

WORKSHOPS

MORNING WORKSHOPS - SESSION I (5 SESSIONS) - 8:30-9:30 A.M.

Workshop 101 (CSR Track) **Gamification for Meeting Professionals**

Speaker: John Chen, CMP, CEO, Geoteaming

Are you looking to increase communication and trust on your virtual team? Do you want to increase results and performance of your online team? Using a customized combination of video conference, teleconference, Twitter, Facebook, web conferencing and other technologies, you will go through at least three customized team building challenges to increase creativity, improve your process, build trust and increase performance. This session is a fast-paced, experiential session that will show you how to tap the power of virtual teams and increase relationships. This session is based on the NEW Wiley & Sons book, *Digital Team Building* (publishing in May 2012) and gives your team the latest in team building technology.

Learner Outcomes:

- How to use Digital Team Building Games to build communication, trust and team performance over technology.
- Get more comfortable with cutting edge technology to solve every day challenges

Workshop 102 (Legal Track) **Meetings on Your Own Terms in the Era of "ROI," Tight Budgets & Accountability: A Legal Guide**

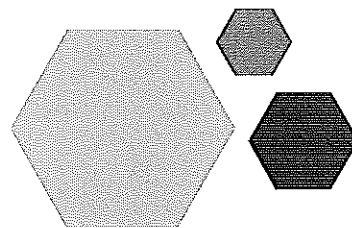
*Speaker: Joshua Grimes, Esq.,
Grimes Law Offices, LLC*

Meeting contracting is an increasingly complex process beginning with hotel solicitations and RFPs, and extending through contract signing. There are many steps along the way requiring competence and skill. In this era of important meeting objectives such as ROI, careful budgeting, sustainability protocols and government regulations, planners must work at every step to ensure their organization's

meeting goals and legal requirements are met. Join hospitality attorney Josh Grimes in this fast-paced and interactive discussion of today's contracting process from start to finish. Learn the essential information to include in a hotel RFP, and how that RFP can give you leverage to negotiate a favorable hotel contract with your organization's meeting goals and legal requirements are met. Join hospitality attorney Josh Grimes in this fast-paced and interactive discussion of today's contracting process from start to finish. Mr. Grimes will discuss the proper ways to review hotel bids to ensure the selected property meets your goals and withstands scrutiny from skeptics within your organization and disappointed bidders. And learn how to gain an advantage in negotiations with your chosen hotel by attaching a sample contract with favorable terms to your RFP. This presentation will include sample contract clauses as a learning tool.

Learner Outcomes:

- Ensure your chosen hotel and other suppliers meet the scrutiny of cost-conscious CFO's, difficult organizational stakeholders, and governmental examiners.
- Learn how to access the speed and convenience of online RFPs without sacrificing the important details usually found only in traditional hard-copy solicitations.
- Create strategies to use the RFP process to speed up contract negotiations while achieving a final agreement more on your terms.



WORKSHOPS

Workshop 103 (Senior Planner) **Meetings 3.0: Enough's Enough! No More Fluff or Boring Stuff!**

Speaker: Shawna Suckow, CMP, Founder & President, SPIN: The Senior Planners Industry Network

As the internet has evolved over the past two decades, so have the attendee learning styles. Today's audiences are savvier and more diverse than ever before, and expect more from their attendance at our meetings and events. Planners are competing with attendees' decreased tolerance for "fluff" or talking heads, shortened attention spans, and electronic diversions like phones and iPads. Add to that the challenges of serving different generations and communications styles-what's a planner to do?

In this session, Shawna Suckow, CMP, Founder & President of SPIN, will discuss the evolution of the Web and how it has led to changes in what audiences demand and what planners must do to meet their needs. She'll discuss meetings 1.0, 2.0 and 3.0, showcasing each style so the audience gets a hands-on feel.

Learner Outcomes:

- Participants will learn that all three delivery methods have their appropriate time and audience
- How to achieve a balance depending on the meeting's goals and objectives and the audience's demographics.

