

MPINCC Annual Conference & Expo 2017

SESSION DETAILS

STUDENT SESSION (7:45 AM-8:30 AM)

The Power of Planning: Putting ACE Together – Emerging Professionals

Speakers: Carlee Duncan, CMP, Meeting and Event Manager, Autodesk, Inc. and Thom Ward, President, The Brannan

This is a special session for hospitality students with an experiential component. Gain valuable knowledge about the key elements of a conference, session room AV, emergency planning and how event volunteers and staff play a critical role in the success of an event. Then take a behind-the-scenes tour of the show to walk-through the space and critical locations. Finally, experience the importance of the role of On-site Event Volunteer by putting your knowledge of the event to use from 8:45 AM – 1:00 PM. These assignments will be made in this 7:45 AM - 8:30 AM session. This opportunity will help you build your knowledge and skill set in event planning.

SUNRISE SESSIONS (8:15 AM-8:45 AM)

Sunrise Session 1:

CMP Recertification: Preserving Your Industry Designation

Speakers: Liz Cherson, CMP, CMM Events & Meetings Manager, Greylock Partners and Susan Piel, CMP, Consultant, Spiel Planning

You put a lot of blood, sweat and tears - not to mention years of practical experience - into earning your CMP designation. And now it's time to recertify. Attend this campfire session to hear advice on the process of tracking your continuing education clock hours and setting yourself up for successful CMP recertification. Session presenters will share firsthand experience and valuable tips on how to complete the CIC's recertification process with ease.

- Understand the process to recertify using the online CMP Recertification Application
- Become versed in the recertification requirements to be prepared when applying
- Know the deadline dates to be prepared to recertify

This session is approved by the Convention Industry Council for 30 minutes of continuing education (CE) credit in CMP-IS Domain J: Professionalism.

Sunrise Session 2:

How to Increase Mobile Event App Adoption

Speaker: Brooke Gracey, Senior Mobile Events App Strategist, CrowdCompass by Cvent
Just because you build an event app doesn't mean attendees will actually download it. As much as we all hope for a "Field of Dreams" experience, providing an app for your event does not automatically mean adoption. The key to success? Incorporating the app into your event's marketing strategy.

Learner Outcomes:

- * Everything you need to create an actionable marketing plan for your event app.
- * Strategies and tips to ensure attendees use the app once they've downloaded it.

This session is approved by the Convention Industry Council for 30 minutes of continuing education (CE) credit in CMP-IS Domain I: Marketing.

Sunrise Session 3:

Contract Clauses: A Deep Dive into a Force Majeure Clause

Speaker: Barbara Dunn O'Neal, Partner, Barnes & Thornburg, LLP

So much is said regarding force majeure clauses but what does the clause really mean? When does it apply? What are the best tips for drafting or reviewing a force majeure clause.

Learner Outcomes;

- * Gain an understanding of why force majeure provisions are in contracts.
- * Learn the key items and words to include in a force majeure provision.
- * Have the ability to understand when the clause does/does not apply.

This session is approved by the Convention Industry Council for 30 minutes of continuing education (CE) credit in CMP-IS Domain C: Risk Management.

Sunrise Session 4:

The Accidental Planner Bootcamp: Tips, Tools & Resources

Speakers: Dana Marshall, CMP, CMM, HMCC, Principal, Meetings Defined and Kathleen Maier, CMP, Administrative Assistant, Moss Adams, LLP

Are planning meetings a part of your job? Are you new to the meeting planning arena? If so, this Bootcamp is for you.

We've paired an Executive Assistant, who has years of meeting & event planning experience, with a former corporate Meeting Manager. They will provide tips & tools to get you started on a path to plan a successful meeting or event. Join them for this fast-paced session where they will share planning steps and cover the basics of contracts and budgeting. You'll also walk away with templates, checklists and resources to help you stay organized.

