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MPI-WISCONSIN CHAPTER Agenda



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May
June
2014

VOL 36/NUM 3

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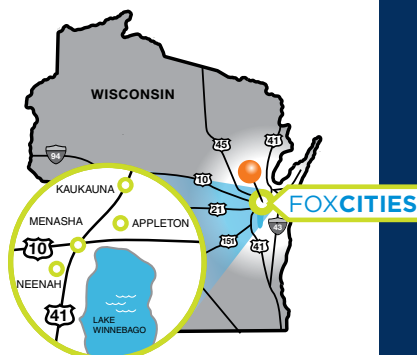


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MPI-WISCONSIN CHAPTER Agenda

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WISCONSIN CHAPTER

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EDITOR'S NOTE

Happy Spring!

I feel like this winter was the longest winter that we have had since I can remember and it feels good to know that we have at least 7 more months (hopefully!) until we have to deal with that again. On the verge of spring this year I had an experience that has changed the way that I look at the events industry and the impact that it can have on this world.

Back in March, I participated in Brian Gotter's Bowling 4 MACC event in Cedarburg, WI. This was an all-day bowling tournament where the proceeds benefited the MACC fund and childhood cancer. Seeing the enthusiasm and buzz around that place was unreal. The opening heartfelt words from a childhood cancer survivor, now a college graduate and Harley-Davidson employee, left everyone in the room in tears. What really put this event into perspective was when it was announced that the other honorary speaker that was scheduled to be at the event had passed away only five days prior and, on her death bed, she was worried about not being able to make this event.

It is events such as these that make me feel extremely lucky to be in the field that I am and have the opportunity to have such a profound impact on the world around us. While I did not have a direct hand in the execution of this event (although I will be considering it for next year), just being able to be there, participate in and see the love that filled up that room for those kids that are suffering was an experience in itself.

Being a corporate meeting and event planner, I sometimes feel that I am not making a difference in the world. However, being in the position to have a positive impact through volunteer events is an amazing feeling. I encourage all of you to find a way to make a difference in this field today, whether it is directly through your place of employment or through volunteering to lend a helping hand at an event on your own time.



'Never underestimate your ability to make someone else's life better – even if you never know it.' – Greg Louganis

Nicole

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{MADISON, WI}

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President's Column

WOW! That is the word that first comes to mind when I think back on this year and my term as your president.

As with every year and board experience, there have been times of great joy, fast approaching deadlines and learning moments. I can honestly say that I wouldn't trade my years of board service or this year as president for anything! Our MPI Wisconsin Chapter is amazing. We have one of the highest percentage rates among all chapters of volunteers. We continually rank in the top third in satisfaction. This is all because of our dedicated volunteers and board members. Thank you for continuing to give your time and talents to our chapter. It doesn't go unnoticed!

We kicked off the year with our relaxed and free Summer Socials in Madison, Milwaukee and Neenah. An out-of-this-world Awards Gala recognized our outstanding members and provided great memories in Middleton in September. October found us up north in Stevens Point learning about hot legal topics and a fun trip to the pumpkin patch. Milwaukee was our host for a wonderful Fall Education Day and Tradeshow, featuring one of our highest rated speakers of all time in Sam Richter. We wrapped up 2013 with another successful Bidding for Good auction.

As we turned the calendar to 2014, we found our way to Green Lake on a snowy January day and learned a new format to use in meetings. Madison played host to a wonderful February program and fun themed event and networking activity. In March, we welcomed our International Chairman and helped support our education programs with a grand fundraiser in Appleton. Hands on learning at April's event in Waukesha also recognized our extraordinary volunteers.

Throw in important initiatives for good measure like our Strategic Alliance Partnership Program, this very newsletter, CMP Prep Days, social media engagement, community outreach projects and so many more.

Just two of our largest events of the year remain. I hope you have the dates on your calendar and can attend at least one of them. LEAD Green is the theme for our Spring Education Day and Annual Meeting, May 14-15 at the Monona Terrace Community and Convention Center. Outstanding education and a caring community outreach project will highlight this annual event.

Join us for the Summer Getaway in Minocqua on June 12-13. Note the change to Thursday/Friday for the event. We hope you will schedule time with family and friends to enjoy the beauty that awaits us in the northwoods. Help us wrap up the year in a big way!

It's not too early to think of how you will support the chapter in the next year. Contact any of the current or future board members to sign-up for a volunteer activity. Either strengthen a skill you already have or go outside of your normal boundaries to challenge yourself. You will meet new people and grow both personally and professionally.

With many thanks and best wishes to all for the future,

Alison

Alison



Alison Huber, CMP
President, MPI
Wisconsin Chapter

THANK YOU!

To each and every volunteer, the amazing board of directors, our administrators and the staff at MDS Association Management, as well as the unbelievable support of our advertisers, raffle and silent auction donors, and Strategic Alliance Partners – THANK YOU. Your service, guidance, friendship and support this year has been amazing and I am thankful to have had this experience to serve as your president.

WHO WE ARE

By: Tracey Bockhop, CMP, MPI Wisconsin Chapter

Meeting & Events Program Administrator, American Family Insurance

“MPI provides a wealth of opportunities, including establishing business connections, something that I have really tried to take full advantage of.”

I have had a strong interest in the meeting and event industry dating back to high school. I was very active in planning meetings and events for my local FFA chapter. In fact, one of my first jobs was assisting in the planning of the local county fair. Once I completed my college education, I immediately started employment for Marriott as administrative assistant in the catering department.

I had the honor of being recognized as a “40 under 40” award recipient in *Connect* magazine in 2012. My nomination was submitted by a catering manager who felt that my efforts in planning our annual meetings with their establishment was worthy of recognition. To this day, I still find pride in the fact that I was recognized for this and humbled by the fact that it was through my peers in the industry.

I would thoroughly enjoy the opportunity to plan a major event such as corporate tent at the Super Bowl or being involved in the planning of the logistical aspects of the Olympics. Knowing that I was able to rise up to the challenge of being involved in the planning process of an internationally known event would truly be a great accomplishment!

