

## **MPINCC Annual Conference & Expo 2016**

### **SESSION DETAILS**

**8:30 AM - 9:00 AM**

#### **SUNRISE CAMPFIRE SESSIONS**

##### **SC1: BEYOND TIME MANAGEMENT: HOW TO GET TWICE THE WORK DONE IN HALF THE TIME**

*Speaker: Ron Rosenberg, President, Quality Talk, Inc.*

There's simply more to do each day than you can possibly accomplish. But what if you could double your productivity? Whether you work in a large company, manage an organization or business unit, or operate "on a shoestring," you'll learn seven proven strategies to help you focus on what you do best and learn how to eliminate, automate and outsource everything else. In this session, you'll identify your greatest time challenges and how you can overcome them. You'll discover the dirty little secret about schedules and "to-do" lists and learn proven strategies for managing phone calls, e-mail and other distractions!

*In this all-new program from Ron Rosenberg, you'll discover:*

- Why you can't seem to get everything done that you need to
- The dirty little secret about traditional time-management techniques
- 3 major sources of disruption that you can fix immediately
- A proven strategy for managing phone calls and e-mail that will free up an hour each day
- The "secret weapon" that will help you hire the best talent every time

*MPINCC has aligned this session to Domain B: Project Management of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 0.50 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

#### **NEW SESSION JUST ADDED!**

##### **SC2: CMP RECERTIFICATION: PRESERVING YOUR INDUSTRY DESIGNATION**

*Speakers: Elizabeth Cherson, CMP, Events & Meetings Manager, Greylock Partners and Susan Piel, CMP, Events Manager, FireEye*

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.

*MPINCC has aligned this session to Domain J: Professionalism of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 0.50 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

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**9:00-10:00 A.M. (exceptions noted below)**

**100 SERIES WORKSHOPS**

**Workshop 101 (SP): SENIOR PLANNERS AND SENIOR HOTEL SUPPLIERS: A TRANSPARENT DISCUSSION ON THE FUTURE OF MEETINGS AND EVENTS - Powered by SPiN Senior Planners Industry Network**

*Moderator:* David Kliman, CMM, President, *The Kliman Group*

*Panelists:* Cheryl Brazier, Director, Global Sales, *Carlson Rezidor Hotel Group*; Ron Foxworthy, CMP, Director of Corporate Sales Operations, *IfOnly*; Richard Harper, Executive Vice President, *HelmsBriscoe*; Heather C Shatz, Director of Sales, Technology Accounts, *Hilton Worldwide Sales*; Laura Bell Way, CMM, Global Meetings Manager, *Autodesk*

Join us for this highly anticipated and candid discussion between senior meeting planners and senior event suppliers. Hear what they have to say on the future forecast of the hotel and event industries. During the panel discussion, David Kliman will navigate this expert panel of senior professionals through a variety of challenging topics including:

- The continued growth of the Meetings and Events industry – are pop-ups / bespoke events the trend?
- In-house vs. outsource? What can you expect in the next 5 years....and how it will benefit meetings and events overall.
- Will we still be in a seller's market? Negotiating with care for a "win-win" solution.
- A tightening economy and how it affects client budgets, hotel and venue occupancies and revenue. Are you looking at alternative venues instead of traditional hotels?
- Global challenges affecting personal and technological security and how this affects risk management for all of your events.
- The attendee experience: Why building engagement is now much more than social media. Is technology still driving that experience?

This session will help you gain crucial knowledge to better server your clients and management.

*Learner Outcomes:*

- Learn about the latest issues impacting buyer/seller relationships
- Witness and take part in an in-depth conversation regarding the future of meetings and events
- Ask questions of industry leaders

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**Workshop 102 (PRO): BRANDPROV™: THE ART OF AUTHENTICITY (9:00 - 10:15 A.M.)**

*Speakers: Judi Holler, President, Holla! Productions, LLC*

Through personal stories, improv games and over 20 years of experience in the hospitality industry, Judy helps attendees understand why an authentic and intentional personal brand is critical to success in life AND business.

*Attendees will take-a-way the following:*

- The framework I have used to build my personal brand from scratch
- Creative ways to generate new leads and retain customers
- An understanding of why your personal brand is the best job security on the planet
- A personalized value proposition statement you can use immediately
- A look inside my personal toolbox for tips on productivity, branding, and motivation
- A chance to improvise!

*MPINCC has aligned this session to Domain J: Professionalism of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.25 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

**Workshop 103 (TECH): HOW DO THEY DO THAT?: SECRET TECH WEAPONS FOR MEETING PROFESSIONALS**

*Speaker: Beth Ziesenis, Author, Speaker, Nerd, Your Nerdy Best Friend*

What if you could schedule a committee meeting without having to send three dozen emails to find a time everyone could meet? Or automate your little tasks that keep you from your real work? Or pass off annoying projects to someone else – without breaking the bank? And what if you could pull all this off straight from your mobile device – without an IT degree?