Learner Outcomes:

- * Identify what questions to ask the meeting sponsor
- * Learn standard contract clauses/terminology
- * Understand budgeting basics
- * Best practices for communication with the hotel/venue

This session is approved by the Convention Industry Council for 30 minutes of continuing education (CE) credit in CMP-IS Domain B: Project Management.

WORKSHOP 1 (9:00 AM-10:00 AM)

Option 1:

Are You Safe (No, You're Not!): Cybersecurity and the Hospitality Professional

Speaker: Jim Spellos, CMP, President, Meeting U.

Today's high profile hacks of major organizations and institutions have increased awareness of the issues of digital security, yet most people are compromising their personal and company's information on a regular basis. Attendees at this session will better understand the digital risks, and learn to separate truth from hype about how secure their presence is.

Learner Outcomes:

- * Identify critical terms about digital security for you and your organization

- * Understand how to best keep your personal digital presence from being compromised
- * Use online tools to keep educated about ongoing changes in digital security

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain C: Risk Management.

Option 2:

Hotels/Planners Sound Off

Moderator: David Kliman, CMM

Panelists: Jonathan Young, Vice President of Global Accounts, ConferenceDirect; Lucinda Mendoza, CMP, Meeting Manager, Annual Reviews; Cindy Ramesh, Director of Sales, Hilton San Francisco Union Square and Parc 55, a Hilton Hotel

The last couple of years have seen unprecedented hotel rates and occupancy levels. Will this strong seller's market continue indefinitely? Will planners gain back their negotiation power any time soon?

Join us for a lively discussion as hotel and planner representatives share their views on the give and take of contract negotiations. We'll hear both sides weigh in on standard contract clauses such as re-sell on cancellation and lowest rate. And what do planners and hotels think about 24-hour holds on space?

Learner Outcomes:

- * Gain a better understanding of what is important to both sides during contract negotiations
- * Find out where you can find a realistic common ground
- * Determine the value for what you are asking

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain C: Risk Management.

Option 3:

Introduction to Experience Design

Speaker: Annette Gregg, CMM, MBA

Audience expectations have changed, and we must evolve our events to meet these new

demands. Instead of traditional planning approach of leading with logistics, experience design (XD) puts the participant at the core and creates an experience around their unique needs and wants. This introductory session will examine the basics of XD, the evolution of the audience, and how event and meeting professionals can begin to craft powerful experiences that are memorable, and educational as well as entertaining.

Learner Outcomes:

- * Learn the difference between user experience and user design in events
- * Understand the changing needs of audiences and adult learners
- * Review some examples of powerful experience design in the hospitality industry

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain G: Meeting or Event Design.

Option 4:

Meeting in 2027: Predictions for the Future of the Hospitality Industry

Speaker: Dan Berger, CEO, Social Tables

This thought provoking presentation will provide a market update on the economic impact of meetings and events on a global level and introduce predictions for the travel and hospitality industry. The session will elaborate on predicted technological advances that will change the day-to-day experiences of hospitality professionals.

Learner Outcomes:

- * Develop insight into the current state of the global meetings and events market
- * Review predictions for how forecasted trends will impact the market within the coming decade
- * Apply these trends to ensure your business stays ahead of the competition

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain A: Strategic Planning.

WORKSHOP 2 (10:15 AM-11:15 AM)

Option 1:

Point/Counter-Point: The Lawyers Debate Today's Hottest Contract Issues

Speakers: Barbara Dunn O'Neal, Partner, Barnes & Thornburg, LLP and Lisa Sommer Devlin

Ever been curious about the conversations which take place between lawyers who represent groups in connection with meeting contracts and lawyers who represent hotels? What are the key issues and their respective positions? And how does poor contract drafting affect the outcome of a dispute? With contentious issues such as rate protection, attrition, cancellation, and force majeure, how do planners and suppliers come together during negotiations to finalize the contract? Join hospitality industry attorneys Barbara Dunn O'Neal and Lisa Sommer Devlin as they debate today's hot contract issues and share some common contract drafting errors. Don't miss this lively and informative session!

