expenses of your trip.

Now let's take a look through the planner's eyes. You enter the massive exhibit hall intending to start on one end and walk each aisle and see which suppliers are available and who you want to talk to. You start walking in your newest cute shoes and stop by those intriguing vendors. Three rows later, you walk quickly with your eyes cast down or scrolling through your smartphone just so you don't get stopped by a smiling booth person. You quickly make your way to the exit to find a comfortable chair, a refreshing beverage, and hopefully free Wi-Fi to get a bit of work done.

Both of the above perspectives keep a planner up at night (trust me, I speak from experience here!). Costs for exhibitors continue to skyrocket. Attendance on the show floor continues to plummet. Of course the economy and budget con-



straints are also factors. And then, the appointment-based tradeshow format got legs and we started seeing them everywhere. From our experience at the Wisconsin Dells Visitor and Convention Bureau, a majority of shows have some sort of appointment element, even if they are not solely appointment-based.

## ***What does an appointment-based tradeshow look like?***

Of course there are always variations, but here are the basic components:

- **SOFTWARE** – There are a multitude of options available as you can expect. The software is used to match planners and suppliers. Typically all participants must complete a profile about their event or destination/property. Then there is a time period where appointment requests can be made. In some cases, you set the time for the appointment when you are requesting it. In other cases, you request an organization and the show host will go through and match the requests and schedule appointments.
- **FLOOR LAYOUT** – Again, variety is available here. The traditional tradeshow layout of 10-foot x 10-foot booths still exists. Sometimes it is the planner (or rights holder, in the sports event world) in the booth, other times it is the supplier set-up with a table and chairs waiting for the planner to stop by for the appointment. Other smaller shows will have a small room where either the planner or supplier sits at a small cocktail round and the other side moves from appointment to appointment. Be aware that the rules vary on what promotional things you can have in your booth (signs, table covers, giveaways, etc.).
- **APPOINTMENT DURATION** – The time available for your appointments varies from 6 minutes to 15 minutes. At some shows, they offer a 'mating session' to set-up additional appointments with anyone you were not scheduled with.

I contacted two people that I have met through appointment-based tradeshows



for their feedback. Rich Janor is President of Game Day USA and based out of Naperville, Illinois. Game Day hosts a variety of sporting events throughout the Midwest. Julie Navarro is Senior Project Manager for MVP Meetings, a third-party planning firm with offices in Seattle, Washington and both Colorado Springs and Denver, Colorado.

Here is what they had to say:

***From the planner/event organizer point of view, what are the benefits of an appointment-based trade show vs. the traditional tradeshow?***

**Julie:** The appointment-based tradeshow works to the benefit of both the meeting planner and the supplier in that each has the benefit of the other's undivided attention for the timeframe of the appointment. As opposed to the traditional tradeshow, the appointment-based allows for very personal 1:1 time when the supplier can highlight their property/services in a more relaxed, comfortable manner, not competing with the other suppliers vying for attention. As opposed to trying to juggle notepad, pen and various giveaways, the planner can sit, enjoy a beverage or snack and have a more individualized discussion with the supplier. Additionally, the supplier has a very specific/limited amount of time to discuss their property/product and must strategically capitalize on the specific uniqueness of their product/property so that the planner walks away with the highlights. I liken it to providing a bulleted approach as opposed to a long narrative!

**Rich:** The only tradeshow that I attend now are appointment-based shows. Having guaranteed appointments with specific destinations makes the cost of travel and time away justifiable and worthwhile. The specific tradeshow that cover travel and lodging expenses for event organizers are especially attractive.

***Are there any drawbacks from your perspective?***

**Julie:** My experience with the appointment-based tradeshow has always been very positive.

**Rich:** The only drawback is occasionally having to sit through appointments that are not a good match for whatever reason. Even in those situations, I always try to learn something new and share something that might be beneficial to the other party.

***Each organization sets the show up a bit differently. Tell us what the perfect event would look like to you. (length of appointment; who sits, who moves; etc.)***

**Julie:** Fifteen minutes with the planner moving, two to three minutes in between appointments. I like to be able to move around; it keeps my mind active especially when trying to absorb all the information provided by the suppliers.

**Rich:** I prefer having a booth and being able to set up a "mobile office" at the tradeshow. This helps me stay organized, promote my brand, and be easily accessible to anyone that might want to stop by. Ten-minute appointments with a few minutes in between seem about right.

