



MPI-Wisconsin Chapter Education

Thursday, April 12, 2018
 Radisson Paper Valley
 Appleton, WI



- Agenda
- Speakers & Education
- Location, Map & Lodging
- Member Registration
- Nonmember Registration
- Partner & Partner Guest Registration
- Community Outreach
- Tell a Colleague

Lead First

#MPIWI

For the first time ever MPI-WI and HSMAI-WI will be holding a joint meeting. We will celebrate Global Meetings Industry Day (GMID) with others around the world. The Radisson Paper Valley Hotel and Fox Cities Convention & Visitors Bureau will be our hosts for what will be a day of learning and celebration.

Our Speaker for the day will be none other than **Laura Schwartz, Professional Speaker, Author of Eat, Drink & Succeed and Television Commentator. As the White House Director of Events** during the Clinton Administration, Laura created events that represented a nation and inspired the world. We will follow up her presentation with an interactive panel of both MPI-WI and HSMAI-WI members to discuss the industry trends and hot topics while adding in her insight as a past Director of Events at The White House. Panel members include:

- Jen Yakimicki Guimond, North Central Group
- David Helgeson, CMP Best Western Premier Waterfront Hotel & Convention Center
- Dawn Conrard, Thrivent
- Naomi Tucker, CMP, Meetings and Incentives Worldwide
- Michelle Tyo-Johnson, Northcoast Productions

The Radisson Paper Valley Hotel is eager to help celebrate GMID with us as this is the day that brings together leaders from across the meetings and events industry to showcase the real impact that business meetings, conferences, conventions, incentive travel, trade shows and exhibitions have on people, business

and communities. Stick around after the education as The Radisson Paper Valley Hotel will host a reception in the Club House Sports Bar and Grill, featuring a gourmet mac & cheese bar.

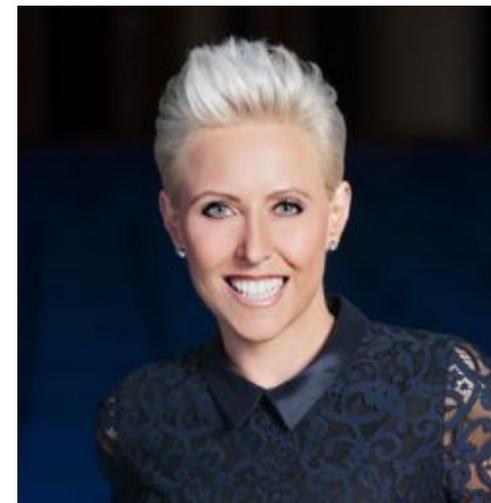
Our hosts are looking forward to showcasing The Fox Cities Exhibition Center in Downtown Appleton as Northeast Wisconsin's newest destination for conventions, trade shows, banquets, meetings, and entertainment, all with the highest level of service to event planners and their attendees. With the official ribbon cutting on January 11th, 2018 we will be one of the first to hold an event in the new space connected via a skywalk to the Radisson Paper Valley Hotel.

We will be partnering with the St. Paul Elder Services for our Community Outreach program. St. Paul Elder Services has developed specialized programs and facilities that are specifically designed to enhance the lives of aging individuals.

Don't forget to visit one of our complimentary 101 sessions before lunch:

CMP 101 - MPI-WI, along with Madison College, have teamed up to bring an exciting and unique learning experience to those planning to sit for the CMP exam. This month's topics will be Site Management and Marketing.

MPI 101 - Are you new to MPI or would like to learn more about MPI and how to get involved? MPI 101 is the right place for you to be! New and veteran members welcome! Join us before lunch for this complimentary informative session!



Laura Schwartz

*Professional Speaker, Author, Television Commentator
White House Director of Events during the Clinton Administration*

Agenda

Thursday, April 12, 2018

*Radisson Paper Valley
Appleton, WI*

— AM —

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|---------------|-----------------------------------|----------------------|
| 8:00 - 10:15 | Board of Directors Meeting | Briarwood/Ebony |
| 10:30 - 12:00 | Registration | Grand Ballroom Foyer |
| 10:45 - 11:45 | MPI 101 | Rosewood |
| 10:45 - 11:45 | CMP 101 | Linden |

— PM —

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|--------------|--|---|
| 12:00 - 1:00 | Lunch and Networking | Pre-Function Area of the Fox Cities Exhibition Center |
| 1:00 - 4:00 | Lead First <i>Laura Schwartz</i> | Salon CD |
| 4:00 - 5:00 | Reception - Sponsored by the Radisson Paper Valley Raffle, appetizers and cash bar! | The Clubhouse Sports Bar and Grill |

Event Pricing

Parking fees not included.

