



# WAVES OF OPPORTUNITY

## MPI-WI Spring Education Day

### MAY 18-19, 2016



### MPI-WI May Education Day



This year's May Education Day will provide **Waves of Opportunity** you won't want to miss! Join us in Sheboygan May 18-19 for education that will challenge you, offer great networking opportunities and of course, spectacular waterfront views from the Blue Harbor Resort.

#### **Wednesday**

Join us Wednesday night and start out your waves of opportunity event with waves of fun! **The opening dinner buffet, sponsored by Blue Harbor Resort, will have cash bar and finish with a bonfire and s'mores later in the evening!** Bring your cowboy/cowgirl boots and get ready to kick up your heels because this year we will have a [Chairman's Challenge event of line dancing lessons](#).

#### **Thursday**

Our education lineup will come in waves as we focus and learn about Event Safety, Legal Updates, Event Marketing, Event Design and of course great networking.

Do you ever wonder how you would handle an active shooter at your event? Do you tell yourself my community or event is too small to have this happen to me? If you answered yes, then you will want to come see **Jason Weber talk about "Active Shooter Protocol & Meetings Industry"**. Jason has been

Agenda
Speakers & Education
Location, Map & Lodging
Member Registration
Nonmember Registration
Community Outreach



*Our Champion Sponsor*

*Our Host*

**BLUE HARBOR RESORT**   
SPA & CONFERENCE CENTER

*Breakout Session Sponsors*



with the Town of Menasha Police Department since 1992 and has worked in law enforcement since 1990. He will discuss how to handle active shooters within your event until the proper help arrives. Some of these tips may save your life, and the lives of your attendees.

Join **Jonathan Howe** in **“What’s up Doc? – Market Negotiations and Contracts”** to learn why you need to pay attention to the boilerplate, what clauses you may not want to include on your contract negotiations, as well as those that you “need” to include. This is a great opportunity to get the most up to date information and understand issues relative to the market, negotiations and contracts. Need a better understanding of what causes liability? Jonathan will have those answers for you in his “Risk Management – To Risk or Not to Risk” breakout session.

We also have great topics from **Jessica Levin**. Jessica will talk about how to understand event marketing trends, ideas to create unique educational events, tools to make execution of events easier in her **“Seminars Are Boring: Creating Events People Want to Attend”** Session. She will also discuss understanding the difference between networking and connecting and how to become a master connector in “The Art of Connecting People” afternoon keynote session.

Learn about Meetovation from the best, **Tom Graybill**. Meetovation is a Danish meeting design concept that focuses on ROI by using several meeting design elements. Tom will discuss these elements in his **“Meetovation: Create Value in Your Meetings”** session.

**Our community outreach for May will benefit the Fisher House program.** A unique private-public partnership that supports America’s military in their time of need.

#### **MPI’s Chairman’s Challenge - Wednesday, May 18, 6:00pm – Line Dancing Lesson with MPI-WI President-Elect Jen Mell**

Grab your cowboy boots and hit the dance floor on Wednesday evening as Jen teaches some easy and fun line dances to both country and pop music. Not only is this a good workout, it’s great entertainment!

\$15 to participate, all proceeds go to the MPI-Foundation for scholarships, grants and other funding  
On-site sign up available IF space allows (so sign up early!) The memories you’ll make dancing (and laughing!) with your fellow MPI-er’s is more than worth the price of admission. See you there

## **Agenda**

### **Wednesday, May 18, 2016**

Blue Harbor Resort  
Sheboygan, WI

#### **—PM—**

12:00-1:00	<b>Board 101</b>
1:00-3:00	<b>2015-2016 Board of Directors Meeting</b>
3:00-4:30	<b>2016-2017 Board of Directors Meeting</b>
5:00-7:00	<b>Opening <u>Dinner Buffet</u> at Lakeside Terrace with cash bar Sponsored by Blue Harbor Resort</b>

- **5:00 - Cash Bar**

- **5:30 - 7:00 - Dinner Buffet**  
**Sponsored by Blue Harbor Resort**
- **6:00 - Chairman's Challenge - Line Dancing Lesson with MPI-WI President-Elect Jen Mell**  
Grab your cowboy boots and hit the dance floor on Wednesday evening as Jen teaches some easy and fun line dances to both country and pop music. Not only is this a good workout, it's great entertainment!
- **Bonfire and S'mores after line dancing!**

---

9:00-10:00      **Strategic Alliance and Sponsor Set-up - Lakeside Terrace**

---

## Agenda

### **Thursday, May 19, 2016**

Blue Harbor Resort  
Sheboygan, WI

#### — AM —

7:00-7:30      **Strategic Alliance and Sponsor Set-up - Lakeside Terrace**

---

7:30-8:30      **Registration and Continental Breakfast**

---

8:30-8:45      **President's Welcome, Announcements**

---

8:45-9:45      **Morning Keynote**

#### **What's up Doc? - Market Negotiations and Contracts**

- Jonathan Howe

- *CMP-IS Domain B: Project Management, 1 CE's*

---

9:45-11:00      **Break, Networking Exhibit**

---

10:00-11:00      **CMP 101**

---

11:00-12:00pm      **Keynote**

#### **Active Shooter Preparation**

- Jason Weber

- *CMP-IS Domain C: Risk Management, 1 CE's*

- *Presentation slides*

---

#### — PM —

12:00-1:30      **Lunch, Board Installation and Announcements**

---

1:30 – 2:30      **Breakout Sessions**

---

- **Meetovation: Create Value in Your Meetings**
  - Tom Graybill
  - CMP-IS Domain G: Meeting or Event Design, 1 CE's
- **Risk Management – To Risk or Not to Risk**
  - Jonathan Howe
  - CMP-IS Domain C: Risk Management, 1 CE's
- **Seminars Are Boring: Creating Events People Want to Attend**
  - Jessica Levin
  - CMP-IS DomainG: Meeting or Event Design 1 CE's

2:30 - 2:45	Break
2:45 – 4:00	<b>Keynote</b>  <b>The Art of Connecting People</b> - Jessica Levin - CMP-IS Domain F: Stakeholder Management, 1.25 CE's
4:00	<b>Raffle Winners Announced Posted</b>

## Event Pricing

	Early-Bird	Late (after 05/11/2016)
Member:	\$119	\$129
Non-Member:	\$159	\$169
Student Member:	\$45	\$55

## Location, Map, and Lodging

### Host Hotel and Room Block

**Blue Harbor Resort and Conference Center**  
**725 Blue Harbor Drive, Sheboygan, WI**  
[Property Website](#)  
**920-452-2900**

**Guestroom Rate: \$99**  
**Cut-off Date: May 11, 2016**

## Community Outreach

Please help us in supporting our military families in need by donating laundry detergents and fabric softeners for the **Fisher House**. The Fisher House program is a unique private-public partnership that supports America's military in their time of need. The program recognizes the special sacrifices of our men and women in uniform, as well as the hardships of military service, by offering shelter and support during a medical crisis. Fisher House provides a "home away from home" at the Clement J. Zablocki VA Medical Center in Milwaukee, for military and veterans' families to be close to a loved one during hospitalization for an illness, disease or injury. [www.fisherhousewi.org](http://www.fisherhousewi.org)

---

MPI-Wisconsin Headquarters | 2820 Walton Commons, Suite 103, Madison, WI 53718 | Phone: (608) 204-9816 | Fax: (608) 204-9818 | Email: [admin@mpiwi.org](mailto:admin@mpiwi.org)  
© 1997 - 2009 Meeting Professionals International - Wisconsin Chapter. All rights reserved.



Registered Users:

System Information - 156ms - 6.30