Join Your Nerdy Best Friend, aka Author Beth Ziesenis, to discover how to use free and bargain technology tools you never knew existed to work more efficiently with your teams, create professional-

level graphics and wow your colleagues. This high-energy session will give you 30+ tools that will leave people asking, “How DO they do that?”

*Learner Outcomes:*

- Understand how technology fits into every part of your day
- Learn about technology systems that streamline projects and tasks
- Discover dozens of free and bargain apps and online tools that put the ideas from the conference into action!

*MPINCC has aligned this session to Domain B: Project Management of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

### **Workshop 104 (PRO): NEGOTIATING DIFFICULT CONTRACT CLAUSES**

*Speaker:* Tyra Hilliard, PhD, JD, CMP, Multipreneur, Speaker & Writer

As meeting professionals, you tend to focus most of your contracting energy on negotiating performance clauses like attrition and cancellation, the “big dollar” clauses. But if you aren’t negotiating just as intensely on the clauses that affect the quality of your meeting, you are doing your attendees, your client, and your organization a disservice. Addressing issues like construction and remodeling, conflicting in-house groups, surcharges and fees, assignment, environmental issues, service standards and more, this session will help prepare you for trends that will have a major impact on your attendees, your meeting, and your bottom line.

*Learner Outcomes:*

- Know what to ask for and how to deal with pending construction and remodeling that may not have been on the radar at the time of contracting.
- Assess the effects of the current environment on contract negotiations – including everything from using drones at your meeting to the latest surcharges and fees being levied by hotels.
- Learn how to address in the contract other groups meeting in the hotel over the same dates.

*MPINCC has aligned this session to Domain C: Risk Management of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

### **Workshop 105 (EP): THE POWER OF MEETING & EVENT CAREERS - A session for hospitality and event planning students and for those new to the meeting planning industry (9:00-11:30 A.M.)**

*Speakers:*

Josh Adams, CMP, Vice President Sales, streamlinevents, Inc.  
Carlee A. Duncan, CMP, Meeting and Event Manager, Autodesk  
Jason Eriksen, Sales Manager, Merchants Exchange Productions  
Liz Watson Keyser, CMP, DMCP, Owner, AlliedPRA Northern California  
Julie Lindsey, Director, Global Events, Gap Inc.  
Cindy Ramesh, Director of Sales, Hilton San Francisco Union Square

As a student in the hospitality industry, a recent graduate or a professional in transition, do you find yourself overwhelmed thinking of the “next step”? Are you stumped as to how to find a position? More importantly, are you considering the many options available or are you just looking at hotels or an event planning company for a job?

Planning an event takes many players: corporate and association meeting planners, meeting & event management companies, AV and production companies, hotels, special event venue managers, caterers, and more. In this session we will look at what each of these players adds to meeting and event planning, and how they work with their clients and other meeting professionals as a large, cross-functional team. We will include a discussion of the entry level positions and career paths in each of these specific areas, so that people new to the industry can increase their understanding of what it takes to gain employment and plan their careers.

*Learner Outcomes:*

- Understand the variety of companies, jobs and career paths available in the meeting & event industry
- Learn how a variety of industry jobs are interrelated and work together as a virtual team to create successful meetings and events
- Talk to industry experts and learn about career paths into and out of their companies

*MPINCC has aligned this session to Domain E: Human Resources of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 2.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

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**10:15 AM - 10:45 AM**

**CAMPFIRE SESSIONS**

**A1: NERDS' CHOICE: TECH TOOLS FOR SOCIAL MEDIA**

*Speaker:* Beth Ziesenis, Author, Speaker, Nerd, *Your Nerdy Best Friend*

Dive into the most buzzed about new tech tools for social media, with the depth and hands-on demos you need to put ideas into action. Understand the best ways to create share-worthy posts with infographics, visual quotes and more.

*Learner Outcomes:*

- Discover today's most popular tech tools and apps.
- Exchange new resources with your peers.
- Receive bonus app lists and recommendations from Your Nerdy Best Friend.

*MPINCC has aligned this session to Domain I: Marketing of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 0.50 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

## **A2: DESIGN THINKING WITH APPLIED IMPROV**

*Speaker: Jeff Kramer, Owner, ComedySportz*

This 30 minute session will provide a foundation to help you harness the power of your team to design creative solutions together using the principles of Applied Improv.

