

MORNING WORKSHOPS – SESSION 1 8:30 a.m. - 9:30 a.m., Rooms 3001-3005

ROOM 3002

WORKSHOP 1 (General Track): Collaboration Nation: How to Make Meetings Work for the Interactive Generation
SPEAKER: *Seth Mattison, Presented by Speak, Inc.*

In today's meeting environment, 'interactive' is key. Participants are no longer content to sit back and learn but want to be an active part of the process. But, what does that mean to different generations? This presentation explores how meeting planners can engage everyone from the formal traditionalist CEO down to the fickle millennial intern. How can planners create more collaborative meetings by incorporating a variety of strategies from new room layouts to interactive technology? Join millennial Seth Mattison as he helps you put this force to work while executing your next meeting.

Learner Outcomes:

- Understand how "collaboration" and "interaction" can mean very different things to each of the four generations of meeting attendees.
 - Present case studies of how top notch meeting planners are harnessing the power of interactive engagement tools.
 - Develop "take-home" techniques to create more collaborative meeting environments.
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ROOM 3003

WORKSHOP 2 (Senior Planner Track): What's Virtual Got to Do With It?
SPEAKER: *Angela Smith, Cisco Systems, Inc.*

Virtual meetings and events are swiftly moving into our more traditional spaces. Industry executives can no longer avoid this topic or ignore the fact that virtual meeting design is something that needs to be considered as an integral part of a successful and well designed meeting and event portfolio. While virtual meetings and events cannot truly replace or replicate the face to face experience, the virtual realm can bring value to your organization and portfolio - when designed efficiently and placed effectively. This session will talk about a true risk taker and give you an intimate experience of taking a 20-year legacy of an in-person highly-produced event to implementing an award winning hybrid experience. You will hear the successes, failures, and lessons learned from this virtual venture.

Learner Outcomes:

- Virtual event solutions can extend the reach and impact of your event dollars.
- How risk can be assessed, should I do it or not?
- Is virtual right for everyone and if so, how do you keep people engaged?

ROOM 3001

WORKSHOP 3 (Legal Track): Contracts 2.0: Essential Meeting Contract Clauses For 2011 & Beyond
SPEAKER: *Joshua L. Grimes, Esquire, Grimes Law Offices, LLC*

The meeting industry is constantly evolving. The economic crisis is forcing cut-backs and cancellations. We've recently been introduced to new and critical concepts such as Sustainable Meetings, Globalization, Social Responsibility, Corporate Accountability, and Data Security. New controversial laws drive away business from some areas. And changing market forces mean that the future will bring more competition among hotels, fluctuating room rates, and a variety of new surcharges. Add to this an ever-changing list of events that may force a meeting's cancellation such as swine flu, terrorism, and labor unrest.

This ongoing meeting revolution means that today's contacts will soon become yesterday's news. Only by understanding the changes affecting the industry can you prepare contract clauses to take advantage of their benefits, while also protecting your business from the risks they will bring.

Join noted hospitality industry attorney Joshua Grimes in a fast-paced and interactive discussion of the meeting industry's latest trends. Topics will include business accountability "best practices" and how both planners and suppliers can work within their mandates and restrictions. Mr. Grimes will also offer contract clauses to protect your investment in a productive meeting, such as provisions to ensure that Green Meeting standards are upheld, valuable data is protected, and international meetings can be held without undue risk.

Learner Outcomes:

- Identify cutting-edge contracting issues affecting the meetings industry.
 - Draft contract provisions to help your business adjust to the latest trends.
 - Protect your meetings against unforeseen future developments that could affect room rates, attendance levels, quality of services, and other aspects of a meeting's success.
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ROOM 3004

WORKSHOP 4 (Technology Track): Hot Technologies in the Meetings Industry
SPEAKER: *James Spellos, Meeting U.*

In a time-starved world, how can you keep up with the number of technological advancements that impact your job and career? Looking for an overview of what's new and hot... as well as trying to learn how to keep pace with the innovation information? This session reviews what's new and cool in technology within the meetings industry in this fast-paced look at what's here for us to use now, and in the near future.

