

NORTHERN CALIFORNIA CHAPTER



MEETING PROFESSIONALS INTERNATIONAL



INTERNATIONAL
SPECIAL EVENTS SOCIETY

NORTHERN CALIFORNIA CHAPTER

"The Big Bang: How to Create and Produce Events With Impact"

**Dana Marshall, CMP, CMM
President, MPI-NCC**



**Valerie Hopple
President, ISES-NCC**



"The Big Bang: How to Create and Produce Events With Impact"

Agenda in Detail:

- 4:30 - 4:45 p.m. Introduction
- 4:45 - 5:45 p.m. MPINCC Keynote Panel
- 5:45 - 6:00 p.m. Break
- 6:00 - 7:00 p.m. ISES-NCC Keynote Panel
- 7:00 - 7:30 p.m. Q&A with Both Panels
- 7:30 - 8:30 p.m. Networking Reception,
Sponsor Spotlight & Jazz Trio

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MPINCC KEYNOTE PANEL:
Selecting and Hiring Production Companies
for High-Impact Events

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Mimi Almeida

President and Co-Founder of
All Performance Associates, LLC



Jan Hennessey, CMP, CMM

Conference Services Manager
Lawrence Berkeley National Laboratory
Owner, Jan Hennessey Events, LLC



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CiCi Baker

Co-Founder, The Event Corp
President of Sierra Event Company



Michele Snock, CS, CMM

Procurement, Meetings and Events
at Salesforce.com
Principal, Wine Events Connection



Claire Jolley Stroope

Senior Manager Americas
Global Meeting Services at Oracle



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Moderator:

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Panelists:

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pro·duc·tion

noun \prə-'dæk-shən, prō-

Definition of *PRODUCTION*

a: something produced

PRODUCT

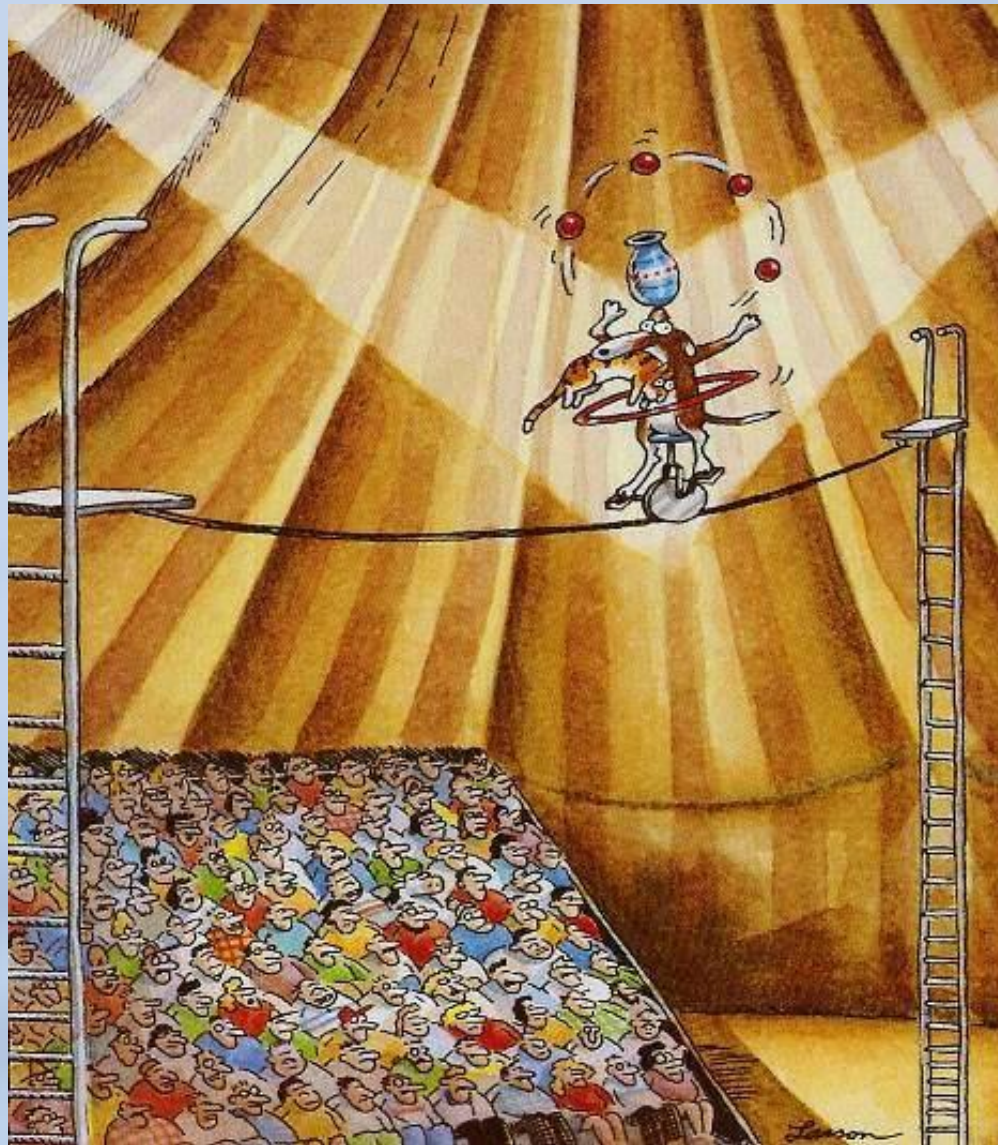
b: (1) a literary or artistic work

(2) a work presented to the public (as on the stage or screen or over the air)

c: something exaggerated out of proportion to its importance

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Refreshment Break

Program Will Resume in 15 Minutes

Please Be Back in the Auditorium by 6:00 PM

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Bringing the “WOW” Factor to Corporate Events

15 November 2011

Moderator:

Patrick McMichael

Partner/Business Development
Denon & Doyle Entertainment

Panelists & Introductions

- Michael Kuhlmann, Director of Event Design, got light?
- Natasha Miller, Founder and Creative Director, Entire Productions
- Paul Moss, Principal, Blueprint Studios
- Pam Kanjanamarakul Perez, Director of Sales, Global Gourmet Catering
- Matt Prieshoff, COO-Nor Cal & COO California Venues, Live Nation

Event Case Study Overview

Merger of two companies holding their first all hands general session followed by a reception. Total attendance 500 people

Program Goals

- Create one culture with a unified message
- Eliminate the divide between the two companies (no more “us and them”)

Session Objectives

- Building the “dream team” and **collaborating for success**
- What **questions should I ask** when researching creative services to determine the best fit for my goals?
- When do I **engage services** and how do I go about it?
- What do I look for when **selecting a venue**?
- How will I be able to **save money and optimize spend**?
- **What’s hot and what’s not?**

Working together for Collaborative Success

- Creating the Dream Team
 - Know the Core Capabilities of the Players and Stick to them
 - Cross-disciplinary Understanding
- Establish relationships; do business with those that you work well with
- Develop realistic deadlines and stick to them
- Share the budget constraints and timelines for each supplier
- Clearly state event objectives
- Understand the priorities
- Play nice! Be respectful and understanding of each other's needs
- Work together to find solutions

What Questions to Ask

Clarifying the Event Goals & Creating a Vision

- Utilizing the Team
- How Design Supports the Event Goals
- There's No Such Thing as TMI
- When a Theme Can Support the Message

When and How to Engage

- As soon as feasible!
- When do you realize you need help?
- Information sharing
- Establish Communication Standards

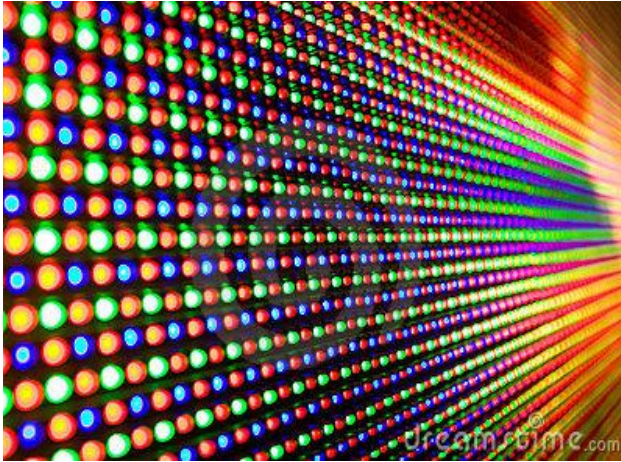
Venue Selection

- Location, Location, Location!
- Meets Event Needs and Objectives
- Supports Proposed Entertainment
- Friendly Load-in/out Accessibility
- Organized Labor Considerations
- Venue Appropriate for the Event Program Scope
- Venue Expenses & Availability

Cost Savings and Optimization of Spend

- Creating a Realistic Budget and Accurate Allocation of Funds
- Avoid Overtime
- Pre-planning & Information Sharing
- Practical Design Elements
- Clear, Concise and Accurate Communications
- Continually Reprioritizing Event Goals
- Historical Perspective
- Realistic Estimate of Attendance
- Rely on Relationships with your Preferred Suppliers to Help Advise on Appropriate Expenditures
- Less is Often More
- Pace "WOW" Entertainment

What's HOT!



What's NOT!





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Question & Answers

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ISES Strategic Partners:

PLATINUM



GOLD



SILVER





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