While I was a catering manager, we did an offsite event for 3,500 people over the course of four days. All meals were served in a tent the size of four football fields. If that wasn't challenging enough, we were serving out of a makeshift kitchen. Because of the organization done ahead of time, the event went off very well.

It was through my employment as a catering manager that I first learned about MPI. I was so interested in all that it had to offer that I made a great personal decision to join. MPI provides a wealth of opportunities, including establishing business connections, something that I have really tried to take full advantage of. Currently, I am very involved in my chapter's CMP prep classes and really enjoy speaking with people who share my passion about the industry.

It's the challenges we cannot predict that we must still consider and plan for accordingly. This is something that both the supplier side and planner side have really done well in the past 10 years. Being flexible to sudden change—natural disasters, political unrest, etc.—is what we need to be great at. ▀

Tracey Bockhop, CMP

Meeting & Events Program Administrator

American Family Insurance

Photo by Lewis Photography



The 2014 WEC Chapter Challenge

When We Meet We Change the World

Purpose:

The 2014 World Education Congress (WEC) is destined to make a profound change in our industry and our members' careers. To help spread the word about WEC, MPI is challenging chapters with a fun and rewarding program that will help their members experience MPI's premier professional development and networking events. Research has shown that members who attend WEC are more likely to remain loyal to MPI.

Challenge:

The four chapters with the highest chapter membership registration percentage for attendance to WEC will win the Chapter Challenge and their choice of \$1,000 or three registrations to WEC 2015 or EMEC 2015. There will be one winner from each of these four geographic areas: Chapters within reasonable driving distance of Minneapolis—Chicago Area, Heartland and

Wisconsin (excluding the host city Chapter); Chapters in the U.S., Mexico and Brazil Chapters, Canadian Chapters, and European and Asian Chapters.

Rules:

The four winning chapters will be determined by having the highest chapter membership registration percentage for attendance to WEC based on those registered by July 18, 11:59 pm CDT. Chapter membership as of April 1 will be the baseline for calculating the percentage attendance for each chapter.

Winning chapters will be mentioned on the WEC 2014 website, inside *The Meeting Professional™ Daily* published during the event, and throughout onsite signage. Progress reports will be issued on a monthly basis. ▲

Thank you for your help and good luck!

WHO'S IN THE NEWS

Maria Peot, Event Manager for Wisconsin Institute of Discovery, was featured in the One on One section of *Wisconsin Meetings Magazine* and was the magazine's cover girl!

Jennifer Mell, CMP recently began her new job as a Senior Sales Manager with Gant Meetings.

Carmen Smalley, CMP is National Sales Manager at the Great Wolf Lodge. She is also teaching part-time at Milwaukee Area Technical College.

Cathy Cluff has returned as an MPI member and is the Sales Director at the Oshkosh Convention & Visitors Bureau.

Sherry Benzmillier, CMP accepted a new position at Weir Minerals North America as Executive Assistant to the Regional Managing Director and Regional Finance Director. Sherry will continue to plan meetings for the Executives at Weir Minerals along with other Regional meetings.

Mae Ibe, CMP was recently promoted to Manager, Conference & Tradeshow Division for Meetings & Incentives Worldwide, Inc.

Dana Ecker is now the Director of Convention Sales at the La Crosse Area Convention and Visitors Bureau.

Alexandra Harjung, CMP is now Leisure Group Sales & Convention Services Manager at the Wisconsin Dells Visitor & Convention Bureau.

The Radisson Hotel Madison recently won the "Hotel Renovation Award" at the annual Carlson & Residor Hotel Group Awards Gala.

The Monona Terrace Community and Convention Center was recently presented with the Governor's Tourism Service Excellent Award at the Wisconsin Governor's Conference on tourism. The award recognizes the Wisconsin business that has achieved significant success and growth by providing exceptional service to their customers and a strong, charitable involvement in their community.

Madison Magazine named the Best of Madison 2014 recently and **HotelRed, Hilton Madison Monona Terrace and The Madison Concourse Hotel** received gold, silver and bronze respectively in the Hotel category.

Meetings & Incentives was honored by Scott Walker in receiving the Governor's Trailblazer Award. The 2014 Governor's Trailblazer Awards for Women in Business recognizes women pioneers in the business community.

Hybrid Events

By: Erin Handel



Any organization that plans events knows that they are oftentimes a key revenue driver for associations and corporations. The last few years have been particularly challenging as revenues have dropped due to slashed travel budgets forcing former attendees to search for other, less expensive ways to stay apprised of relevant trends in the industry. How many conferences have you attended lately, looked around and thought, “This conference used to be twice as big.”? Event producers are thinking that too, and wondering if their former cash cow events will ever be the same given today’s economic realities.

Let’s face it, content is king at conferences and there will always be a need for education in our industry to keep up with changing regulations and new technology and to share ideas with colleagues. Organizations work hard at trying to find creative ways to reinvent their meetings: celebrity speakers, more content/sessions, expensive staging for general sessions, etc. While these are creative attempts to drive attendance, if attendees are not registering to see them, these initiatives may actually be costing more revenue than they are bringing in, shrinking already thin profit margins.

The need to reach beyond the obvious, beyond the norm, is critical to keep market share for events, increase attendance and introduce your company to a new audience. Organizations all over the world are considering more technology-driven solutions to reach these goals. One solution that is getting the attention of event producers is the hybrid event, which is simply defined as having a virtual element (such as live streaming of content) delivered to dual audiences – one physical, one virtual.

Meeting Professionals International (MPI) conducted research in 2012 that addressed the event industry’s experience and perception of hybrid events. The research showed that overall event producers are intrigued by hybrid events and agree that utilizing advanced event technology will be an important part of the industry. They are also confused as to where to get started, how to convince senior management to buy in and how hybrid events will affect their physical events in terms of both experience and revenue. In this article we’ll explore the key takeaways in the research and how event producers are reacting to hybrid events. These include overall perception of hybrid events, formats of hybrid events, technology and vendor selection, building a hybrid team, designing and preparing content, developing an engaging user experience, preparing and training speakers, cannibalization of face-to-face meetings, measurement and monetization and revenue models.