*Learner Outcomes:*

- Learn to build off each others' ideas
- Create a Culture of "Yes, and..."
- Develop a nimble and agile team
- Fun & Laughter

*MPINCC has aligned this session to Domain E: Human Resources of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 0.50 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

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**10:30-11:30 A.M.**

### **200 SERIES WORKSHOPS**

#### **Workshop 201 (SP): DEVICES DOWN! ENGAGING TODAY'S AUDIENCES DIFFERENTLY - Powered by SPIN Planners**

*Speaker: Shawna Suckow, CMP, Founder & President, SPIN Planners*

Today's audiences need to be highly engaged — immediately — or they will tune out. Presenters are competing for the attention of demanding attendees who have low tolerance for talking heads, short attention spans, and the considerable diversions of their phones and other devices. In this session, Shawna Suckow, CMP, will discuss how our evolving technology, culture and generations have changed how we meet, and how we learn. We'll delve into the evolving Adult Learning Theory and how to

capture the attention of participants in new ways. Throughout it all, participants will connect with lots of others for meaningful discussions and peer-to-peer learning.

*Learner Outcomes:*

- Experience several live examples of engagement concepts they can apply immediately to their own events.
- Learn to coach presenters in breaking the mold of tired meeting formats.
- Discover new ways to ignite excitement in meetings, and engage.

*MPINCC has aligned this session to Domain G: Meeting or Event Design of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

**Workshop 202 (PRO): HOW TO CREATE OUTRAGEOUSLY EFFECTIVE MARKETING MATERIALS**

*Speaker: Ron Rosenberg, President, Quality Talk, Inc.*

Getting the same tired results from your marketing materials? It's probably because your web site, sales letters, ads, and brochures look just like everyone else's. Isn't it time to try something different...and incredibly effective? In this highly interactive and entertaining workshop, you'll learn how to apply Ron Rosenberg's outrageous marketing strategies to improve the effectiveness of your own marketing communications. You'll have the opportunity to bring samples of your materials to the session and get feedback on the spot to help you increase the response and effectiveness of their specific marketing materials.

*In this one-of-a-kind session you'll discover:*

- 12 specific elements that MUST be in every marketing piece
- Proven copywriting strategies that will send your response rate through the roof
- The most important print component and why most people miss it completely
- 3 simple strategies to double the effectiveness of your web site
- Over 25 specific examples of what to do...and what not to do in your marketing

*MPINCC has aligned this session to Domain I: Marketing of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

**Workshop 203 (TECH): 15 CRITICAL EXCEL TOOLS FOR THE MEETING PROFESSIONAL**

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

**Sponsored by:**



Excel can perform so many functions for the meeting professional, from handling budgets, registration, calculating sleeping room rates & determining registration fees. This session is packed with tips and tricks to help you get so much more out of Excel than you ever thought you could.

*After participating in this session, the attendee will be able to:*

- Identify and use over 15 advanced Excel tools to assist with registration, housing, speaker management and other event functions
- Customize graphs and other conditional formatting features for support in marketing your facility or event
- Identify and use advanced tools such as Pivot Tables and working with multiple worksheets

*MPINCC has aligned this session to Domain B: Project Management of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

**Workshop 204 (LEG): WHAT WOULD YOU DO IF...PRACTICAL RISK MANAGEMENT TECHNIQUES**

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

Conducting a meeting or event can be a risky business. From liquor liability, to slips and falls, to food allergy reactions, to public relations crises, it is critical that organizations anticipate the risks associated with their meeting or event and plan on how they can best manage those risks to protect their organization from liability. Join hospitality industry attorney Barbara Dunn of Barnes and Thornburg as she discusses liability concerns and risk management techniques such as indemnification, insurance and release and waivers. Engage in thoughtful discussion with your peers as Barbara shares several “what if” scenarios for audience review and input. Come prepared to share your questions in this interactive and informative session!

*Learner Outcomes:*

- Understand the key areas of potential liability for meetings such as negligence, liquor liability, and statutory compliance
- Learn techniques for managing risk such as indemnification and insurance
- Identify key items to include in a crisis management plan
- Learn what to do and what not to do in the midst of a crisis

*MPINCC has aligned this session to Domain C: Risk Management of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

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## **11:00 AM - 11:30 AM**

### **CAMPFIRE SESSIONS**

#### **B1: THE MOBILE RACE: IS YOUR EVENT KEEPING PACE?**

Speaker: Brooke Gracey, Senior Mobile Events App Strategist, CrowdCompass

Staying relevant in this fast-paced industry is essential in order to meet changing customer needs. Mobile technology is one of the most significant areas of change facing the meetings and events 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, conference or event. More than 95% of meeting professionals use smart devices, which have become a one-stop shop for communication, social networking, email marketing and, now, event management.

