

# FRIDAY July 23

## Knowledge Hub

Open daily: 9 a.m. - 5 p.m./09.00 - 17.00  
Global Village

Learn all about MPI's new thought leadership initiatives at the Knowledge Hub, featuring Corporate Social Responsibility, the Value of Meetings and Strategic Meetings Management. You'll also discover how MPI's Global Training program can fast track your path to earning your CMP. The Knowledge Hub will also feature:

- A preview of the new *Event Measurement Tool* that measures sustainability
- Copies of presentations
- White papers

Brought to you by The MPI Foundation, InterContinental Hotels Group, AIBTM, Jumeirah Hotels & Resorts, PSAV Presentation Services and Omni Hotels & Resorts.

### Friday Sessions

#### Proving the Value of Meetings and Events: Two Day - ROI Competency Building Workshop ● \$

Jack and Patti Phillips

9 a.m. - 5 p.m./09.00 - 17.00

Location: Gazebo 1, Pan Pacific Hotel (Friday and Saturday)

#### CMP Bootcamp ●

Joanne Dennison and Carol Norfleet

10 a.m. - 5 p.m./10.00 - 17.00

Location: West Meeting Room 109

sponsored by



# SATURDAY July 24



Community Service Project



MPI RISE Awards Presentation

Saturday, 8 - 11:30 a.m./08.00 - 11.30  
US\$50 per person

**Different by Nature Community Service Project presented by Salt Lake.** MPI volunteers will be taken by bus to Vancouver's North Shore. Working stream-side in a forest park, volunteers will be supervised by local experts and will identify species and survey and replace invasive plants with native species that provide critical shade, shelter and protection from erosion. Waterproof hiking footwear is recommended. For more information, visit the Community Service Project Web page.

Saturday, 4 - 5:30 p.m./16.00 - 17.30

Vancouver Marriott Pinnacle Downtown Hotel  
*Transportation will not be provided Business or cocktail attire*

Join us in *Recognizing Industry Success and Excellence*. MPI will present the RISE Awards for achievements made by individuals, MPI communities and organizations. After the presentation, stroll over to the Welcome Reception that officially opens WEC.

## Welcome Reception

Saturday, 6:30 - 9 p.m./18.30 - 21.00

Vancouver Convention Centre - Plaza

Badge Required

Kick back and enjoy the outdoors while embracing quality time with your industry colleagues. Complete with an array of barbecue delights, the finest local wine and beer, great music and wonderful conversation, the WEC Welcome Reception brings Vancouver to life with breathtaking ocean and mountain views, inspired al fresco dining and fantastic company.



## The Big Deal

Saturday, 9 p.m. - Midnight / 21.00 - 24.00

Vancouver Convention Centre

(Limited to first 1,000 people)

Badge Required

The MPI Foundation invites you to an evening of high stakes poker at The Big Deal, where one lucky player will win a trip to Las Vegas and a seat at the 2011 World Series of Poker® Main Event. Meet celebrity players and play blackjack, craps and other games. With great food and an open bar, there's no limit to how much fun you will have!

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## Saturday Schedule

Time	Event	Location
7:30 a.m. - 8 p.m. 07.30 - 20.00	Registration	Vancouver Convention Centre Level 1
8 a.m. - 5 p.m. 08.00 - 17.00	Silent Auction	Vancouver Convention Centre Level 1
8 - 11:30 a.m. 08.00 - 11.30	Community Service Project <i>(additional fee)</i>	Departs from Vancouver Convention Centre
8:30 a.m. - 1 p.m. 08.30 - 13.00	CMP Exam <i>(additional fee)</i>	Vancouver Convention Centre West Meeting Room 109 & 110
9 a.m. - 6:30 p.m. 09.00 - 18.30	IMEX/MPI Future Leaders Forum <i>(invitation only)</i>	Vancouver Convention Centre West Meeting Room 302
10 a.m. - 3:30 p.m. 10.00 - 15.30	Chapter Leadership Forum & Lunch <i>(invitation only)</i>	Vancouver Convention Centre West Meeting Room 220 <i>sponsored by Visit Florida</i>
4 - 5:30 p.m. 16.00 - 17.30	MPI RISE Awards	Marriott Vancouver Pinnacle Downtown Hotel
5:30 - 6:30 p.m. 17.30 - 18.30	Chairman's Reception <i>(invitation only)</i>	Marriott Vancouver Pinnacle Downtown Hotel <i>sponsored by Singapore</i>
6:30 - 9 p.m. 18.30 - 21.00	MPI Welcome Reception <i>(Badge required)</i>	Vancouver Convention Centre Plaza
9 p.m. - Midnight 21:00 - 24:00	The Big Deal an MPI Foundation Event	Vancouver Convention Centre East Ballroom ABC

## Saturday Sessions

Green Meetings Standards Training Workshop powered by Green Meeting Industry Council (GMIC) and Convention Industry Council (CIC) ● V \$

Amy Spatrano, CMP; Tamara Kennedy-Hill, CMP; Paul Salinger; Jan Peter Bergkvist; and Nancy Wilson, CMP