Member: \$55 (\$75 after 04/06/2018)

Non-Member: \$75 (\$95 after 04/06/2018)

Student Member: \$30 (\$40 after 04/06/2018)



HSMAI-Wisconsin Member Registration

HSMAI Wisconsin Chapter Members use this registration link to receive member registration rate.

[HSMAI-Wisconsin Member Registration](#)

Lead First

“LEAD FIRST,” a unique & dynamic presentation on leadership in events during times of success, turbulence and change.

As a witness on the front lines of climactic celebrations as well as moments of great gravity, determination and leadership, Laura achieved a rare perspective on the private and public events of first families and global leaders.

Laura shares valuable takeaways in this unforgettable program using inspiring stories and visuals from the earliest White House inhabitants, along with first-hand accounts of defining moments during the Clinton administration. She illustrates real solutions from the successes and failures in leadership and events that we all can use in our daily lives as we work with our clients and colleagues; and most importantly share within our great community of meeting professionals.

Following the luncheon Laura will moderate and participate in a discussion with your fellow MPI WI leaders and the audience to continue the conversation on the evolution of events, their impact in the present and the future.

You will also have an opportunity to purchase a copy of Laura’s best selling book, Eat, Drink & Succeed which she will be signing after her presentation and donating the proceeds of those books sales back to MPI WI.

Speaker Bio:

Laura Schwartz - Professional Speaker, Author of Eat, Drink & Succeed and Television Commentator

As the White House Director of Events during the Clinton Administration, Laura created events that represented a nation and inspired the world. At just 19, she arrived at the White House with no political connections and volunteered answering phones in the press office, quickly climbing her way up the ranks as a Staff Assistant, the Midwest Press Secretary, the Director of Television and ultimately the White House Director of Events.

Today, as a professional speaker, respected television commentator and author of Eat, Drink & Succeed, Laura shares the secrets to building powerful, effective partnerships in our companies, communities and beyond and motivates each audience to Eat, Drink & Succeed!

Laura is headquartered in Chicago, Illinois; is the guest host for Larry King’s PolitickING, and travels extensively both domestically and internationally to work with Fortune’s Top 50 and 500 companies, independent businesses, industry associations, universities and nonprofit organizations, motivating people from all over the world to EAT, DRINK & SUCCEED!

MPI 101

If you're new to MPI, or simply want to learn more about what MPI has to offer, please join us at MPI 101! We will have an overview of how MPI works, how to get involved, and how to get the best out of your membership.

CMP 101

MPI-Wisconsin is proud to offer CMP 101, which is a one-hour study session for those interested in taking the CMP exam. From January through May, facilitators will cover two domain topics per month. The sessions will include study tips, sample questions and focused topic presentations. Topics for this session: Site Management and Marketing.

Community Outreach -

St. Paul Elder Services - St. Paul Elder Services has developed specialized programs and facilities that are specifically designed to enhance the lives of aging individuals. Whether the need is for short- or long-term, our caring, trained personnel are here to help. From daycare for loved ones who suffer from dementia, to rehabilitation centers for recovery from surgery, stroke, or illness, we can meet your needs and expectations.

Donation Items: DVDs, Music CDs, Books and Craft Supplies

Location, Map, and Lodging

Our Host and Program Location

ROOM BLOCK IS FULL AND HOTEL SOLD OUT

Radisson Paper Valley Hotel
333 W College Ave.
Appleton, WI 54911

- [Directions PDF](#)
- [Ramp Parking Map](#) - Skywalk on 3rd floor of ramps.

Room Rate: \$109

ROOM BLOCK IS FULL AND HOTEL SOLD OUT

Room block Cut-Off: 04/05/2018
Reservations: 920-733-8000
Toll Free: 800-242-3499
[Venue Website](#)

Online reservation instructions:

1. Enter dates of stay and then click the 'MORE SEARCH OPTIONS' black button
2. Choose 'Promotional Code' from the drop down rate type box
3. Enter code or ID of 'MPI'
4. Select Search

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Registered Users:

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