*In this session, attendees will learn:*

- How to maximize in app features
- How to inspire attendees to utilize their app
- How to create ROI by engaging exhibitors and sponsors
- How to implement a more technologically advanced event

*MPINCC has aligned this session to Domain I: Marketing of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 0.50 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

#### **B2: FEAR BOOTCAMP: BE FEARLESS AND THRIVE!**

Speaker: Judi Holler, President, Holla! Productions, LLC

Do you dream about writing the next great novel? Do you regret not finishing your projects? Do you want to start a business or a charity? Do you wish you could start exercising today? Do you hope to run a marathon one day? Do you want to quit the bad habit? If you answered YES to any of these, Fear Bootcamp is for you. Judi's shares her favorite fear fighting theories and resources.

*Learner Outcomes:*

- You will learn to defeat your inner barriers.
- You will learn the 10 key characteristics of fear.
- Most importantly, you will learn how to fight fear and thrive!

*MPINCC has aligned this session to Domain J: Professionalism of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 0.50 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

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**3:00-4:00 P.M.**

**300 SERIES WORKSHOPS**

**Workshop 301 (SP): THINK TANK: CHALLENGES FOR THE SENIOR LEVEL PLANNERS - Powered by SPIN Senior Planners Industry Network**

*Facilitator: Deborah Agricola Kuns, CMP, Independent Travel Consultant & Certified Meeting Professional, FROSCH*

As senior level planners, we face all types of challenges – professional and personal. Our colleagues can serve as some of our best resources and champions when we are unsure of what to do or how to proceed.

This workshop will be conducted as a SPiN Think Tank or forum to exchange ideas, share best practices and talk honestly about current issues. Join your fellow senior planners as we discuss six different challenges.

- Defining the senior-level planner and demonstrating value.
- Peer to peer networking online or other.
- What impact's your role/department - trends, technology, various generations, etc.?
- Addressing strategies to mitigate risks – operational and business.
- Balancing it all beyond the 40 hrs.
- Takeaways into tangible to do's.

By the end of the session, participants will walk away with...

- Connections with their peers in the industry
- A new perspective on specific challenges and their solutions
- Best practices as related to their discussion topics
- A sense that they are not alone in what they face in their roles

*MPINCC has aligned this session to Domain J: Professionalism of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*

### **Workshop 302 (PRO): CMP CERTIFICATION - WHERE TO START**

*Speaker:* Elizabeth Cherson, CMP, Events & Meetings Manager, *Greylock Partners* and Susan Piel, CMP, Events Manager, *FireEye*

The CMP designation represents the standard of excellence in today's meetings, conventions and exhibitions industry. For more than twenty-five years, Convention Industry Council (CIC) has defined new levels of professionalism through its Certified Meeting Professional (CMP) program. CIC certifies individuals through an internationally recognized certification program that evaluates the competency of meeting professionals. Join us to learn how you can qualify to take the CMP exam.

#### *Learner Outcomes:*

- Application and registration deadlines and best practices.
- Quantifying your experience in the meetings and events industry.
- Maximizing your points towards the application.
- Resources for preparing for the CMP Exam.
- Introduction to CMP University.

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### **Workshop 303 (TECH): EXPERT-TO-EXPERT! A HEAD-TO-HEAD DEBATE ON THE MEETINGS INDUSTRY, TECHNOLOGY...AND BEYOND!**

*Speakers:* Jim Spellos, President, *Meeting U.* and Shawna Suckow, CMP, Founder & President, *SPIN Planners*

What happens when you gather two opinionated industry experts, each with 20+ years of experience, in the same room, and put them head-to-head in the center, surrounded 360° by participants looking on from their seats? Candid conversation, compelling debate, and a series of timely Q&A that changes with the audience and their particular interests.

Join industry professionals Shawna Suckow, CMP and Jim Spellos in this engaging, workshop designed to get your questions answered through an understanding of both sides of the issue. While technology will be one focus of this session, questions regarding any and all industry topics are encouraged.

*After participating in this session, the learner will be able to:*

- Discuss the latest trends in technology, audience engagement, generational shifts and other timely issues
- Debate hot topics generated directly from the audience
- Demonstrate ways to better engage audiences using the latest technology (James' preference) and person to person methods (Shawna's preference)...just another topic we will happily debate!
- Showcase unique meeting room setup and presentation styles that attendees can implement into their own meetings.

*MPINCC has aligned this session to Domain G: Meeting or Event Design of the Convention Industry Council's CMP international Standards (CMP-IS). This session may eligible for 1.00 continuing education (CE) clock hour. The CIC has not reviewed this session to determine alignment with the CMP-IS.*