



DESIGNING YOUR EVENT EXPERIENCE

September 26, 2019 • Meydenbauer Convention Center • #MPIHIVE

Sponsored by Meeting Professionals International Washington State Chapter

TIME	SESSION	LOCATION
7:30 am – 9:00 am	REGISTRATION & CONTINENTAL BREAKFAST	Meydenbauer Theater Lobby
9:00 am – 10:30 am	<p>OPENING KEYNOTE</p> <p>State of the Industry and the Evolution of Event Design Presenters: Tom Norwalk President & CEO, Visit Seattle, Brian Tennyson, AIA Principal, LMN, Jeffrey Blosser President / CEO, Washington State Convention Center <i>Sponsored by MPIWSC</i></p>	Meydenbauer Theater
10:30 am – 11:00 am	SPONSOR SHOWCASE	Meydenbauer 4 th Floor Foyer
11:00 am – 12:00 pm	MORNING EDUCATION BREAKOUT SESSIONS	Meydenbauer 4 th Floor
	<p>Rock Your Brand Story Presenter: Melanie Spring, Melanie Spring Productions <i>Sponsored by ESPA</i></p>	Room 407
	<p>Cultivating Creativity Moderated by Melissa Jurcan, Compass Group - Microsoft, Robin Denny, CORT Party Rental, Shelly Tolo, Tolo Events <i>Sponsored by ILEA</i></p>	Room 408
	<p>From Bore to ROAR: Actionable Tools for Designing Kick-Ass Event Experiences Presenter: Andrea Driessen, No More Boring Meetings <i>Sponsored by MPIWSC</i></p>	Room 409
	<p>Turning Convention Centers Inside-out: Connecting Event Life with City Life Presenter: Brian Tennyson, AIA Principal, LMN <i>Sponsored by MPIWSC</i></p>	Room 403
12:00 pm – 1:30 pm	<p>LUNCH & PROGRAM</p> <p>No More Fruit Plates: Designing F&B to Address Today's Reality Panel Moderated by Brianna Mark, CMP, Mozilla, Dianna Hermesmeyer, CMP, Renee Howard, Dupar & Co.,</p>	Room 404-406

	Becky Williams, CMP <i>Sponsored by MPIWSC</i>	
1:30 pm – 1:45 pm	COMMUNITY SERVICE PROJECT & SPONSOR SHOWCASE	4 th Floor
1:45 pm – 2:45 pm	AFTERNOON EDUCATION BREAKOUT SESSIONS	Meydenbauer 4 th Floor
	Rock Your Pitch Presenter: Melanie Spring, Melanie Spring Productions <i>Sponsored by ESPA</i>	Room 407
	Vice is Nice - But is it Legal? Moderated by Gazala Uradnik. Nancy Bacon, Associate Director for Washington Nonprofits. Mary Ellen Reihsen, Corporate & Employment Attorney. Jan Fernandez, Party on the Rocks. Beth Lehman, Washington State Liquor and Cannabis Board <i>Sponsored by ILEA</i>	Room 408
	Inclusive Menus: A Process for Success Presenter: Brianna Mark, CMP, Mozilla <i>Sponsored by MPIWSC</i>	Room 409
	Sustainability, What is it and how to make it work Presenter: Brittany Price, Director of MGM Resorts Corporate Sustainability <i>Sponsored by MPIWSC</i>	Room 403
2:45 pm – 3:00 pm	AFTERNOON BREAK	4 th Floor Foyer
3:00 pm – 4:00 pm	CLOSING KEYNOTE Closing the Loop: Transforming the Tradeshow to the Theme-Park Presenter: Ronda Mohr VP Creative, Group Director, Freeman <i>Sponsored by MPIWSC</i>	Meydenbauer Theater
4:00 pm – 6:00 pm	HIVE CLOSING RECEPTION Celebrate Your HIVE	Meydenbauer Theater

SESSION DESCRIPTIONS & CEs

MORNING KEYNOTE

9:00 am – 10:30 am

SETTING THE STAGE: THE STATE OF THE INDUSTRY AND THE FUTURE OF DESIGN

Brian Tennyson, AIA Principal, LMN,
Tom Norwalk President & CEO, Visit Seattle,
Jeffrey Blosser President / CEO, Washington State Convention Center

Sponsored by MPIWSC

1.5 CEs pending approval

Our industry is changing and it's changing fast. The economy, shifts in the demographics of meeting attendees, environmental concerns, and emerging learning styles, combined with new desires and expectations are transforming the business of meetings and events. Our story starts with the current state of our colony (State of the Industry). Visit Seattle President and CEO Tom Norwalk and Washington State Convention Center President and CEO Jeff Blosser will share their insights, along with Brian Tennyson from LMN Architects, designers of the Washington State Convention Center expansion.