***Any additional thoughts to share?***

**Julie:** I would take the appointment-based tradeshow over the traditional – easier to keep folks on task and decreases planners "sneaking" off (I have been guilty of that myself on occasion!!!)

I agree with Julie and Rich from the supplier side of the coin. More face-time with buyers that are interested in your destination or product has been the best benefit so far. While each tradeshow format certainly has its place in the market, my bet is we will see the appointment-based element becoming more and more visible. 🌐



*Bio: Alison Huber, CMP is the Sales Manager for the Wisconsin Dells Visitor and Convention Bureau and the 2012-2013 MPI-WI President-Elect. She can be reached at [alison@wisdells.com](mailto:alison@wisdells.com).*



# Suppliers:

## How to take the next step in your career

*By Carmen Smalley, CMP*

*John F. Kennedy was quoted by saying, "Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource." This holds true for the hospitality and meetings industry. The more we learn, the better and stronger the meeting and hospitality industry will become. With the slow growth of the economy, perhaps you are considering gaining additional knowledge, obtaining a certification, or completing a degree in either the hospitality or meeting field. Although I would highly recommend pursuing the CMP first, there are many other certificates and degrees available to suppliers in both the meetings and hospitality fields.*

Recently, while working on the 2013 budget for my organization, I did research on various educational opportunities to determine what would be the most beneficial for my organization. The first website I visited for my research was the American Hotel and Lodging Educational Institute website. The American Hotel and Lodging Educational Institute supports and encourages the certification of hospitality professionals in all facets of the industry including hotels, food and beverage, trainers, hospitality educators, hotel supplies, and spas. To become certified in any of these facets the applicant must meet the knowledge requirements, experience requirements, and complete a certification examination. Some of the certifications at the executive level include Certified Hotel Administrator (CHA), Certified Hospitality Housekeeping Executive (CHHE), Certified Hospitality Revenue Management (CHRM), Certified Hospitality Sales Professional (CHSP), certified hospitality supervisor (CHS), and Certified Hospitality Educator (CHE).

The American Hotel and Lodging Educational Institute offers a certification specifically for hotel sales managers called the Certified Hospitality Sales Professional (CHSP). This designation provides recognition for effective marketing and revenue management skills and is recognized worldwide. In order to be eligible for this certification the candidate

must have at least a two-year degree or have completed five courses from the American Hotel & Lodging Education Institute from their Marketing and Sales Management specialization and must have at least six months of full-time experience in one or more hospitality positions. A candidate can also qualify with one year of full-time experience or through early entry by applying at the same time the candidate is starting their full-time position. The exam includes testing in areas of marketing, business and leisure travel, meeting planning, sales, reservations, and revenue management. This designation is similar to obtaining the CMP and can be used on letterhead, business cards, and other writing publications. Individuals with this certification can be recertified every five years by tracking industry experience and activities.

In 2010 the Hospitality Sales and Marketing Association International (HSMAI) rolled out a new Certified Hospitality Sales Executive Certification (CHSE). This certification is for individuals responsible for sales in hotels, restaurants, destination management companies, venues, or attractions. Individuals receiving this certification demonstrate knowledge and skills in uncovering new prospects, written skills for customized pitches, strategic thinking, and effective questioning skills. Requirements for this certification, along with the Certified Hospitality Marketing Executive (CHME) and the

Certified Hospitality Digital Marketer (CHDM) can be found on the HSMIAI website.

In order to take the exam, HSMIAI requires candidates to complete a three-page application demonstrating various skills. Candidates must obtain a minimum of 70 points from various degrees, experience, and participation; endorsements or recommendations from three clients; and a letter from the candidate's current employer. The 70 points are acquired through degrees, sales skills knowledge, leadership volunteer service, college coursework, life learning, and hospitality related certifications such as the CMP.