Workshop 104 (Tech) **Harnessing Audience Insight**

Speaker: Mike Vinup, Vice President, IML

The real value for the key stakeholders of any meeting or event is the discussion, content and actions that are generated by the participants. Given that meetings invariably involve your key stakeholders such as your best clients and most productive employees, there is an abundance of quantifiable insight (data) essentially from and

about your organization, that if exposed and captured properly, will help you and your clients make better strategic decisions. At IML, we call gathering this data 'harnessing audience insight.' Harnessing audience insight is a new approach to meetings and conferences; one that shows that by promoting audience interaction and taking advantage of the intellectual capital in the room, you can leave your meeting with valuable data, information and insight – maximizing its effectiveness and ROI. Through the use of strategic yet simple-to-use technology solutions, you can create this environment and capture powerful information.

This inclusive, dynamic presentation will put into practice the tools, tactics and approaches necessary to create such a participatory environment, as well as discuss the role of technology solutions.

Learner Outcomes:

- Learn the value of a meeting environment that promotes audience interaction
- Discover tactics and approaches that allow you to harness the insight of your audience
- Learn how to gain valuable feedback and insight from your audience
- Understand how to approach a meeting with ROI maximization in mind

Workshop 105 (Professional) **Certification in Meeting Management as a Strategic Career Advancement Decision – Panel Discussion.**

Moderators: Inga Stephenson, CMP, Conference Sales Manager, Dolce Hayes Mansion and Melissa Tarpley, CMP, Buyer, Strategic Accounts, Woodberry ITA Group

Panelists: David Kliman, CMP, CMM, President, The Kliman Group; Edward Perotti, CMP, CMM, Manager Corporate Meetings & Events, VMware, Inc.; Lucy Giovando Watts, CMP, CMM, Owner & Founder, Giovando Watts & Company

You are ready to advance your career as a

WORKSHOPS

meeting professional. You would like to enhance your strategic decision-making abilities and you wonder if MPI's Certification in Meeting Management (CMM) program is the path to take. Get your burning questions answered by fellow MPI members who have obtained their CMM. Discussion topics:

- The Certification in Meeting Management process sounds really tough. How can it benefit your career?
- How did you get emotional and financial support during the CMM process?
- How much time did you dedicate to the business plan?
- And more

MORNING WORKSHOP – TECH EXTENDED – 9:00–11:00 A.M.

Workshop 106E

2013 Hot Technologies in Mobile and Social Media

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

Join James Spellos for his take on hot topics 2013 and his picks for way-cool apps and digital storytelling.

The word "mobilesocial" is frequently used to describe the focus of today's technology. This extended, interactive session is a two part presentation which allows you to best use today's best "mobilesocial" elements. Part one is a fast paced discussion about the best productivity apps for Tablets and Smart Phones. Participants are encouraged to share their

personal favorites. Part 2 focuses on the social tools and how you can (and should) tell the story of your event and company using social media. Do you know how to craft a good story, and are you aware of the digital tools that can help you (and your constituents) share it? Join us for an interactive "mobilesocial" experience. Bring your mobile devices, and be ready to download & share.

After attending this session, the user will be able to:

- Identify over 50 apps that will enhance your productivity
- Understand the three elements of a well-crafted story
- Identify nine tools to help create effective online stories

MORNING WORKSHOPS – SESSION 2 (4 SESSIONS) – 9:45–10:45 A.M.

Workshop 201 (CSR)

The First Lady does it. Brad Pitt does it. Do you? CRS: Articulating the Business Case for Sustainability

Speaker: Katherine Manfredi, CMM, Senior Director, Strategic Event Management & CSR Conference Partners, Inc.

Powered by the Green Meetings Industry Council (GMIC) Northern California Chapter

More and more people inside and outside the meetings industry are getting involved in social responsibility, green practices and sustainability.

