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### ***Welcome New Members***

*This month, we'd like to welcome Kacey Anderson, Marianne Bogard, Beth Braley, Alissa Campbell, Sean Chance, James Dailey, Danielle Fogel, Kamie Fox, Emily Frederick, Jenna Goins, Jenny Ha, Kamie Harrison, Chelsea Herlein, Christine Kenny, Paige Locher, Elise Luddy, Jessica Majerle, Lynsey Moore, Sheila Neal, Angela Nelson, Megan Nissen, Heather Rehn, Megan Riesenberg, Kimberly Savage, Nikole Sheldon, Carlee Van Wagner, Amy Vandenberg, Tina-Marie Wassman and Amy Young to our membership. WOW!! Hope to see you at a meeting soon!*

### ***Ask a CMP!***

### **Member Spotlight**



#### **Meet Sarah Dysinger, Events Consultant / Events Manager, Treeline Associates**

Sarah graduated from Central Michigan University in 2014 with a degree in Commercial Recreation, Event Management, and Hospitality. She worked at Michigan State University and briefly at the Radisson Hotel Lansing at the Capitol before finding her home at Treeline Associates as an Events Consultant / Events Manager.

Sarah loves having the opportunity to work with and engage with Michigan based non-profits creating educational based events throughout the year. Her favorite event to plan is National Philanthropy Day held annually in November bringing in over 600 people. When she isn't working she volunteers with MMPI and local community based events in Lansing.

She also enjoys cooking, reading, local markets, staying active, and spending time with her family (especially her niece, Charlotte).

**Thanks for your membership, Sarah!**

*This month, we spoke to **MPI MI member Erin Abel, CMP, Owner and Chief Experience Officer, Third Coast Events.***

**Question:** *With virtual events becoming the new norm, how do our members create a successful virtual event?*

**Answer:**

*Great question! I had no experience planning and implementing virtual events at the beginning of March, and today I am feeling very confident in best practices for virtual events. I have completed one state-wide virtual event and working on an international event held this summer. Here are some of the things I've learned:*

*First, you cannot simply record an in-person event and send it to your audience if you want it to be considered successful. Virtual events need to engage your audience and be spontaneous.*

*Second, make sure you work with a production partner that has extensive experience in virtual events; there are many great companies to choose from, so make sure you choose based on your event needs.*

*Third, think creatively with regards to engagement. Create mini virtual happy hour rooms after a session. Use polling and Q&A during the event. Make sure you use a moderator throughout the sessions to assist speakers. Incorporate fun breaks with music.*

*Lastly, create a format where attendees can break away to care for children, spouses and pets as needed.*

*Together we will figure this out! Please email me if I can be of any assistance: [erin@thirdcoast.events](mailto:erin@thirdcoast.events)*

**Thank you Erin!**

*Pick of the Gallery*

## What you Need to Know

### Did you know...

MPI is excited to offer, for the second year in a row, our **MPI MI Mentorship program!** Developed by our LEAD (Leadership Exploration and Development) team, this innovative program pairs up mentors (seasoned industry professionals) with mentees (those in our industry hoping to connect and learn from the pros) to create meaningful connections and collaboration. Deadline to sign up is May 31; pairs are made June and will be in place for the entire MPI MI year! Intrigued? [Click here](#) to learn more and to register.

**In other breaking news...from our fabulous GLES (Great Lakes Education Conference) team:** "After considering the current industry climate and WEC's move to November, our chapters have collectively decided to **postpone the Great Lakes Education Summit** for one year. We look forward to providing you with the quality education and development that this conference is known for on our new dates, **November 7-9, 2021 in Fort Wayne, Indiana.** See you then!"

**Did you watch?** Were you one of the many hundreds who tuned in to our second State of the Industry Town Hall on May 6? If you weren't able to join, or would just like to have a listen again, you can [click here](#) for a replay (and we wouldn't blame you...it was amazing!).

**Calling all you event industry creatives and entrepreneurs!** Do you have an innovative, cutting edge idea that will help lift up our industry in a post-COVID19 world? [Check out this video](#) that highlights a remarkable opportunity to present your plan to propel our industry past the current challenges. Are you a fan of Shark Tank? If so, you'll love this unique opportunity.

## Just Around The Corner

**Registration is OPEN for the rescheduled, re-tooled WEC (World Education Conference)!** Are you ready for this? The event that many of us look forward to all year to reconnect is



*Signature Series 2017  
We will meet again!*

ON...with a twist! WEC has gone hybrid. Intrigued? [Click here](#) for more information and to register!

**DON'T MISS - Tomorrow, May 13 at 1pm!** Let's have some fun tomorrow! For members only: [Click here](#) to register for a fun hour of networking, deep breathing and smoothie drinking with your fellow MPI MI members! Welcome to our first non-webinar webinar.

**And...**what are you doing July 11? Consider joining the NSA (National Speakers Association)'s virtual webinar: "No Power + No Point: Why Your Slides Suck + How to Make 'em Soar".

[Click here](#) for more info!

## Conversations with Members

**From MPI MI incoming President Julie Oatman, CMP, Director of Sales and Catering for the Soaring Eagle Casino & Resort.**

"Hello to our MPI MI Members! I have been an active member of MPI Michigan Chapter for over 15 years, have worked on numerous committees and served on the Board of Directors in several positions. I am honored to be President of the Michigan Chapter for the 2020-2021 year.

I enjoy the variety of roles my job entails at Soaring Eagle. One of the biggest challenges in my career with the onset of the COVID-19 pandemic, has been working to find ways of bringing meetings and guests back to the resort in a safe manner. I feel for all my industry friends impacted during this unprecedented time and for our industry that has been devastated. The current situation we all face is obviously like nothing we have dealt with before, but I am encouraged by the spirit of our industry.

I am confident that, with precautions, we'll be able to get back to doing the special things we enjoy. In my free time, I enjoy playing golf, water skiing, paddle boarding and gardening, and spending time with my husband Tim and our dog Roxie. Hope to see you soon!"

**Thank you, Julie!**

**Wishing you all a month that's hopeful and successful.**

**Questions?** [info@mpimichapter.org](mailto:info@mpimichapter.org)

**Website:** <https://www.mpiweb.org/michigan>

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