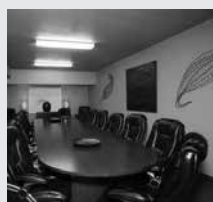
If you are looking to obtain a certificate, or possibly pursuing an associate degree, many technical colleges here in Wisconsin offer various certificates and degrees to increase your knowledge of both the hospitality and meetings industry. Gateway Technical College located in Kenosha offers a Hotel/Hospitality Management Associate Degree and as well as a Hospitality Leadership Certificate. Northwest Technical College located in the Green Bay area offers both a certificate and an Associate Degree in Hotel and Restaurant Management. Waukesha County Technical College (WCTC) offers an Associate Degree in Hotel and Restaurant Management and a certificate in Meeting and Event Planning. Similar to WCTC, Fox Valley Technical College offers an Associate Degree in Hotel and Restaurant Management as well as a certificate for Event Planning. Madison College offers Associate Degrees in Hotel and Restaurant Management and Meeting and Event Management. Madison College also offers certificates in Event Marketing and Meeting and Event Management for the Administrative Professional. If you are looking for a focus on sales, Madison College also offers a Sales Academy certificate as well. Many other technical and community colleges in Wisconsin offer similar programs and certificates and some of them offer classes both in person and online.

If you are looking for an advanced degree, there are several colleges that have Bachelor's, Master's, and PhD programs, both in person and online. The University of Wisconsin – Stout is well known for their Bachelor's program in Hotel and Restaurant management. The Cornell School of Hotel Administration has both Bachelor's and Master's programs in Hospitality. Purdue University and Cornell University both offer a PhD in Hospitality and Tourism Management.

There are many educational opportunities through schools here in Wisconsin. When selecting which certificate, certification, or degree to pursue, it is important to determine what your educational and career goals are. 🌐

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Meeting rooms: 18; Sleeping rooms: 352; F&B: Yes  
Contemporary guest rooms with updated amenities  
& over 30,000 sq. ft. of flexible meeting space.



## PEWAUKEE



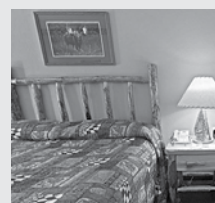
### Country Springs Hotel, Water Park & Conference Center

2810 Golf Rd, Pewaukee, WI  
262/547-0201 | countryspringshotel.com  
Meeting rooms: 10; Sleeping rooms: 187; F&B: Yes  
187 guest rooms, 40,000 square feet meeting and banquet space, 45,000 square foot indoor water park.

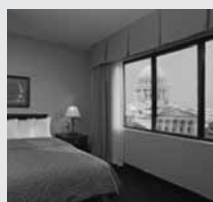
## WISCONSIN DELLS

### Great Wolf Lodge

1400 Great Wolf Dr, Wisconsin Dells, WI  
608/253-2222 | greatwolf.com  
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We provide spacious meeting rooms, customized menus or catering packages and A/V equipment.



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# October Education Humor & Learning

*By Jill Schroeder*

The Wisconsin Chapter started the fall off right in the beautiful city of Janesville, WI. With the Rotary Botanical Gardens as the setting for October Education, nearly 60 participants spent the day learning from speaker and humorist Todd Hunt. Todd's sense of humor had attendees laughing throughout the afternoon while learning some key elements of speaker selection. New members and guests were also welcomed at the New Member Orientation.

The event concluded with a tour of Janesville's unique meeting spaces including the Helen Jeffris Wood Museum and the Janesville Performing Arts Center. The group finished the day as it began - with laughter - at Comedy Night at The Armory.

Special thanks to the October Team and to the wonderful sponsors who made the day possible. 🌐



Special thanks: Dave LaHoye of LaHoye Photography



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# November Education Recap

By Brenda Toler



The 2012 November Education event themed “It’s a Jungle Out There,” sharpened attendees’ meeting survival skills at the Kalahari in the Wisconsin Dells. More than 160 meeting professionals attended with over 50% of them being planners.

Our journey started Wednesday evening at the reception where exhibitors and meeting planners enjoyed conversation, beverages, and a bountiful feast of appetizers including both a mashed potato bar and bruschetta bar.

The next morning, the safari started off with Naomi Tucker, CMP, and President of MPI-WI Chapter, welcoming everyone and saying a few words before we began. Tom Diehl from the Tommy Bartlett Show & Exploratory shared some interesting facts about the Dells followed by the Keynote Flashpoint. This new style for the keynote session allowed each speaker to get up and tease the audience with an insight of what would be covered in their breakout session, sharing just enough to make attendees thirst for more!