And while there is much said about the 'what' and 'how' to implement sustainability in our meetings and events, we often forget to address one of the most important questions: the 'why'. Aside from the obvious need to manage our environmental and social impacts, there is growing recognition of the huge opportunity associated with being a more responsible business.

Understanding the business case for sustainability and how it applies to meetings and events will help you explain to your stakeholders why CSR

WORKSHOPS

will benefit your organization and help you obtain the necessary buy-in to ensure success. Learn about insightful research that can guide you to making a case for more sustainable events that align with your organization's core values, attract the right workforce, and resonate with your stakeholders. Hear from others what to say to convincingly address the questions of why you should spend time, and sometimes money, on CSR and green meeting initiatives. Practice your 'pitch' among colleagues and receive helpful feedback that will help you perfect your talking points and articulate your business case for sustainability.

Learner Outcomes:

- Understand the key benefits of being a responsible business
- Work in teams to determine how each of these benefits could be applied to the meetings and events they are involved with
- Discuss and learn ways to communicate these benefits with internal and external stakeholders

Workshop 202 (Legal)

Risk Management in Uncertain Times

Speaker: Naomi Angel, Esq., Howe & Hutton, Ltd.

In today's world, an incident can become a crisis faster than we can imagine. Learn how to properly plan and prepare for emergencies from association industry attorney Naomi Angel. Find out what legal issues can arise during a crisis and how best to manage the risk of liability through indemnification and insurance. Gain the knowledge you'll need to anticipate the ramifications of the crisis and develop a tangible response plan to manage it. This is a program you cannot afford to miss!

Learner Outcomes:

- Explain how managing/mitigating risk is a key to business success
- Describe ways to mitigate risk through site selection and contract negotiations

- Identify how your onsite crisis management plan can help better manage risk

Workshop 203 (Senior Planner)

Senior Planners Speak Out

Moderator: Dana Marshall, CMP, CMM, Principal, Meetings Defined

Panelists: Sharon Marsh, CMP, CMM, Principal, Meetings Group Manager, Medtronic, Inc. and Laurie Sharp, CMP, Director, Global Corporate Event Shared Services, VMware, Inc.

Ever wondered what you should be doing now to help you ensure job security and growth in the future? Join us as this panel of esteemed planners speaks out on meetings industry issues and their experience.

Whether it was high-tech, financial, pharmaceutical or another industry – these professionals embraced the evolution of meeting planning and charted their course from logistics roles to more strategic management roles within their organizations. These former "in the trenches" planners have enhanced their skill sets in areas of marketing, communication, procurement, compliance and technology.

Hear how they learned to navigate corporate structure and change management, partnered with other departments, gained their seat at the table, and now have a voice in how their organizations meetings and events impact their business decisions.

We promise an engaging session and will allow time for Q&A so that you can get the answers and advice you need.

Have a burning question? Don't wait – send a tweet to Dana @MeetingsD

WORKSHOPS

Workshop 204 (Tech)

Mobile Apps for Events: How to Extend the Life of Your Event and Enhance the Attendee Experience

Speaker: Billy McGee, Senior Sales Executive, Mobile Apps, CrowdCompass, Senior Sales

Mobile technology is one of the most significant areas of change facing the meetings industry today. It is not only shifting the way companies do business, it's also presenting opportunities to increase engagement and extend the life of each meeting. This session will explore how mobile

trends are creating new marketing channels, new levels of social media sharing, and new event sponsorship opportunities, while also making the entire event experience more fun and interactive for attendees.

Learner Outcomes:

- How to select an app that meets the goals of their event
- How to inspire attendees to utilize the app
- How to create ROI from the app by engaging exhibitors and sponsors

AFTERNOON WORKSHOPS – SESSION 3 (5 SESSIONS) – 3:15–4:15 P.M.