Mr. Norwalk, of Visit Seattle, will set the stage by diving into the current state of the industry from a global and national perspective to discuss current travel demands, economic trends, sentiment toward the USA by international visitors, and the ease of travel issues. He will then focus on the Northwest and Seattle markets to review 2020 forecasts, new projects impacting demand, short term rental growth and regulation and finally important current affairs and public safety.

Mr. Tennyson will explore the evolution of the convention center and how meeting facilities are addressing the changing needs of attendees and communities. He will discuss how facilities are transforming from being internally focused to extending outwardly to the community and engaging the city to create new experiences for conference attendees.

Mr. Blosser, from the Washington State Convention Center, will discuss how the national trends impacted the development of the new meeting facilities during the expansion of the Washington State Convention Center. He will address how the design focuses on flexibility, the amplification of technology, impacts on sustainability, and food and beverage operations.

Learning Objectives:

1. Attendees will understand current global, national, and regional trends that will impact the demands of their attendees at events.
2. Attendees will learn how the future-forward design of new convention centers and surrounding spaces can be used to create an environment to enhance performance, encourage desired behaviors and address the shifting demands and learning styles of conference attendees.
3. Attendees will learn how space design inside and surrounding a building is important to creating an experience of inclusiveness, accessibility, safety, and community interaction.

MORNING EDUCATION BREAKOUTS

11:00 am – 12:00 pm

TURNING CONVENTION CENTERS INSIDE-OUT: CONNECTING EVENT LIFE WITH CITY LIFE

Brian Tennyson, AIA Principal, LMN

Sponsored by MPIWSC

1 CE pending approval

Brian Tennyson, AIA, principal of LMN Architects, will continue the discussion of the meeting venue of the future. He will discuss the evolution of convention center design to be outwardly focused; how facility design impacts the neighborhood and community and is integrated into the life of the city; civic duty and street-level activation; and how space design is allowing attendees and event sponsors to create their own unique experience with flexible space and meeting rooms that are integrated with pre-function space. He will explore how facility design can and does impact almost all aspects of meeting from furnishing and food to technology and security.

Learning Objectives:

1. Attendees will understand how the design of new meeting spaces will impact their selection, use and management of venues.
2. Attendees will understand how newly designed spaces can and will impact the development of their educational programs to better support the goals and objectives of their event.
3. Attendees will learn about design elements that will help minimize security issues and manage risk.

CULTIVATING CREATIVITY

**Moderated by Melissa Jurcan, Compass Group – Microsoft,
Robin Denny, CORT Party Rental,
Shelly Tolo, Tolo Events**

Sponsored by ILEA

1 CE pending approval

Cultivate. The word brings to mind growth, nurturing, making things better. This panel brings together four creative visionaries, Shelly Tolo of Tolo Events, Kelli Bielema of Facebook, and Robin Denny of CORT Party Rental, moderated by Melissa Jurcan of Compass Group – Microsoft who will show you how to challenge yourself and your team to think (and act) creatively in every aspect of your professional and personal lives. Through the panelists' stories, you will learn techniques around collaboration, disruption, sensory engagement, and more that can help you innovate and deliver unique experiences to your customers. This session is more than just a discussion about trends, it will show you where the live events industry is now and how it can evolve in the future.

Learning Objectives:

1. Learn techniques around collaboration, disruption, sensory engagement, and more
2. Learn how to be innovative and deliver unique experiences to your customers
3. Understand current event industry trends and how it can evolve in the future

ROCK YOUR BRAND STORY

Melanie Spring, Melanie Spring Productions

Sponsored by ESPA

1 CE pending approval

Do you remember the last time you heard a truly great story? When you think back on it, you don't remember all of the details but you remember how it made you FEEL. Great brands make sure you feel something when they share their story – it's time to write your own. This presentation speaks to the brands that are ready to build brand ambassadorship – inside & out. Looking at how big brands with big budgets tell stories and how you can tell yours with any budget. Melanie Strong will share how you can get your whole team on board to get people talking about YOU!