Our lunch oasis was a large room filled with tables decorated with fresh floral arrangements and leopard draping surrounded by elephants, giraffes, and other wild animal statues. The Kalahari Resort chef kept the theme going with a tasty African chicken meal. Dawn Zaroni from the Department of Tourism was the guide during lunch providing the group with some fascinating facts about Wisconsin Tourism. She shared facts about what Governor Walker has done for Wisconsin tourism so far and what is on the agenda to keep the momentum growing. Visit the new tourism website: [www.MeetInWisconsin.com](http://www.MeetInWisconsin.com)

Following the delicious lunch, meeting professionals were able to experience the exhibits and partake in the mouth-watering chocolate fountain bar and dessert tables spread throughout the exhibit hall. The exhibitors provided information and shared ideas of what their companies can do to help planners with their events. Sponsors included Event Essentials, Kalahari Resorts & Conventions Wisconsin Dells, OfficeMax and 3Tree. Thank you to our sponsors and exhibitors who helped make this event a success!

Excitement broke out when Lion Tamer Mark Schoebel from the Kalahari Resorts brought in two young tiger cubs, a baby kangaroo, and a cockatoo. The lines grew to pet and see these cute, adorable wild animals.



As the end of the safari drew near, the raffle winners were announced. A thank you goes out to the Kalahari Resorts, Holiday Inn, Hyatt Place-Madison, North Central Group, Lake Lawn Resort, Wisconsin Restaurant Association, Chula Vista Resort, San Mateo Silicon Valley CVB, Ghidorzi Hotel Group, and A-Z Event Essentials for providing the wonderful raffle prizes. Congratulations to all the winners!

A special thank you goes to the staff of the Kalahari Resorts, especially General Manager John Chastan, who made himself visible throughout the event personally making sure everyone was happy and enjoying themselves. The customer service, accommodations, and food were impeccable. All of this contributed to making the 2012 November Education event a success. If you are interested in holding your event at the Kalahari Resorts in the Wisconsin Dells, contact Joey Greeno at [jgreeno@kalahariresorts.com](mailto:jgreeno@kalahariresorts.com).

Thank you to all of the speakers who shared their expertise at the November Education event. We were all able







to take away needed survival skills as we trench through the jungle to create new ideas and ways to communicate with our clients and make their events as exciting as possible. Here is a list of speakers and how to reach them for more information:

**DEBORAH GARDNER, CMP**

Naked Negotiating  
[nocompetitionselling.com](http://nocompetitionselling.com)

**JESSICA LEVIN, MBA, CMP, CAE**

Advanced Social Networking  
[sevendegreescommunications.com](http://sevendegreescommunications.com)

**ANN KERIAN**

Overcoming Overload  
<http://www.annkerian.com/>

**MIDORI CONNOLLY**

A/V Survival Skills  
[sevendegreescommunications.com](http://sevendegreescommunications.com)

**JENNIFER MELL, CMP**

The Knowledge Connection  
[jennifer.mell@kohls.com](mailto:jennifer.mell@kohls.com)

**JILL SCHROEDER**

The Knowledge Connection  
[press@midwesthorsefair.com](mailto:press@midwesthorsefair.com)



Be sure to mark your calendars for the January Education event which will be on January 10, 2013, at the Madison Concourse Hotel. Digital Team Building Expert John Chen will share with us an experiential program called "OpTEAMize - Getting More From Your Team." The first 120 people to register will receive a free autographed copy of his new Wiley book, "50 Digital Team Building Games." For more information and to sign up for the event, visit <http://www.mpiwi.org/2013-January>.

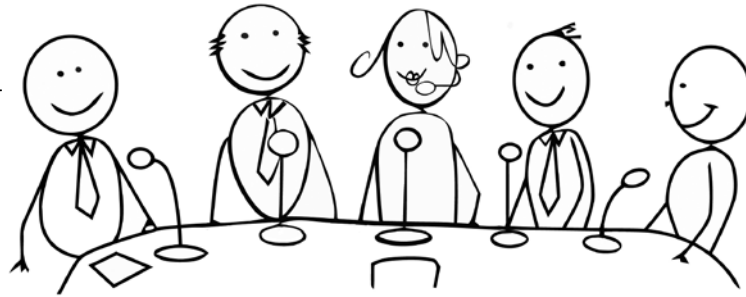
Special thanks: Dave LaHoye of LaHoye Photography

# Moderator Tips

By Carmen Smalley, CMP, Vice President of Education, MPI-WI Chapter

The education team has been working hard creating a tremendous education program line up for the 2012 - 2013 year.