Workshop 301 (Legal)

Ask the Experts! Two Top Industry Attorneys Take Your Questions

Speakers: Naomi Angel, Esq., Howe & Hutton, Ltd. And Joshua Grimes, Esq., Grimes Law Offices, LLC

Do you find it hard to make sense of the legalese that permeates our business? Understanding and moving quickly on legal-related issues in contracts and as your event unfolds may be a critical part of your job, but it can also be intimidating. Asking the experts can put your mind at ease and help you move forward more confidently. Bring your questions to two of the top industry legal advisors.

Workshop 302 (Senior Planner)

Planners are from Saturn, Suppliers are from Venus: Interpreting the Strange Languages and Habits of Two Alien Species

Speaker: Shawna Suckow, CMP, Founder & President, SPIN: The Senior Planners Industry Network

Planners and suppliers often think they speak the same language, but two years of research has proven quite the opposite to Shawna Suckow, CMP, President of the Senior Planners Industry Network, and author of the book

Planner Pet Peeves and the follow-up book, Supplier Pet Peeves (published in late 2012).

Planners are people-pleasers by nature, and may not always be forthcoming if relationships can be damaged. Suppliers want to put their best products and services forward, but they most often are left to guess at what the market really wants and expects from them.

Then there's the trend of planners not answering the phone, not responding to emails, and generally making it harder for suppliers to build relationships.

Join Shawna as she pulls back the curtain and shares what each side is doing—and how it is interpreted by the other—in a funny but impactful look at how we all can do better and drive each other a little less crazy.

Learner Outcomes:

- Planners will learn specific action steps of information they can include in RFP's to facilitate the proposal process for suppliers to produce better, faster results
- Suppliers will learn three key questions they need to ask every planner before performing a site visit or producing a proposal, to ensure they are aligned with the planner's goals and objectives

WORKSHOPS

- Planners and suppliers will learn specific action steps going forward to create and grow mutually beneficial relationships

Workshop 303 (Tech)

Advanced Social CRM: Avoid Social Data Silos
Speaker: Patrick Dorsey, Vice President, Marketing, Avectra

Your organization has begun tracking social media information about customers and prospects: Twitter handles, Facebook addresses, and LinkedIn profiles. You've gathered links to blog posts supporting your legislative campaigns, and the list of re-tweets with your annual meeting or recent product launch hashtag is hefty. But while many corporations know how they want to use such revealing data, few understand how to effectively manage the process. That's about to change, because the next 60 minutes covers effective practices for storing and using social data about customers and prospects so you can max out your ROI. Expect lots of Q&A, live tweeting, and small-group discussions, so come fully charged!

Workshop 304 (Special)

Creating Airline 2.0: A Virgin Case Study
Speaker: David Cush, President and CEO, Virgin America

Virgin America President and CEO David Cush discusses how the award-winning San Francisco-based airline is using technology and innovation to elevate the guest experience and make flying good again – and how passengers across the industry are benefiting, as other airlines improve their product in an effort to catch up with the start-up airline. In just over five years of flying, Virgin America was named "Best Domestic Airline" in the Condé Nast Traveler 2008-2012 'Readers' Choice' Awards and "Best Domestic Airline" in Travel + Leisure 2008-2012 'World's Best' Award. Cush will address his airline's focus on winning the loyalty of business guests.

Workshop 305 (Professional)

Corporate Circle of Excellence (CCOE)

Facilitators: Kimberly Coleman, CMP, Event Manager, Cutera and Jennifer Walker, Marketing Assistant, Greylock Partners

Note: The CCOE workshop is for Corporate Planners only. Badges will be checked at the door.

The MPINCC Corporate Circle of Excellence has renewed momentum with great participation at our first networking event. Get involved now to meet with your fellow corporate meeting planners to discuss challenges, successes, innovations and roadblocks specific to the business of corporate meetings. MPINCC's CCOE objective is to provide a collaborative environment for you to capitalize on partnerships among corporate planners, in a closed-door session. We invite you to be part of our growing CCOE community. This is THE place for peer-to-peer discussions about things that are on your mind. The format will be round table open forum discussion. Come with hot topics in mind or drill deeper into a conversation that may have begun at this morning's workshops.