Workshop Descriptions



Learner Outcomes:

- Identify critical desktop and mobile applications used within the meetings industry.
 - Understand the lingo for the latest technologies.
 - Recognize and see new technologies that are meetings industry specific.
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ROOM 3005

WORKSHOP 5 (SMMP Track - Sponsored by Cvent, Inc.): Creating a Business Case for SMM

Speaker: *Betsy Bondurant, CMM, CTE, Bondurant Consulting*

Before diving into the developing a business plan for Strategic Meetings Management Program (SMMP), we will review the definition of SMMP and examine the components that comprise a fully mature SMM Program. With this baseline understanding, we will consider the standard elements of a business plan. Finally, we will apply these element to development of a business plan specific to the approval for a Strategic Meetings Management Program.

Learner outcomes:

- Understand what an SMMP is and why it is important.
- Identify the components of a business plan.
- Build a business plan with the specific to SMMP.

MORNING WORKSHOPS – SESSION 2 **9:45 a.m. - 10:45 a.m., Rooms 3001-3005**

ROOM 3002

WORKSHOP 6 (General Track): Supplier Solution Room

FACILITATOR: *Rebecca Martin, dear jane Inc.*

The first of its kind at the MPINCC Annual Conference & Expo, the Supplier Solution Room gives Suppliers the power to collaborate and create solutions to challenges in business. During this hour there will be neither presentations nor speakers; rather there will be a facilitator available to assist with the conversation. Using flip charts, collaboration and imagination, this session allows participants to develop best practices based on their peers' experience and wisdom.

Learner Outcomes:

- Connect with your peers in an open forum.
 - Determine the agenda.
 - Tap into the "Wisdom of Crowds" and profit from the collective intelligence of the MPINCC Supplier Community.
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ROOM 3003

WORKSHOP 7 (Senior Planner Track): Senior Planner Solution Room

FACILITATOR: *Karin Milliman, CMM, PricewaterhouseCoopers*

Do you, a senior planner in the Meetings and Business events industry, have a burning question that you can't seem to find an answer for? Do you want to discuss your ideas/thoughts with your peers to find a solution? Do you have a success story that may serve as a solution to other attendees? If the answer to one or all of these questions is yes, then you want to be part of the Senior Planner Solution room.

In this session, which has been specifically created for and is only accessible to Senior Planners, you will be able to connect with your peers in an open forum and determine the agenda. You will be able to tap into the "Wisdom of Crowds" and profit from the collective intelligence of a senior planner community.

Learner Outcomes:

- Make new connections.
 - Design your agenda.
 - Find solutions to your most pressing problems.
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ROOM 3001

WORKSHOP 8 (Legal Track): The Concession Stand is Open!

SPEAKER: *Barbara Dunn, Esq., Howe & Hutton, Ltd.*

With ever increasing pressure to create the most value for every meeting dollar, no negotiation toolkit is complete without a well defined plan for pursuing contract concessions. This session will benefit planners dealing with the issues of what to ask for, and what does it really "cost" and suppliers that want to effectively communicate the compromises necessary for requested concessions. Get the answers to these questions and come prepared to share some of your own. Join hospitality industry attorney Barbara Dunn, meeting professional Linda Walter, CMP and national hotel sales representative Rick Nelson, as they moderate a lively interactive discussion on concession tips, ideas and best practices.

Learner Outcomes:

- Develop suitable concessions for your events.
 - Measure real and perceived values for concessions with hard costs vs. soft dollars.
 - Recognize each party's position on concession values and the techniques that can be employed to reach mutually agreeable contracts.
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ROOM 3004

WORKSHOP 9 (Technology Track): Smart Phones & Smarter Meetings

SPEAKER: *James Spellos, Meeting U.*

Workshop Descriptions



Have you unlocked all of the killer tools from your smart phones? Or are you are still using your phone just to make calls? This interactive session will provide you ideas for learning what these smart devices can do for your meetings, as well as for all of your customer interaction. This session is also ideal for industry suppliers to learn how to use their smart phones more effectively. Attendees will be encouraged to share their best practices with their favorite mobile tools and apps.

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

- Identify meeting industry smart phone applications.
- Understand social media mobile applications that enhance attendee and client communications.
- Use smart phone marketplaces to add apps and enhance productivity.
- Identify why and how websites should be optimized for mobile devices.

ROOM 3005

WORKSHOP 10 (SMMP Track - Sponsored by Cvent, Inc.): Next Steps in SMMP: Supplier Management and Technology Selection

SPEAKER: *Debi Scholar, GLP, CMM, CMP, CTE, CTT, Scholar Consulting Group*

Roll up your sleeves for this interactive session on how to uncover the cost savings and efficiency for your organization. Learn why strategic sourcing is one of the best places to start your strategic meetings management program and how technology can maximize your efforts. Discover the 20 questions that you should ask every technology supplier as you go to market for a solution.