The team is looking to add some panel discussions from our MPI-WI Chapter membership which has a plethora of meeting professional knowledge we'll tap into for upcoming educational sessions. Education panels in the past lacked formal direction to moderators or panel members. From the research I have completed and my past experience serving on a panel, I have put together some tips and guidelines; a two part article for future moderators or panel members. This issue includes the first of the series, Moderator Tips; the second will be included in the next issue of the *Agenda*.



The moderator's job is just as important as the panel members' discussion. The moderator sets the tone of the discussion, keeps the conversation flowing, and monitors the time. Overall, the moderator's job is to be the voice of the audience, moving the panel along and ask questions in order to probe beneath the surface for compelling comments or information. It is important for the moderator to do their homework in order for the panel to be a success. They must master the art of interviewing. Below are some tips and guidelines for being a successful moderator.

1. Like any good speaker, the moderator needs to know their audience. It is important for the moderator to research the audience and organization. They need to know what the audience's key interests, needs, and concerns are. It is also important as a moderator to know what has attracted the audience to the panel discussion and what they are hoping to learn from the discussion. Knowing the audience will allow the moderator to properly prepare the discussion and be able to keep the discussion relevant to the audience.
2. Prepare ahead of time by establishing ground rules for the panelists. Make sure to correctly introduce each panelist by verifying pronunciation of each name and title. It is important as a moderator to be up to speed on the latest industry information. The moderator can do research online or use social media to get all the latest news and information.

3. If you as the moderator are in charge of selecting panel members, it is important to select panel members that have a wide variety of interests, passion for the topic, and different backgrounds. Finding

the right mix of expertise, ability to express opinion, and divergent points of view is pertinent to the success of the panel. For example, when MPI selects panel members for an educational session, the education team tries to select experts from all facets of the meeting industry such as meeting planners, suppliers, 3<sup>rd</sup> party vendors, and others. If the moderator does not get to select the panel members it is important for the moderator to understand why these panel members have been selected. The moderator should learn as much as they can why these particular panel members were selected by researching them, reading articles they have written, and perhaps what experience they bring to the discussion. LinkedIn is a great resource to learn more about the chosen panel members.

4. Prepare questions ahead of time to share with the panel members. Open-ended questions should be selected in order to keep the discussion going. If the moderator properly researched the audience, then these questions should answer or provide the information the audience is looking for. The questions should be both specific to each panelist's individual interest or expertise and also represent the interest of the audience. The moderator should also have one or two questions prepared that the panelists haven't heard in advance. This will help to keep the panelists from sounding too rehearsed. The moderator can always hold these questions until the end, allowing enough time for conversation.
5. Rehearse with the panel members if at all possible. If you are not able to rehearse with them in person try either a video conference or phone conference. Rehearsing prior to the actual panel will allow the panelists to get to know each other and allow the moderator to observe how their personalities mix with one another. This is also a great time to review the room logistics, questions you will be asking, and provide some ground rules for the panelist. Ask the panel members to arrive early



the day of the session to ensure everyone is prepared and to provide yourself time if someone does not show up.

6. Arrive early to ensure the room is set-up correctly, check that all audio visual equipment is working, and ensure all panel members have arrived. Make sure to have cell phone numbers of your panel members and vice versa if you or the panel members have any delays in getting to the meeting. If at all possible, request soft seating for the audience such as sofas, lounge chairs, or rounds tables to create the environment that the audience is part of the conversation. The more participants you have contributing to the subject the more your audience will learn. However, keep in mind it is the moderator's job to keep the conversation flowing. When attendees enter the meeting room, encourage them to fill up the front seats closest to the panel so that there is not a large divide between the panel members and the audience. When setting up the panel members, have them on a small stage so that the audience in the back is able to see them and panel members' voices can project. Have the panel in a casual setting as well such as lounge chairs, stools, or a sofa instead of hiding them behind a long draped table. Make sure that the chairs are facing the audience but angled enough to face each other to create an open conversation. This will allow the moderator and the audience to read body language of the panel members. Remember to have a small table on stage for panel members to have water or drinks.
7. The moderator should introduce each of the panel members to the audience even if information has already been provided in a program. Have the panelists send you their information ahead of time so that you can review them. Make sure that the introductions are enough to demonstrate to the audience that these are the experts, but not too long that it sounds like you are reading their biography. After the introductions, state the purpose or objective of the discussion panel, provide the format to the audience and let the audience know when there will be time to ask questions.
8. During the discussion, the moderator should listen carefully and take notes to ask panel members to elaborate or ask follow up questions. Make sure you are also reading the audience to make sure the discussion is going in the right direction and prompt panelists to tell "the story behind the story". Also keep an eye on the time, as it is important that all panel members get a chance to speak or comment.
9. Allow the panel members to ask questions from each other to provide more of a discussion than a question

and answering session. If the moderator is asking all the questions and the panel members are just answering them, it does not provide a good discussion platform. Also, make sure to allow questions from the audience either by collecting questions ahead of time (social media is a good way to do this) or making sure there is a microphone available for the audience to ask questions either during or after the discussion.