Overall Perception of Hybrid Events

Of the event producers surveyed, over 50% have never planned a hybrid event, and 25% have never even attended or seen one. Therefore, the general reaction is hybrid events have not yet gained critical mass. Although over 70% of respondents agreed

that hybrid events will be an important part of the events in the future, there is some fear and misconception still looming in the industry. Further, since most attendees partake in hybrid events due to a negative (time, cost, etc.), remote attendance is seen as less attractive than physical attendance, feeling more like a consolation prize than a truly valuable experience.

Since the majority of event producers have never planned or even seen a hybrid event, they are unaware of the advances in e-learning and technology that increase virtual learning effectiveness. This speaks to the feelings many event producers share because they cite technology as a major barrier to the success of a hybrid event.

Formats of Hybrid Events

62% of respondents believe that hybrid events are simply broadcasting to an online audience; however, hybrid events also include having a remote speaker broadcast to virtual attendees and connecting multiple sites to a single broadcast area (usually with internal/corporate meetings).

Over 50% of respondents feel that hybrid events leave a “legacy” - capturing the sessions either for future sale, awareness or as part of an additional sale to onsite attendees, which are good ways to keep the event alive and use as marketing and revenue tools in the future.

The key takeaway regarding format of hybrid events is that one size does not fit all; event producers must know their audience, their industry and their speakers in order to ascertain the best role a hybrid event can play for them.

Technology Vendor Selection

Event producers face numerous concerns when seeking information on technology and vendor selection. Since many producers (over 75%) have never planned or even seen a hybrid event, there is much mystery associated with the technology of hybrid events. Many planners feel the hotel is not equipped for activities such as live streaming. They feel it may be too expensive and that reliable technology is a huge concern.

Having delivered many hybrid events, I can understand the fear of the unknown. Although live streaming is an activity that goes beyond typical audio visual, I’ve never encountered a hotel or conference center where we couldn’t make it work. Allowing ample time for set up and testing is key to success.

Building a Hybrid Team

Good leadership and understanding technology are critical elements in building a successful hybrid team. Since hybrid events are new territory for event planners, they are looking to consul-

tants and specialists to help them get started. They are also recognizing that new technological skills are necessary for delivering hybrid events and oftentimes these skills fall outside of the event planner's expertise.

The learning curve can be steep for event planners; utilizing vendor's expertise and peer-to-peer education can shorten this curve significantly.

Designing and Preparing Content

First and foremost, not all content at a physical event will apply well to a virtual audience. Event producers with experience creating hybrid events say that they adapt the content of the face-to-face events to the needs of a remote audience, for example, offering shorter sessions to the virtual attendees. Many also feel that limiting what is offered to a remote audience encourages and rewards physical attendance. Further, by limiting the live-streaming activity to only the most popular sessions, event producers feel that they can reduce production costs.

The responsibility of the "event planner" and the "content people" are critical to the success of the hybrid event. These two departments must work closely together to optimize the experience for the virtual attendee.

Developing an Engaging User Experience

Not surprisingly, attendees place far more importance on compelling content than meeting planners do. After all, attendees are the consumers of content and because distractions are myriad for virtual attendees, content needs to be relevant and delivered in an engaging way. Content is the critical driver of most events and the delivery channel must be appropriate for multiple audiences in a hybrid event...not an easy task for most event planners.

Creating a sense of belonging is important for virtual attendees; the ability to take questions, advocate and possibly even providing them with exclusive content creates a sense of gratitude enhancing their connection to your organization.

Preparing and Training Speakers

Because the attention span of virtual attendees is shorter due to multiple distractions, speakers must be more engaging. It's critical to train speakers for hybrid events, reminding them to look into the camera, welcome the attendees and specifically ask for questions from the virtual audience. The speaker must connect with the attendees in a different way, and this requires different thinking. Something as simple as repeating questions asked in the room that the virtual attendees can't hear is critical to making them feel connected and engaged.

Cannibalization of Face-to-Face

If I had a dime for the number of times I heard about cannibalization of face-to-face events, I'd be lying on a beach somewhere never having to worry about working again. The research very clearly and simply found that cannibalization is a myth. With budget and time, attendees will almost always prefer face-to-face meetings. Savvy event producers understand, however, that

given the state of physical conferences, the ability to connect to a new audience is critical.

Consider live streaming pre-conference workshops to get your toe in the water. These sessions usually require attendees to arrive early and require them to pay an additional registration making them a perfect offering for live streaming to virtual attendees.

Measurement

Event producers are measuring hybrid events in the same ways as traditional events. Metrics include inputs (number of viewers, social media interactions) and delegate satisfaction, which are both easier to gather online than face-to-face. However, digital event tools allow the collection of far more in depth data that, if used effectively, can facilitate more output-driven metrics.

The key to successful measurement is clearly defining the elements driving your decision to offer a hybrid event. Is it simply revenue? Is it introducing your organization to a new audience? Is it enhancing your membership offerings and adding convenience and choices for your member? Could it be finding more and unique opportunities for sponsorship? Once you've defined these objectives, measuring them will become much easier.

Monetization and Revenue Models

Event producers and the virtual events industry are still trying to figure out the right revenue model for hybrid events. The MPI research has shown that organizations traditionally charge less for hybrid participants because they believe the online attendees are missing a vital element of the face-to-face event. However, some organizations charge more because more than one attendee can participate at a virtual event. There is more than one way to generate revenue for a hybrid event; attendee revenue and sponsorship can both provide revenue streams for a hybrid event.

Pulling it all Together

All the buzz words – webinar, webcast, live stream, virtual event, web education – can be boiled down simply to the delivery of online content. Some delivery of online content is stand alone, meaning there is no physical element associated with it, such as webinars, webcasts and online educational sessions. However, a true hybrid event is especially exciting as a new technology and delivery method because it brings virtual attendees to a real-world, live, physical experience that allows them to actually see the speaker, see the audience and interact in real time. It's a technology that is worth event producers taking time to evaluate because it provides many benefits to the organization as well – revenue, exposure and event legacy.