Learner Outcomes:

- * Understand the business and legal perspectives regarding hotel contract negotiations.
- * Learn strategies to overcome common objections when it comes to clauses such as rate protection, attrition, cancellation, and force majeure.
- * Identify common contract drafting errors and best practices in finalizing and enforcing contracts

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain C: Risk Management.

Option 2:

Infusing Experience Design into our Work: How do we Begin

Speaker: Speaker: Annette Gregg, CMM, MBA

This hands on workshop will feature three common XD tools that participants can use to design their meetings and events.

Learner Outcomes:

- * Think Feel Do analysis in experience design
- * Understanding the client/guest/stakeholder using empathy maps

* Experience design using journey mapping

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain G: Meeting or Event Design.

Option 3:

GMIC Northern California Network Presents: The Dilemma of Food Waste

Moderator: Julie Cummins, Director of Education, CUESA (Center for Urban Education about Sustainable Agriculture)

Panelists: Dana Gunders, Senior Scientist, Natural Resources Defense Council; Ben Simon, CEO, Imperfect Produce and Co-Founder, Food Recovery Network; Dana Frasz, Founder, FoodShift

By now, you've no doubt heard the figures: a whopping 40% of food grown in this country is never eaten. Wasted food means lost money, energy, water, and human effort. The good news is that our nation, and the hospitality industry, is beginning to pay attention. Our panel will discuss creative ways companies are addressing the problem, and how you can be part of the solution.

Learner Outcomes:

- * How to reduce food waste at events
- * Tips and tricks to incorporate food recovery into your programs
- * See how a small idea can translate into a nationwide movement; you could be that one person in your company!

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain G: Meeting or Event Design.

Special thanks to Jo Licata, Community Projects Manager, Hilton San Francisco Union Square, and Molly Walsh, CMP, Director of Marketing, CodeScience, for their collaboration and coordination of this workshop.

Option 4:

Breaking Through the Four Walls: Real Time Event Marketing

Speaker: Tom Spano, Director, Event Marketing, Steelhouse

Great, you filled the room with people who could either afford the ticket, or were lucky enough to get in early. What about all the other people out there who wanted to go but couldn't? In this session, we'll learn first hand which are the most powerful social tools to break through the four walls of your event, and how to use them to engage a much larger audience hungry for your content. From Facebook Live, to Twitter, to Snapchat we'll not only learn about them, but actually use them to spread our conversation as far as it can go, in real time.

Bring your smart phones!

Learner Outcomes:

- * Master the Twitter #Hashtag and learn best practices for marketing your session pre, during, and post event.
- * Develop an understanding of live broadcast platforms and learn how to best use Facebook Live and Periscope.
- * Utilize Instagram and Snapchat to build brand awareness and event buzz.

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain I: Marketing.

GENERAL SESSION (11:30 AM-1:00 PM)

Security Issues & Concerns for Event Organizers: Current Safety and Security Trends in Event Security

Speakers: Clarence Izzard, CPP, PSP, Director of Security, Marriott Vacations and Jonathan Wackrow, Executive Director, RANE | Risk Assistance Network and Exchange

Do you have a plan on how to handle active shooters or bomb threats if they were to arise at your event? Former Secret Service Agent Jonathan Wackrow and former officer and esteemed Hotel Safety Security Executive Clarence Izzard will present current issues in event security. This session will help event planners to better implement security methods at meetings and events.

Learner Outcomes:

- * Develop understanding and foundational knowledge of threats, vulnerabilities and risk factors assessment, and associated safety and security issues facing meeting professionals.
- * Provide tactics and considerations of event planning for crisis and emergency management considerations, and executive/VIP guest protection in a special event environment.
- * Understand how the current risk landscape necessitates policy and procedure development

and implementation of industry-wide accepted best practices, and the potential time and cost savings and efficiencies in implementation, communication and sharing of data and best practices.

This session is approved by the Convention Industry Council for 1 hour of continuing education (CE) credit in CMP-IS Domain C: Risk Management.