



WISCONSIN
CHAPTER

Attendance Record: October 23, 2025 - Marriott Madison West, Madison, WI

2 Programs

Program 1: The Planner Supplier Relationship

Presenter 1: Brett Sterenson

Time of presentation: 1:15 – 2:30pm

Credit hours: 1.25

Domains: Site Management and Project Management

Link to program information:

<https://www.mpi.org/chapters/wisconsin/education-events/event-pages/2025/2025-october>

Program Description: The Planner Supplier Relationship

This entertaining yet informative session will dig deep into the nuances that affect the planner-supplier relationship. Attendees will discuss communication methods, enhance their negotiation techniques, increase their returns on investment, discuss their pet peeves, learn how to best handle or avoid delicate situations, understand external influences in the sales process, how to best engage with customers, and prognosticate about the immediate future of our industry.

Presenter Bio: Brett Sterenson is a familiar name to meetings industry audiences. In total, Brett brings twenty seven years of supplier side experience both from the hotel side and the last 18 years as a small business owner. Brett worked in government sales for both Millennium Hotels and Resorts out of Boston and Kimpton Hotels out of Washington, DC. His firm, Hotel Lobbyists, was founded in April 2007

and is responsible for placing nearly 500 meetings each year around the globe. He is a frequent contributor to industry publications and is a recognized speaker at both regional and national events. He lives outside Washington, DC, is married and has a 11yr old son and 9yr old daughter.

Program 2: Using Speakers to Amplify Event Impact and Reduce Planner Workload

Presenter : Nora Burns

Time of presentation: 2:45 – 4:00pm

Credit hours: 1.25

Domains: Event Design and Marketing

Link to program information:

<https://www.mpi.org/chapters/wisconsin/education-events/event-pages/2025/2025-october>

Program Description: Using Speakers to Amplify Event Impact and Reduce Planner Workload

Meeting planners are juggling an increasing number of responsibilities with fewer resources. Leveraging external strategic partners isn't just a "nice to have"—it's a necessity for thriving in today's workplace. This session will empower planners to think differently about speaker engagement, driving more value from every partnership and creating exceptional events even under resource constraints.

By the end of this session, participants will:

- Discover new ways to partner with speakers to amplify event impact and reduce planner workload.
- Identify key moments before, during, and after the event where speakers can contribute beyond the stage, such as pre-event marketing, breakout facilitation, or follow-up content.
- Reimagine speaker engagement as a critical tool for enhancing attendee experience while addressing resource constraints.

- Learn how workplace culture and effective collaboration can shift the "do more with less" mindset into a sustainable and successful approach.

Speaker Bio: Nora brings a unique combination of industry expertise and groundbreaking workplace research to the stage. As the founder and Chief Curiosity Officer of The Leadership Experts, Nora draws on her extensive experience—from transforming Fortune 200 teams to going undercover in frontline roles to uncover the raw truths about hiring, culture, and retention through her bold initiative, The Undercover Project™.

Earlier this spring, Nora returned to her meeting planner roots to produce a showcase for the meetings industry in Colorado. In advance of speaker selection (6 slots, 41 submissions), she surveyed over 100 meeting and event professionals across the country to better understand the needs and challenges professionals like you face. She'll be sharing those survey results with MPI Wisconsin Chapter, along with actionable ideas to ease your workload by strategically collaborating with speakers.

Nora delivers transformative insights, practical tools, and a touch of humor, making her the ultimate partner for meeting professionals who want to create engaging, seamless events. Whether it's bridging the gap between leadership strategies and employee experiences or helping planners unlock the full potential of their speaker partnerships, Nora Burns ensures every collaboration is impactful and unforgettable.