Although my experience is mostly planning physical events, having planned and implemented over a dozen hybrid events, I'm excited about the positive changes the technology offers to the events industry and focus most of my time on these new delivery channels. I've found the technology to have a bit of a learning curve but nothing as scary as I would have imagined! ▀

Not All Wi-Fi is Created Equal

By: Matt Harvey

You found the perfect location with a great spa, renowned food, amazing accommodations, and spent a fortune on a great keynote speaker who is using a mobile app for attendee participation. The lights, sound, and video are all in place. You even negotiated for free Wi-Fi access for your attendees. The speaker arrives on stage to thunderous applause and the audience is fully engaged. Then the speaker goes to ask his first poll question via the mobile app and... the Wi-Fi grinds to a halt. The speaker pauses, the audience starts to chat amongst themselves, and the moment is lost.

Thinking quickly you recall talking to the hotel who assured you the Wi-Fi “works great.” You flick through your binder to find the contract which has one line about Wi-Fi stating “Internet to be provided free of charge.” Sure it’s free, but it doesn’t say anything about what the Wi-Fi will be suitable for.

I Need Internet...

Asking for free Internet is like asking for free food. In other words “Internet” or “Wi-Fi” isn’t enough of a description to be sure the venue adequately understands your needs. Take it upon yourself to learn about the additional strain multiple devices, mobile apps, and videos place on venue networks and discover what you can do to make sure your next event doesn’t experience a Wi-Fi failure. There are many great resources to become educated about Wi-Fi and understand terms like bandwidth, infrastructure, and support.

A good starting point is the CIC workgroup:

<http://www.conventionindustry.org/standardspractices/apex/bandwidthconnectivity.aspx>. Once you have the basics down you’ll be ready to incorporate them into your approach to venues.

3 Tips for More Wi-Fi Success

1. Ask more detailed questions during venue sourcing about the capacity of the Wi-Fi in terms of bandwidth and devices.
2. Ask for pricing based on bandwidth. If you aren’t sure how much you need check here www.psav.com/bandwidth and ask the venue for options to lock in closer to the event date.
3. Ask for bandwidth reporting so you can see how much you used and take that information with you when planning your next event.

Quality Wi-Fi is the basis for nearly all other emerging technology in the meeting space. Venues which regularly invest in Wi-Fi bandwidth, infrastructure, and support will be the ones most able to enable the next generation of meeting technologies – whatever that may be. The next time you source a venue, make sure the facility has the right quality of Wi-Fi to support your meeting objectives. ▀

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333 W. College Avenue, Appleton, WI
920/733-8000 | radissonpapervalley.com
Meeting rooms: 26; Sleeping rooms: 390; F&B: Yes
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BIRCHWOOD

Stout's Island Lodge

2799 27th Street, Birchwood, WI
715/354-3646 | stoutislandlodge.com
Meeting rooms: 3; Sleeping rooms: 43; F&B: Yes
This rustic paradise offers the perfect setting for a restorative and productive escape. Conveniently located just 45 minutes north of Eau Claire.



DOOR COUNTY

Landmark Resort

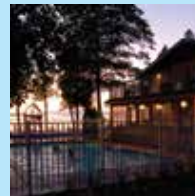
4929 Landmark Drive, Egg Harbor, WI
920/868-3205 | thelandmarkresort.com
Meeting rooms: 10; Sleeping rooms: 260; F&B: Yes
Great for weddings & business meetings. Eight of the ten meeting rooms have a water view.



DOOR COUNTY

The Shallows Resort

7353 Horseshoe Bay Road, Egg Harbor, WI
920/868-3458 | shallows.com
Meeting rooms: 1; Sleeping rooms: 34; F&B: Yes
The Shallows has something for everyone, from our suites with fire places to exclusive luxury homes!



EAU CLAIRE

Metropolis Resort

5151 Fairview Drive, Eau Claire, WI
888/861-6001 | metropolisresort.com
Meeting rooms: 7; Sleeping rooms: 107; F&B: Yes
The ideal location for outstanding events & meetings; conveniently located off I-94 & 90 minutes east of Minneapolis/St. Paul. Indoor waterpark attached.



MIDDLETON

Hilton Garden Inn Madison West/Middleton

1801 Deming Way, Middleton, WI
608/831-2220 | madisonwestmiddleton.hgi.com
Meeting rooms: 6; Sleeping rooms: 133; F&B: Yes
Host your meeting or event for 2 to 270 people. Flexible space accommodates a variety of seating arrangements.



WABENO

Potawatomi Carter Casino Hotel

618 Hwy. 32 N., Wabeno, WI
715/473-6785 | cartercasino.com
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The ideal location to getaway for your next meeting in the Northwoods. Quiet atmosphere & professional staff.