Learning Objectives:

1. Attendees will learn how to take advantage of the full human-to-human experience.
2. Attendees will be exposed to brands that tell great stories and how they can develop their own brands.
3. Attendees will learn tips on how to build brand relationships.

FROM BORE TO ROAR: ACTIONABLE TOOLS FOR DESIGNING KICK-ASS EVENT EXPERIENCES

Andrea Driessen, No More Boring Meetings

Sponsored by MPIWSC

1 CE pending approval

Whether you're a seasoned or a novice event planner, you know your meeting has to shine. And if you're a supplier, you know the bar is high for delivering on what clients and guests crave. After all, audiences have never been more discriminating—or distracted.

Join us to learn non-obvious, unborifying insights to produce more captivating and unmissable events—for less money and in less time. This breakout experience combines interactive learning (not lecture!) with peer-to-peer segments and get-real applications for an engaging, fast-paced, productive session.

Learning Objectives:

1. Attendees will explore how to transform meeting attendees into true participants, who engage in experiential meeting content and return to work more productive and on fire.
2. Attendees will learn key questions that deliver on the evolving needs of today's learners... and that take events from Bore to ROAR™ to achieve a positive Return On Attendee Relevance.
3. Attendees will get actionable tools for designing an enticing speaker lineup, including curating memorable, interactive speakers and presentations—whether you rely on industry experts, professional speakers, execs, or a combination.
4. Attendees will access a content road map for more compelling and learning-rich programming.

LUNCH & PANEL

12:00 pm – 1:30 pm

NO MORE FRUIT PLATES: DESIGNING F&B TO ADDRESS TODAY'S REALITY

Moderated by Brianna Mark, CMP, Senior Event Planner, Mozilla,
Dianna Hermesmeier, CMP,
Renee Howard, Catering Director, Dupar & Co.,
Becky Williams, CMP

Sponsored by MPIWSC

1 CEs pending approval

Event design is not relegated just to programming and meeting space. It touches many parts of an event including various aspects of food and beverage. Menu design encompasses several demands and needs of today's society. From specialized dietary needs and farm-to-table sourcing to sustainability, compostable serveware, and reduction of food waste, suppliers and planners are creatively addressing the evolution of event food service. Moderator Brianna Mark, Senior Event Planner for Mozilla, will lead a discussion among F&B veterans to explore the trends and opportunities to better address the changing demands of F&B design.

Learning Objectives:

1. Attendees will understand the changing demands of event attendees, communities and venues as it relates to F&B management.
2. Participants will learn how leaders in the catering industry are addressing specialized dietary needs of attendees.
3. Attendees will gain knowledge on how they can implement changes to address growing environmental concerns related to F&B at meetings and events.

AFTERNOON EDUCATION BREAKOUTS

1:45 pm – 2:45 pm

INCLUSIVE MENUS: A PROCESS FOR SUCCESS

Brianna Mark, CMP, Senior Event Planner, Mozilla

Sponsored by MPIWSC

1 CE pending approval

More than 15 million Americans experience food allergies or other intolerances requiring special dietary requests. The Americans with Disabilities Act (ADA) requires meeting organizers to address dietary needs. Brianna Mark, CMP, Senior Event Planner from Mozilla, is affected by specific dietary requirements and actively addresses creating menus that address a majority of specialized needs without isolating those who request accommodations. Brianna will continue the discussion started during the lunch session and share her process for developing dietary-friendly event menus.

Learning Objectives:

1. Attendees will gain knowledge of emerging needs in food and beverage management based on dietary restrictions.
2. Attendees will develop an understanding of major allergens and where to find them.
3. Attendees will experience and learn techniques to design menus that address a majority of the major dietary requests without creating "special meals."
4. Attendees will gain an appreciation and understanding of how menu planning affects the experience of attendees at an event.

VICE IS NICE - BUT IS IT LEGAL?