10. If social media has been incorporated into the discussion, make sure you are monitoring what is being said online. Create a Twitter account or another form of social media for the audience to use before and/or during the panel discussion. This is an opportunity for audience members to talk with each other or with the panel members. This is a great way to get questions from the audience members and to engage them.
11. Try to avoid using power point; it disrupts the flow of conversation. If one of the panel members has information to share with the audience encourage them to bring a hand out and place it on the tables ahead of time. You may also choose to have panel members provide their contact information to the audience.
12. Make sure to incorporate time to obtain questions from the audience. If the audience is not able to ask questions it sends the message that the audience should be a passive listener rather than an active participant. In moving into the question and answer portion make sure to have a few back up questions that are created ahead of time or created during the discussion in case the audience does not come up with any.
13. When wrapping up the discussion or moving into the question and answer session, sum up what the panel members have said by providing conclusions, even if panelists did not agree on everything or shared different perspectives regarding the topic. Make sure to thank the panelists for their participation and show appreciation with audience applause. A great way to close the session is for the moderator to ask each panelist to provide a piece of general advice to the audience.

The education team will be sharing these tips and guidelines to our members that will be serving as our panel moderators and meeting planners can share these same tips and guidelines with the moderators that they choose for their education programs as well.

Look for my tips and guidelines on being panel members in the next *Agenda* newsletter. 🌐





# Get to Know the MPI Foundation

By: Alison Huber, CMP

Often, we see an email from the MPI Foundation or hear about something the Foundation has recently published. If you are like me, you take a quick glance and move on to the next message.

I have learned so much

about the MPI Foundation from my recent board roles for the Chapter, and I would like to share some of these things with all of you.

- The MPI Foundation is the fundraising arm of MPI. It supports the vision and mission of MPI International by funding both global and local initiatives.
- The MPI Foundation raises funds and then re-invests those funds into the meetings and events industry. The focus is on these key elements of the industry:
  - Business Value of Meetings
  - Corporate Social Responsibility
  - Future of Meetings
  - Strategic Meetings Management
- The MPI Foundation supports you and the local chapters in a number of ways, including:
  - **Chapter Grants** – The MPI-Wisconsin Chapter has benefitted from the Chapter Grant program to help us bring top-notch education and speakers to chapter programs. The Midwest Regional Conferences that were held in conjunction with the MPI-Minnesota Chapter were possible because of this program.
  - **Individual Scholarships** – There are many options for individual scholarships. Check out [www.mpiweb.org/MPIF/Scholarships](http://www.mpiweb.org/MPIF/Scholarships) for all the details. Some highlights include:
    - New Membership scholarships
    - CMM Program scholarships
    - First time conference attendance at WEC or IMEX America
    - Traditional scholarships for college-related expenses, general leadership education, or MPI Programs education

- **Support for the following research available to all MPI members:**
  - The Value of CSR
  - The Business Value of Meetings Toolkit
  - Future of Meetings research
  - Hybrid Meetings Toolkit
  - How-To Guide for Virtual Events and Meetings

## A BIG THANK YOU to our AMAZING MPI-Wisconsin Members

Two small events were held at November's Fall Education Day and Tradeshow. Thanks to the generosity of all in attendance, we raised nearly \$300 for the MPI Foundation. Watch for more exciting events in early 2013 to help reach our goal of \$1,500 this year.

There are many times that I forget about the value of organizations like the MPI Foundation. I find it easy to be grateful for the information provided, but forget to thank those that brought us the information, usually at little or no cost.

So, at times like this, I like to ask how I can help the MPI Foundation. Just a few ways I know of include donating when I renew my membership annually, donating when I register for my monthly Wisconsin Chapter events, and supporting the fundraising efforts of the Chapter.