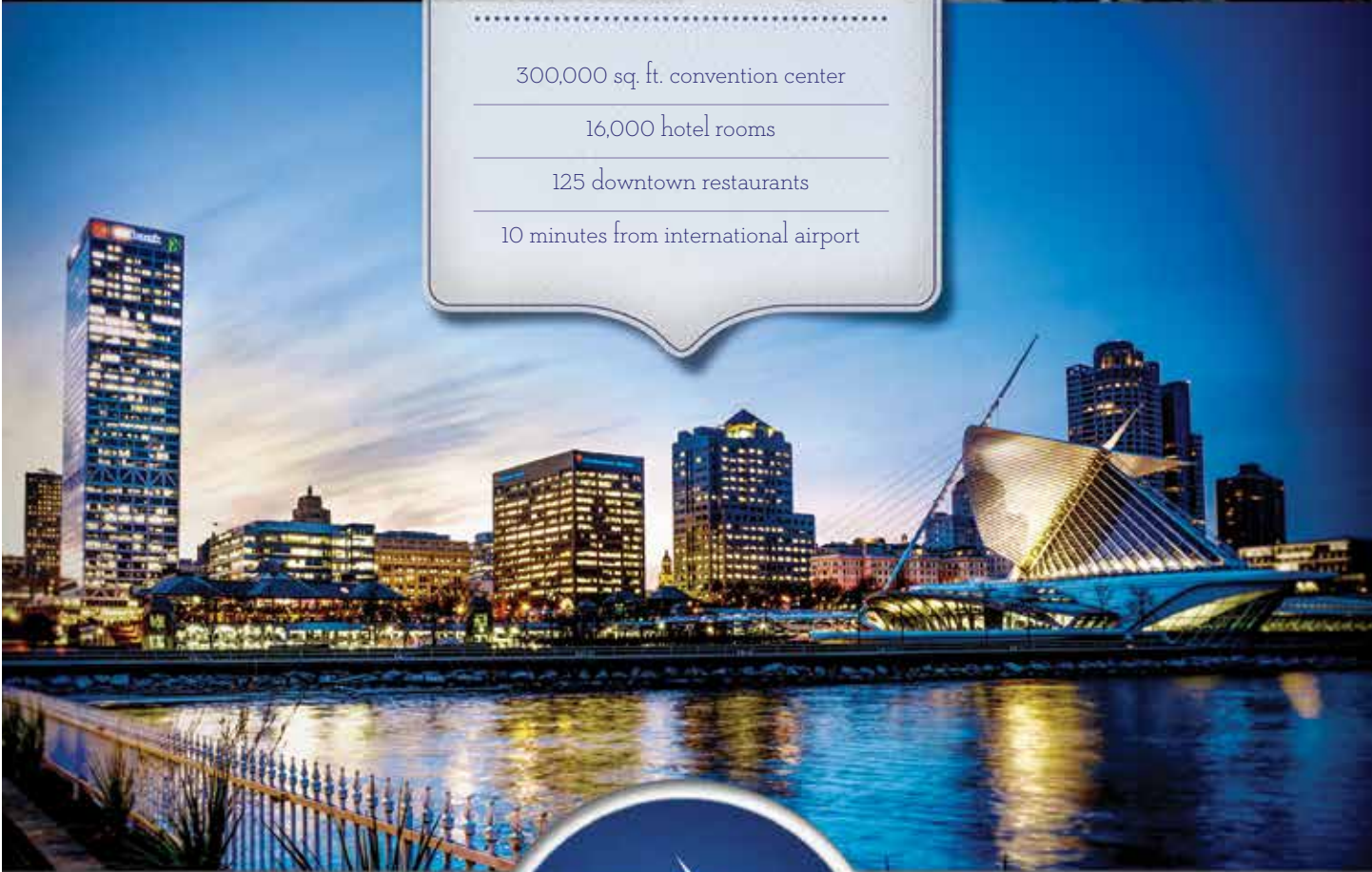
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Walkability: Meeting planners and attendees enjoy the “walkability” our large downtown convention hotel and entertainment district offer during a convention. Restaurants, shops and nightlife are all just steps from the convention hotel.

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Service: The Fox Cities CVB has a seasoned staff to serve your meeting planning needs. All Bureau services are FREE, and may include site selection assistance, visitor packets, name badges, service provider referrals, volunteers to assist with registration, customized microsite for your event and more.

Great shopping: The Fox Cities are Wisconsin’s Shopping Place, featuring Wisconsin’s largest concentration of retail, excellent antiques and plenty of locally-owned boutiques.

Plenty of places to play: Along with great shopping, the Fox Cities offer diverse cultural opportunities and excellent restaurants. The Fox Cities Performing Arts Center features top-notch Broadway shows and many local and regional performers. Fox Cities Stadium fills the summer with Minor League Baseball, and a spectacular children’s museum, planetarium and earth science museum provide hours of entertainment and education. Many of our attractions are also available for meetings, dinners and receptions. ▀



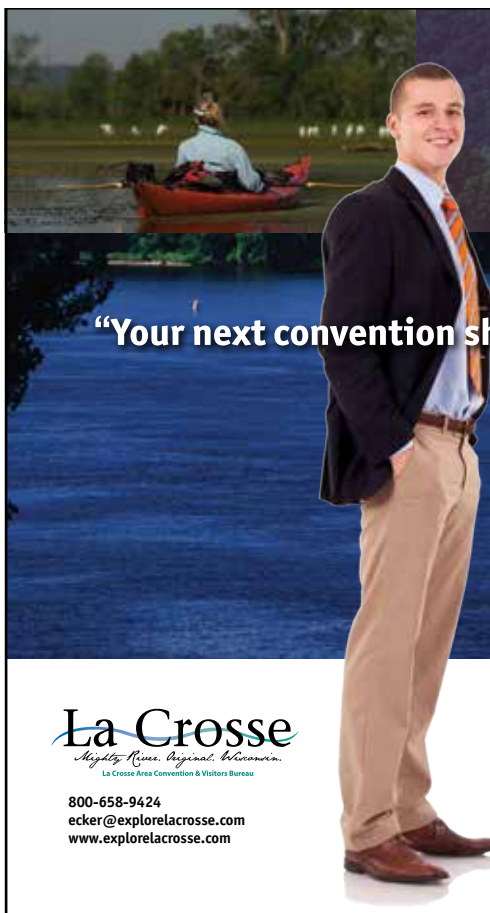
Please call 800-236-MEET to request a *Meeting Planner's Guide* or visit the Meeting Planner's section of our website: www.foxcities.org.

Community Outreach Program Heartland Farm Sanctuary

In February, our Community Outreach Program was the Heartland Farm Sanctuary. It was wonderful to see such friendly farm animals in the lobby at the Holiday Inn American Center upon arrival! In addition to monetary donations, Heartland thanked us for donating blankets, heat wraps, address labels, printer paper, tape, stables, thank you notes, batteries, paper towel, Kleenex, zipper bags, lanterns, flashlights, hand sanitizers, and glue. In their first three years, Heartland has provided a second chance for more than 100 abandoned farm animals. In her letter, the Special Events Director stated, "Because of your support and commitment to our work, thousands of children and adults throughout Dane County have experienced the joy, wonder and healing of our rescued farm animals. We believe the natural bond between humans and animals has tremendous healing power for vulnerable youth, such as kids with challenging home lives, or children with physical, emotional or cognitive delays. That's why we developed a series of animal-assisted therapeutic programs for special needs and at-risk youth." ▲

Thank you to all those that assisted the Heartland Farm Sanctuary!