Moderated by Gazala Uradnik, GFS Events,
Nancy Bacon, Associate Director for Washington Nonprofits,
Mary Ellen Reihsen, Corporate & Employment Attorney,
Jan Fernandez, Compliance Officer, Party on the Rocks,
Beth Lehman, Washington State Liquor and Cannabis Board

Sponsored by ILEA

1 CE pending approval

You plan events. Inevitably, the idea of adding some vice comes into the conversation. Your client wants to have bottles of wine on every table. Or maybe they see dollar signs in the idea of auctioning off cannabis gift certificates or raffling a tray of tequila. There are endless ideas, but not all of them are legal. In this session, you will hear an overview on liquor, cannabis, and gambling law as it relates to public events. You will hear specific case studies related to where these vices typically show up in parties and fundraising events. You will leave with connections and resources to help you in the future. Panel members include Mary Ellen Reihsen, an event contract attorney, Jan Fernandez, compliance officer for Party on the Rocks, Nancy Bacon, Associate Director for Washington Nonprofits, and Beth Lehman, from the Washington State Liquor and Cannabis Board. The moderator will be Gazala Uradnik, nonprofit event planner.

Learning Objectives:

1. Attendees will gain a better understanding of laws pertaining to events as they relate to alcohol, cannabis, gambling, auctions and other regulated industries.
2. Attendees will learn how to avoid legal issues related to “vice” activities in executing their meetings and events.
3. Attendees will learn where they can find resources to better understand the rules, regulations and procedures related to alcohol, cannabis, gambling, auctions and other regulated industries.

ROCK YOUR PITCH

Melanie Spring, Melanie Spring Productions

Sponsored by ESPA

1 CE pending approval

You have to pitch for money for your business or project. You have to tell your boss you deserve a raise. You have to explain why your project is going to be successful. In order to get to X (numbers), you’ve got to explain Y (why). This talk speaks to the humans who believe numbers tell the story AND to the humans who believe stories tell the numbers. Looking at both sides to ensure everyone gets the information they need, you’ll be able to craft a presentation from the story the numbers tell in a succinct, simple, and manageable way. You’ll walk away with things you can change immediately in your current presentation or just what you needed to create the one that’s in your head. You’ve got to make your pitch by making an impact.

Learning Objectives:

1. Participants will find out how the numbers can tell a story.
2. Participants will gain tips on how to tell the story without boring people.
3. Participants will understand how the story AND the numbers make an impact.

SUSTAINABILITY, WHAT IS IT AND HOW TO MAKE IT WORK?

Brittany Price, Director of MGM Resorts Corporate Sustainability

Sponsored by MPIWSC

1 CE pending approval

Sustainable Events are defined as the production of events with particular concern for environmental, economic and social issues. Research shows that over the past decade, meeting and conference attendees desire and demand the "green-ing" of meetings and events. Leading event industry suppliers are stepping up to the plate to address these concerns. Join Brittany Price, Vice President of Sustainable Operations for MGM Resorts International, to learn about current trends in sustainable meetings, ideas on how to make your events more environmentally and socially friendly and how MGM and other organizations are supporting these efforts.

Learning Objectives:

1. Understand current trends in sustainable events
2. Become familiar with sustainable event ideas
3. Apply learnings to current or future client’s event programming

CLOSING KEYNOTE

3:00 pm – 4:00 pm

Closing the Loop: Transforming the Tradeshow to the Theme-Park

Ronda Mohr, VP Creative, Group Director, Freeman

Sponsored by MPIWSC

1 CE pending approval

Ronda Mohr, Vice President of Creative and Group Director for Freeman's Seattle office, will discuss the cutting-edge transformation of tradeshows. As the meetings industry evolves, the creation of tradeshows is moving toward an urban planning model and theme-park design -- connecting spaces rather than keeping each booth separated from the others -- building community and creating new experiences for the participant and attendee.

Brand Experience Design is Human-Centered Design

Brand Experience Design is about curating the world’s sensory experiences that bring us into a lasting and meaningful relationship with a brand. It is a temporal art form understood through a progression of spaces, senses, and encounters. Learn how to tap into time-tested theme park design principles and apply human-centered design to create effective brand experiences. Gain insight about utilizing scale and proportion to increase brand value while encouraging a learning state of mind and engaging attendees with your brand resulting in increased market share and profitability.

Learning Objectives:

1. Attendees will learn how to adopt theme-park principles in designing trade shows.
2. Attendees will learn how to enhance branding and increase market share and profitability.
3. Attendees will understand how and why sensory factors play a key role in building brand.