I ask that you take some time to find out just a little bit about the MPI Foundation. There is a lot of information available at [www.mpiweb.org/MPIF](http://www.mpiweb.org/MPIF) or drop me a line. I would love to share what I know or hear from you on other ways we can all work together to support this important part of our MPI world. 🌐



### BIO

*Alison Huber, CMP is the MPI-Wisconsin Chapter President-Elect and Sales Manager for the Wisconsin Dells Visitor & Convention Bureau. You can reach her at [alison@wisdells.com](mailto:alison@wisdells.com).*

# Better on the Big Screen:



The 2012 MPI-Wisconsin Gala was a big event, and not just for the stars being honored that night. For the first time, MPI-WI utilized an ultra-wide screen for the presentations, providing a giant palette for the show. The screen, measuring 36-feet by 12-feet, dominated the room and allowed the graphics to really pop for the audience.

The large image was made possible by “blending” the outputs of three projectors. In essence, the three projections overlapped each other on the edges, as a computer controlled the strength of the projection in this “blended” area to create a seamless image. The result was a single, wide picture.

Ultra-wide projection is quickly becoming a standard look for many shows across the country. Many size options are now available, with the right size dependent on ceiling height, room dimensions, and audience size.

While all ratios are certainly possible, a 3-to-1 screen ratio is often prevalent – 30-feet by 10-feet, 36-feet by 12-feet, 60-feet by 20-feet, etc. This ratio often means that PowerPoint or video content will play over a background graphic or animation to fill the screen. The massive size of these screens allows for multiple content streams to be displayed at the same time – multiple videos, I-Mag, PowerPoint, and more can be shown simultaneously to dazzle your audience.

Ultra-wide screens are often positioned behind or above the stage, allowing the additional benefit of keeping the audience's focus on one plane, rather than having to shift their eyes from the stage to a screen set up next to the stage. Because of this positioning behind the stage, rear projection is preferred for these large presentations.

Having the screen behind the stage often eliminates the need for set pieces, as the giant screen becomes the “set” or background for speakers or live entertainment. The advantage, of course, is the ability to change this “set” as desired by simply changing the background graphics.

Bigger isn't always better, but for MPI-Wisconsin's big night, ultra-wide was the perfect fit! 🌐

## COMMUNITY OUTREACH

### House of Mercy Community Outreach Project

*By Justine Alexander  
Corporate Sales Manager  
The Madison Concourse Hotel*



*At the October MPI meeting we did a drive for items that the House of Mercy Homeless Shelter, in Janesville, Wisconsin, was in need of.*

*MPI members were very generous and brought in all kind of items including mattress pads, bath and beauty products, cleaning supplies, paper products, batteries, cupcakes, and much more! Thanks to Holiday Inn Express we were even able to bring each resident a bag of candy from our candy bar break that we had at the meeting. I left the meeting with a car full of items, about six garbage bags total! The shelter is located just minutes from the Rotary Botanical Gardens, where our meeting was held at. When we arrived with the donated items, the folks at the shelter were very grateful and appreciative. Our donations helped the people that are staying in the homeless shelter feel cared for and provided them with peace of mind that their day to day needs were taken care of.*

*Thank you all again for your generosity and for helping to make a difference in the communities that we live and work!*



## MPI-WI HELPS THE HOPE HOUSE

*By Jen Ferree*

The November MPI meeting at the Kalahari in the Wisconsin Dells brought many delights to the Hope House of Central Wisconsin in Baraboo. The Hope House relies on the community for donations to help individuals affected by domestic violence. We're proud to say our MPI members were very generous in donating many household supplies such as paper towels, laundry detergent, toilet paper, toothpaste, cleaners, bathrobes, soap, body wash, and so much more. We had a whole trunk-load of items to deliver! The Hope House was extremely grateful for the kind offerings and expressed their gratitude for the people that these items will directly help. They also mentioned how much a single hairbrush would make such a difference...the little items we all may take for granted.

Thank you again for your generosity during the holiday season and for supporting our community!



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# New Members

Please help us welcome our new members!

**LAURA BOOMSMA**

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**ERIN WOOD**

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ewood3@madisoncollege.edu

## IN THE NEWS

**Tom Graybill** was recently promoted to Vice President, Sales at Tri-Marq Communications.

**Carmen Smalley, CMP** and her husband **Jesse Sherman**, welcomed a baby boy, Laydon, on Friday, November 17th, weighing 7 pounds, 8 ounces.