"Our convention planner said we'd like La Crosse, and we did. The La Crosse Center is a super site for meetings, and the bonus... our families had a great time, too. Lots of outdoor activities including hiking at Hixon Forest, biking the La Crosse Trail, and not to mention... fun on the Mississippi River."

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A photograph of the La Crosse Convention Center building at night, illuminated with lights.

Rick and Mary Photography

Enhanced Location Services for Mobile Event Apps

By: Ken Curry, Co-founder, Tangerine Mobile



Mobile apps have become a staple for many events both large and small. For attendees a mobile app makes it easy to access useful event information such as the schedule, speakers, exhibitors and more. All of this information helps attendees make decisions about what they want to experience at an event. Most mobile apps do a great job of putting your event information in front of your audience; however, there is one feature in mobile apps that is often undervalued or overlooked.

Have you ever considered how well your audience understands where things are? How easy is it to connect the information in your app to its location? Where is a session room, a vendor booth, the registration desk, the sky walk, hotels and that restaurant everyone is talking about? And how do I go from the exhibit hall to the next session or my hotel without looking at four different maps? Location is a fundamental building block for events because it helps connect audiences to the information they are looking for. So building location awareness through effective maps and location services is essential for making those connections easy for attendees.

What exactly is an effective map and location services? Think about using Google Maps to find a restaurant on your smartphone. The resulting map displays all of the location information you need to find not only the restaurant, but also understand how to get there, view other restaurant options and get more information by tapping one of the restaurant icons displayed on the map. You don't have to go to one map to see the restaurant locations and then another to see the local roads and yet another to see highways, buildings or get directions. It is all presented to you at once, which is convenient and very effective at connecting you to what you are looking for. Can you imagine using four different maps on your smartphone to simply find a restaurant or hotel? Thanks to Google we don't have to!

It should not be any different for your event maps. Sure the information attendees are searching for might be different, but the concept is the same. Why should your attendees have to look at one static map for the exhibit floor plan, load three different maps for each level of the venue and find yet another for restaurants in the host city? They shouldn't have to and doing so results in a disconnected picture for your audience decreasing the value of your event maps as a useful resource. Remember the whole purpose of your event maps is to help your audience find the information you presented to them in your app, so make sure your maps are up to the task.

The great news is that all of your maps can now work together seamlessly and provide useful interactions that help your audience find exactly what they came for and more. Below are a few

important considerations that can turn your event into a powerful location resource for your audience.

Working Together

Combine all your maps and let them work in harmony – it is what they prefer to do. Let your audience view the exhibit floor plan, every level of the venue and then move seamlessly out into the host city to find restaurants and attractions all on one map.

Let Them Interact

Digital maps should be interactive – this is what we like about digital maps. Adding information windows that popup when attendees tap an exhibitor booth, room or points of interest makes it easy to quickly view useful information like email, telephone numbers, website and a general description.

Zooming and panning around a map should be done using pinch to zoom and swipe to pan. This is what we are all used to thanks to Google Maps and it should be a standard for your event maps.

Moving from one level in the venue to the next should not require loading a new map. Buttons on your map interface work great and only change what floor is displayed without reloading another static map.

Build the Bridge

Connecting the text information in your mobile app, such as sessions and exhibitors, to your map just makes sense. Viewing a session that looks promising is great, but tapping the room name to view its location on a map is even better and it effectively connects the session to its location using visual cues rather than just a room name.

Foundation for the Future

Using one map promotes a foundation for exciting new services on the near horizon. Indoor location services will help transform how audiences experience events and provide planners and venue management with powerful new location based analytics. And many of these services offer seamless transitions from one floor to the next and from indoors to outdoors, which works much better using one map. ▀



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Reminder!

By: Denise Humphrey

Don't fret--you still have time to send in your application for the MPI-WI Founders Grant or Kristin Bjurstrom Krueger Student Scholarship! Applications are due by June 2, 2014.

The MPI-WI Founders Grant is funded up to \$500 and can be used at the discretion of the recipient for MPI membership dues, registration fees and other professional development activities such as the Certified Meeting Professional (CMP) or Certified Meeting Management (CMM) exam or study materials!

The \$500 Kristin Bjurstrom Krueger Student Scholarship is available for students enrolled in a course of study in the meetings field at an accredited college.

Check out www.mpiwi.org under Professional Development for more information!

The Grant and Scholarship winners will be formally announced at the Awards Gala on September 4, 2014 at the Best Western Premier Waterfront Hotel and Convention Center in Oshkosh!

Make sure to mark your calendars and Save the Date!!! ▴



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Explore Kalahari Resorts Unconventional Convention Centers in Wisconsin, Ohio and Coming Soon to Pennsylvania



Whether planning for a small meeting, a large convention, a company or faith-based retreat, or a team-building event, Kalahari Resorts and Conventions combines outstanding conference accommodations with unparalleled hospitality in a vacation-style setting.

Designed to host the best in regional and national conferences, conventions, consumer and industry trade shows, the authentically African-themed Kalahari Resorts and Conventions, located in Wisconsin Dells and Sandusky, Ohio, and coming soon to the Pocono Mountains (2015) are home to state-of-the-art convention facilities, including flexible meeting spaces, award-winning indoor / outdoor attractions and America's largest indoor waterparks. Both resorts boasts 700-900 guest rooms, full-service spas, unique retail shops, a wide variety of dining options, the latest audio visual technology and 100,000 to over 200,000 sq. feet of state-of-the-art convention center facilities.

At Kalahari, we've found when meetings are held at Kalahari Resort Convention Center, the event transforms from an obligation one family member has to go to one the everyone gets to go to. That's a major difference. Kalahari provides a unique "beyond expectations" experience and proven ability to consistently increase meeting attendance by more than 20 percent, leading to higher satisfaction at an unbelievable value.