After this session, you will have tips and techniques to:

- Begin a strategic sourcing program
- Manage site selection and contracting
- Find the right technology to enable your initiative

STUDENT WORKSHOP

10:45 a.m. - 2:30 p.m., ROOM 3007

Student Affairs Committee Workshop

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MORNING WORKSHOPS – SESSION 3

11:00 a.m. - 12:00 p.m., Rooms 3001-3005

ROOM 3002

WORKSHOP 11 (General Track): State of the Industry

SPEAKER: *Eric Rozenberg, CMP, CMM, Swantegy*

The chairman of MPI 2010-2011, an experienced professional in the business of global events, will share his perspective on the meetings and convention industry's hottest topics. This is an opportunity to hear about the current state of the industry, focusing on the economy and its effect on the hospitality and travel industries. Find out how MPI aims to elevate future conversations and its members' careers by focusing on the language of business. Pose your questions to a true expert in the industry.

Learner Outcomes:

- The current industry supply and demand.
- Impact of the economy on the meetings/travel industry.
- Outlook for the future of the hospitality industry.

ROOM 3003

WORKSHOP 12 (Senior Planner Track): Business Strategy for Sustainable Meetings

SPEAKER: *Midori Connolly, CEO, Pulse Staging & Events*

You know being green feels good and it's the right thing to do...but when has this ever been enough for employers or other stakeholders? There are serious challenges facing anyone who cares about sustainable meetings; showing returns for additional investment, providing empirical data or even managing concerns about marring a luxury brand. We will use this session to explore solutions together to these challenges — specifically exploring the concept of how to measure and demonstrate returns in the system of triple bottom line accounting. This session is intended for the planner who has a basic experience and understanding of Green Meeting concepts.

After attending this session, an attendee will have the following skills:

- Transformation from "green" to "sustainable" for enduring business value.
- The steps and tools necessary to measure and report ROI on sustainable meeting programs.
- Customize a sustainability program so that it is most effective for each organization.

ROOM 3001

WORKSHOP 13 (Legal Track): Attrition - How to Avoid It, How to Negotiate It, How to Use It to Your Advantage

SPEAKER: *Barbara Dunn, Esq., Howe & Hutton, Ltd.*

Whether it's room block attrition or food and beverage attrition, planners often cringe at the topic and suppliers are loath to have to collect such fees from client. So what can planners and suppliers do to "ease the pain"? Join hospitality industry

Workshop Descriptions



attorney Barbara Dunn with Howe & Hutton, Ltd. as she discusses the opportunities and challenges when drafting, negotiating and enforcing an attrition fee provision. Don't miss this lively and informative session.

Learner Outcomes:

- Understand the mechanics of drafting room block and food and beverage attrition provisions.
- Develop a strategy in negotiating attrition fee provisions to ensure they will work to your advantage.
- Gain an insight into managing attrition if it happens and the best ways to resolve attrition fee disputes.

ROOM 3004

WORKSHOP 14 (Technology Track): Office & Beyond

SPEAKER: Peter Hanley, PlanNet (YourMeeting.com)

"There are always two people in every picture, the photographer and the viewer." – Ansel Adams

Anyone who plans meetings can appreciate the vacuum created by the overwhelming number of details. In recent years this has been compounded by shiny distractions like App envy and the stream of noise from Twitter to name a few. There just aren't enough hours in the day to see the bigger picture or take a different perspective.

In this extension to the PlanNet Education Series (<http://PES.YourMeeting.com>) course you will gain a refreshing and creative look at how to apply technology to its fullest advantage and understand the "application of the application" philosophy that is so Peter Hanley. His view of meetings as a platform for connection opportunities helps us break through the immense clutter we face in our daily lives. This session is designed to provide you with usable take-aways that are easy to learn and you can apply often. You will even be able to ask your own personal questions.

ROOM 3005

WORKSHOP 15 (SMMP Track - Sponsored by Cvent, Inc.): SMM Adoption - The Key to Success

SPEAKER: Lisa English, CMP, CMM, Cvent, Inc.

After attending this session, you will:

- Understand why adoption is the secret to SMM success.
- Identify the three top strategies that drive high adoption.
- Recognize frequent obstacles and how to avoid/overcome them.
- Be ready to create an internal marketing campaign for your SMM initiative.



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Dominic.Vella@thinkreg.com

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