**Alexandra Harjung** gave birth to a baby boy, Timothy Johnathan Alexander Harjung, weighing 6 pounds, three ounces on November 5th.

In the September issue of *InBusiness Magazine*, **Carmen Smalley, CMP**, **Janet Sperstad, CMP**, and **Cindy Foley, CMP** were all quoted in an article entitled "Hospitality on Steroids?"

**Jill Schroeder** recently got engaged! Her fiancé, **Geovany Mendoza**, proposed during a trip to Las Vegas.

Congratulations to **Reggie Driscoll** from the State Bar of Wisconsin. He recently received his CMP!

# Student Profile: Erin Wood

**Place of Employment:**

UW Madison and Madison College

**Job Title:**

Suites Services and Concessions Manager

**What drew you to the meetings industry?**

I have always been the coordinator in my family and I really enjoy planning all the logistics of events, trips and vacations. My background in interior design, desire to meet new people, and ability to provide solutions has led me on a path towards event management. I hope to work in the areas of special events or athletics.

**Tell us about your college program:**

I am just now wrapping up my first semester at Madison College and so far, I have enjoyed each class. The projects and assignments relate to current industry trends, which has been very intriguing. Our Fundamentals of Meeting Management class has taken several facility tours, which has been helpful with networking and career exploration.

**Teams or projects that you have worked on for MPI or would like to be involved with:**

I would be very interested in helping plan next years' Education Day and Golf Outing events. I have previously assisted with similar events for IIDA WI (International Interior Design Association) and really enjoyed it.

**Tell us about your family:**

I have over 30 first cousins on my Dad's side alone! My parents and extended family have always been very supportive of my athletics, travel, and education endeavors. I have one older brother, Cody, who is quite the grill master! He also introduced me to my fiancé Mark, so I have

to give him props for that! Most of my extended family lives within an hour of each other, except for a few cousins.

**Where were you born?**

I grew up in Sauk City which is just northwest of Madison, and I graduated from Sauk Prairie High School. Go Eagles!

**Where do you currently live?**

Mark and I live in Middleton with our cat Mrs. Bojangles. The location is great because we are each equal distance to our jobs and not far from family.

**Favorite Pastimes:** Baseball and Frank Sinatra are my two favorites. I was able to combine both obsessions a few years ago while on a trip to New York. I went to a game at the original Yankee Stadium before it was torn down and I also toured Sinatra's home town of Hoboken, New Jersey. What an epic trip!

**Favorite Musical Group:**

I listen to everything, but some favorites are Frank Sinatra (or Francis as I call him), Lynyrd Skynyrd, Bob Seger, Bruce Springsteen, and Hank Williams Jr.

**Person you admire most and why:**

I would have to say my Uncle Marty. He was hit by a drunk driver several years back and though he still lives in pain, he is always there for his family and stays positive.

**Dream Vacation:**

I would love to see Ireland and Wales since my family has roots there. I would also love to take a train down the California coast and hit wine country, San Francisco, L.A., the beaches of San Diego, and all the Major League Baseball stadiums in-between.

**If I won the lottery I would:**

Pay off my student loans from my Bachelor's Degree in Interior Design and volunteer while traveling with the Red Cross or another disaster relief organization.

**Words to live by:**

My parents always say, 'life is too short to be unhappy' and that we each control our own lifestyle. I was taught to work hard for what I want and I always have. 🌍



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CHAPTER**



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Madison, WI 53718

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**email:** admin@mpiwi.org

**web:** www.mpiwi.org

# Datebook:

CALENDAR OF EVENTS

# 2013



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global meeting + event community

**JANUARY**

**10**

**JANUARY EDUCATION**

The Madison Concourse Hotel  
Madison

*OpTEAMize -- Getting More From Your  
Team by John Chen*

**FEBRUARY**

**07**

**FEBRUARY EDUCATION**

Sheraton Madison Hotel  
Madison

*From Logistics to Strategy: A Journey  
into the Mind of the Ultimate Decision  
Maker by Michael Hahn*

**MARCH**

**14**

**MARCH EDUCATION & FUNDRAISER**

Harley Davidson Museum  
Milwaukee

**15-16**

**CMP PREP DAYS**

Double Tree by Hilton  
Milwaukee

**APRIL**

**11**

**APRIL EDUCATION**

Great Wolf Lodge  
Wisconsin Dells

*Mobile Applications for Meetings &  
Tradeshows by Corbin Ball, CSP, CMP*