Wisconsin Dells, WI

Located in the heart of Wisconsin's number one vacation destination, Kalahari Resorts and Conventions' accommodations include 740 guest rooms and suites and 16 five-bedroom entertainment villas, complete with full kitchens, fireplaces and balconies.

Distinctive meeting and exhibit space covers 100,000 square feet and features 35 meeting rooms, two ballrooms and space for more than 300 booths. Admission to Wisconsin's largest indoor

and seasonal outdoor waterpark is included for all registered guests. Nearby Trappers Turn Golf Club provides a first-class, 27-hole championship golf course and club providing breathtaking views, elegant dining or meeting space for up to 250 guests.

Kalahari features an extensive variety of dining choices. New to the Wisconsin Dells location is Double Cut Charcoal Grill and Liquor Bar. Perfect for groups of any size – from six to 72. Double Cut provides top-quality dining options

including steaks, chops and seafood all expertly prepared on the signature charcoal grill. Guests can also enjoy craft cocktails and free valet parking at any time.

Also new to the

Wisconsin Dells location is Wisconsin Brew Pub. This family-friendly restaurant celebrates the rich food and beverage history of Wisconsin, in a warm, neighborhood-tavern atmosphere. The menu features favorite Wisconsin dishes and a rotating selection of Wisconsin's best brews. ▀

Other standout amenities include:

- New family indoor / outdoor whirlpools to enjoy total relaxation
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For more information or to inquire about holding an event at Kalahari Resorts and Conventions, please call 855-411-4605, or visit <http://www.kalaharimeetings.com/>

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Fox Cities Convention & Visitors
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Supplier Meeting Professional

CATHERINE CLUFF

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Supplier Meeting Professional

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Corporate Meeting Professional

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**Please help us welcome
our new members!**

MPI-WI Summer Socials

SAVE-THE-DATE!!

FREE networking events for MPI-WI Chapter Members and Guests!

LIVE Music! Hors d'oeuvres & Beverages! Join your fellow MPI-WI chapter members at these FREE events and enjoy great music and a beautiful summer evening. This is a great time to touch base with your clients, colleagues and friends! Bring a blanket and a guest and join us for a night of music and fun! ▴

MADISON

WEDNESDAY, JULY 9, 2014

**MPI-WI Summer Social at Madison's
Concerts on the Square**

Meet at the Greater Madison CVB office at 615 E Washington Avenue, starting at 5:00 p.m. Free parking is available in the GMCVB parking lot.

Look for the MPI-WI Summer Social sign. Head to the Concerts on the Square at 5:15 p.m. sharp!

Hosted by the Greater Madison CVB

FOX CITIES

THURSDAY, JULY 31, 2014

**MPI-WI Summer Social at Appleton's
Heid Music Summer Concert Series**

Meet at the Radisson Paper Valley's Clubhouse Bar, 333 W College Ave., Appleton at 5:30 p.m.

Look for the MPI-WI Summer Social Sign. Summer Concert Series time is yet to be determined. Please watch for future notices!

Hosted by the Fox Cities CVB

MILWAUKEE

THURSDAY, AUGUST 21, 2014

**MPI-WI Summer Social at
Milwaukee's Jazz in the Park**

Meet at the Belmont Tavern at 784 N. Jefferson St. on Cathedral Square, starting at 5:30 p.m.

Look for the MPI-WI Summer Social sign. Head to the Jazz in the Park at 6 p.m. sharp!

Hosted by Visit Milwaukee

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February 2014 Event Recap

By: Erin Passehl

The Winter Olympics was the theme at MPI-Wisconsin's February event which took place on February 13, 2014 at Holiday Inn at the American Center in Madison, Wisconsin.

The attendees who braved the snow outside were greeted by three cuddly farm animals from Heartland Farm Sanctuary as they entered the hotel. Many had the opportunity to hold, feed, and take pictures with the friendly animals. Attendees were encouraged to bring donations for the nonprofit organization which rescues and houses homeless farm animals in Wisconsin as the community outreach program tied to this event. It was clear that the visiting animals and the staff at Heartland Farm Sanctuary appreciated our gracious donations and support.

After registration came lunch and what a fulfilling lunch it was! Attendees had the opportunity to sample foods from all around the world in an Olympic-themed buffet. The food included schnitzel and ratatouille among other worldly dishes; and as if that wasn't enough, there was a variety of delicious fine chocolates for dessert! With the Winter Olympics on the television, many conversations about current events followed as attendees satisfied their hunger.

Next, Eli Gorin, CMP, CMM spoke to the group about the differences between perception and reality, specifically when choosing a destination for a meeting. He stressed that word of mouth from people native to an area is a better gauge of the reality of the area, rather than the perception that the media may create for an area. He suggested calling the CVB in the area you are considering and asking them point blank about the perceptions you have in order to get the truth from them. Most times you will find that your perception is not reality or it is an exaggeration. He urged those on the supplier side to tell the truth. For example: "Yes, Chicago has a high crime rate, but the area you are considering using for your meeting is safe."

After a short break, the creative networking event began. The spirit of teamwork and friendly competition was in the air as attendees participated in a contest to see who could network with the most people. At registration, each attendee was given a passport with twelve squares on it – each one representing a different Winter Olympics sport – and a sheet of stickers with one of the sports on it. Each person was instructed to give one of his/her stickers to a fellow attendee after that person asked at least two questions during their conversation. The objective of the contest was to first, fill the passport with at least one of each sticker, and then, to have the most stickers overall. The top two networkers won a prize. The overall goal of this networking

event was to get people to meet and talk to each other and it sure worked!

We ended the day with a reception with even more food! The tables in Geier's Grill were laid out with several appetizers. I don't know about anyone else, but I was well-fed at this meeting and the food was outstanding! Many thanks to the staff at Holiday Inn at the American Center for their impressive hospitality for our group. We couldn't have asked for a better welcome to the hotel. ▀





March 2014 Event & Annual Fundraising Photos

Lawrence University & The Radisson Paper Valley Hotel, Appleton, WI
March 20, 2014





GET TO KNOW YOUR BOARD MEMBER: Erin Passehl

PLACE OF EMPLOYMENT: Monona Terrace

JOB TITLE: Community Programs Assistant

HOW LONG IN THE MEETINGS/SUPPLIER INDUSTRY? 2 years

HOW LONG IN MPI? 1 ½ years

TELL US ABOUT YOUR FAMILY: I have one older brother, two great parents, and a very large extended family on my Dad's side. I am also a newlywed and my husband, Mark, and I have a black cat named Mrs. Bojangles.

FAVORITE HOBBIES OR PASTIMES: I love baseball and traveling. I am trying to visit each MLB stadium. I also love old music and movies from the Rat Pack era.

WHAT IS THE BEST PART OF BEING ON THE BOARD: Being on the board has been a great supplement to my college education and career experience, almost like an internship! MPI members are so willing to share their experience and expertise and I feel very fortunate to have this opportunity to continue learning.

WHAT HAVE YOU LEARNED MOST FROM BEING ON THE BOARD? It has been great to see the financial side of event planning and all the necessary reports and coordination required to put on monthly chapter events.

TELL US 2-3 THINGS YOU ARE RESPONSIBLE FOR ON THE BOARD? As Director of Member Care, I help assure new and existing members feel welcome, included, and valued. You may see me working the Red Carpet at event registration or recruiting volunteers for chapter committees.

WHAT WOULD YOU WANT THE MEMBERSHIP TO KNOW ABOUT SERVING ON THE BOARD? Don't be afraid to challenge yourself and self-nominate! If you wait to serve until you are "ready", you could be waiting forever. Our executive leadership does a great job of transitioning new board members, so have no fear.

PERSON YOU ADMIRE THE MOST AND WHY? I have a niece who is recovering from a stroke and her determination is very inspiring. She has taught me that stubbornness can actually be a desirable quality.

DREAM VACATION? I would love to visit Ireland and Wales or drive the California coast stopping at wineries and baseball stadiums along the way! Either would do, I'm not picky.

ANY WORDS TO LIVE BY? Forward ever, backward never (this was my grandfather's high school class motto).▲



Matt Reichard - Executive Chef

Matt Reichard turned his lifelong love of cooking into Culinary Management in 1982, when he became a Restaurant Manager in Northern Wisconsin. After moving to Minneapolis in 1984, he continued in his culinary career where he held positions as Kitchen Manager at several prestigious restaurants including the Monte Carlo and Faegre's.

In 1989, Matt became Executive Sous Chef for Kelber Catering and in 1997, Matt was transferred to Madison, Wisconsin, where he became Executive Chef for Monona Catering, and was part of the Opening Team of Monona Terrace. His success as Executive Chef at Monona Catering has resulted in a 95% satisfaction rating for Catering as indicated on the Monona Terrace Guest Surveys. His knowledge of ethnic cooking and dietary requirements has given Monona Catering the opportunity to say "yes" to the many requests it receives for specialty items including Kosher and East Indian.

In addition to his work with Monona Catering, Matt has served on committees for the MATC Food Service Program. He has volunteered his talents to such organizations as Newark Elementary School, Salvation Army, Fitchburg McKee Farms, Ronald McDonald House, Beckham Mill Fundraiser, and Mount Horeb Library. ▲

Food for Thought

Beer Cheese Soup

1 gallon

3 tbs. Butter
 2 cups diced onion
 2 cups diced carrot
 2 cups diced celery
 2 tbs. Chopped garlic
 2 qt. heavy cream
 1 qt. chicken stock
 1 lb. extra sharp cheddar cheese
 2 bottles lite beer
 ¼ cup roux (equal parts butter and flour)
 Salt and pepper

Melt butter in saucepan. Sauté onions until soft. Add garlic and cook 1 minute. Add carrots, celery, cream and stock. Let simmer until vegetables are tender. Heat beer in separate pan.

With soup at a simmer, puree soup with immersion blender. While blending, thicken with roux.

Buzz in cheese and add beer. Season with salt and white pepper to taste.





Photo by Siclaff/VanGrinsven

Expanded Facilities Opening in 2014!

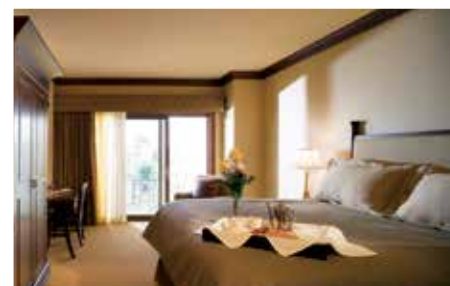
Voted 2014 "Best Wisconsin Lakeshore Resort" by *Wisconsin Meetings* magazine, The Osthoff Resort will soon offer an additional 10,000 square feet of meeting space! Set to open late Spring 2014, the new 10,000 square foot Grand Libelle Ballroom will bring The Osthoff Resort's total function space to 38,000 square feet!

With spacious AAA Four Diamond accommodations, recreational lakefront, Aspira Spa, cooking school, nearby golf and many other premier amenities including team building activities and programs, The Osthoff Resort is one of the Midwest's premier meeting destinations.

For more information on The Osthoff Resort, visit www.osthoffmeetings.com or call 800.876.3399.



Palm Garden Ballroom at The Osthoff Resort



Osthoff Guest Room



Culinary Team Building



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MPI Wisconsin Chapter

2830 Agriculture Drive

Madison, WI 53718

tel: 608.204.9816

fax: 608.204.9818

email: admin@mpiwi.org

web: www.mpiwi.org

Datebook:

CALENDAR OF EVENTS

2014



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MAY

14-15

**SPRING EDUCATION DAY AND
ANNUAL MEETING**

Monona Terrace Community &
Convention Center
Madison

JUNE

12-13

CHAPTER GOLF & SUMMER SPECTACULAR

The Waters of Minocqua & Timber Ridge
Golf Club
Minocqua

JULY

9

MADISON SUMMER SOCIAL

Greater Madison Convention & Visitors Bureau/
Concerts on the Square
Madison

31

APPLETON SUMMER SOCIAL

Heid Music Summer Concert Series
Radisson Paper Valley
Appleton