8:30 a.m. - 5 p.m./08.30 - 17.00

Location: West Meeting Room 121

Proving the Value of Meetings and Events: Two-Day ROI Competency-Building Workshop ● \$

Jack and Patti Phillips

9 a.m. - 5 p.m./09.00 - 17.00

Location: Gazebo 1, Pan Pacific Hotel (Friday and Saturday)

CMM Information Session ● V

Carol Krugman, MEd, CMP, CMM

1 - 2 p.m./13.00 - 14.00

Location: West Meeting Room 118

CMP Information Session ●

Christina Buck, CMP

1 - 2 p.m./13.00 - 14.00

Location: West Meeting Room 119

Critical Excel Tools for the Meeting Professional ● V \$

James Spellos, CMP

1 - 5 p.m./13.00 - 17.00

Location: West Meeting Room 208

### LEGEND

- Corporate Social Responsibility
- Value of Meetings
- Personal/Prof. Development
- Future of Meetings
- Strategic Meeting Management
- Core Meeting and Event Skills
- Small Business Owners
- Contracts and Legal Concerns
- One+
- Insider's Exchange
- Computer Lab
- Additional Fee Required
- Virtual Experience Enabled

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# CARD

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## WHAT IS THIS?

Using your smart phone's camera, these digital tags are shortcuts to specific, detailed information online.

### How do you use them?

- 1) Download the Microsoft Tag Reader app (free for all leading smart phones at <http://gettag.mobi>)
- 2) Launch the app on your smart phone
- 3) Scan the code. You'll go immediately to the related content. You'll be connected to MPI's CSR initiatives, MPI Foundation events at WEC and much more.

### Access ALL WEC info on your phone



In addition to these portable z-cards, WEC conference guide material is available in multiple Web formats to ensure it's there when you need it.

- Download the WEC iPhone or BlackBerry apps

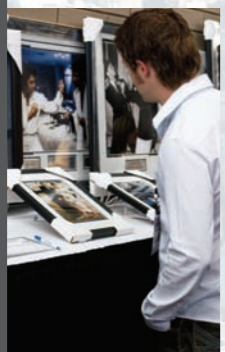
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- Access the WEC Mobile Site at [m.mpiweb.org/wec10](http://m.mpiweb.org/wec10)

# CARD



## MPI FOUNDATION silent AUCTION

Location: Global Village  
Winners Announced: Tuesday, in the Global Village

Get ready to bid on exciting luxury escape packages. Stay and play at

the world's finest destination hotels, resorts and spas. Bidding starts as low as US\$25 and, with trips worth hundreds, even thousands of dollars, you can snatch up a fabulous value!



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## Opening General Session

Sunday, 10 - 11:30 a.m. /10.00 - 11.30  
West Ballroom



### John Furlong

As the CEO of the 2010 Vancouver Organizing Committee, John Furlong's world changed forever when he became leader of the team that produced the Olympic and Paralympic Winter Games in the city. Learn how one of the world's largest events, which affects participants, attendees and arguably mankind, can inspire ideas for your next event.



### Emmanuel Gobillot

Described as 'the first leadership guru for the MySpace generation' and 'the freshest voice in leadership today,' Emmanuel has worked with organizations ranging from Astra Zeneca to Zurich Financial Services via Google and The United Nations. For more than 10 years, his interventions have

focused on creating the capability in organizations to deliver results through world-class leadership underpinned by his mantra that "there must be a better way and together we will find it."

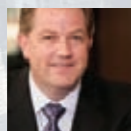
## Executive PANELS

### Corporate Social Responsibility - A View From the Top

Sunday, 3:30 - 5 p.m./15.30 - 17.00  
West Meeting Room 109



**Moderator: Tim Sanders**, best-selling author, business consultant and founder of Deeper Media



**Panelist: David Jerome**, senior vice president of corporate responsibility for IHG



**Panelist: Ann Duffy**, president, The Ann Duffy Group



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## MeetingPlace Trade Show

Sunday,  
Noon - 3 p.m./12.00 - 15.00



The MeetingPlace Trade Show is a marketplace alive with business that contributes to the success of meetings in extraordinary ways. Planners, you'll save hours of research and find connections to help you plan superior events, no matter your budget. Suppliers, planners will be looking for you and your solutions. See the **Maps Z-Card** for the complete trade show floor plan and exhibitor listing.

## Hosted Buyer Program

Sunday,  
Noon - 3 p.m./12.00 - 15.00



The Hosted Buyer Program is a targeted opportunity for planners and suppliers to schedule pre-set, 10-minute appointments with companies whose needs match theirs. The appointments will take place at either the supplier's booth or the designated area on the show floor on Sunday.



Sunday, 9 p.m. - Midnight/21.00 - 24.00  
Commodore Ballroom

Rendezvous 2010 is a great way to amplify your networking opportunities. Be part of the vibrant crowd, make new contacts or simply stay connected. Proceeds from this event go directly back into the industry to help fund research, education and scholarships.



## Sunday Schedule

Time	Event	Location
7:30 a.m. - 6 p.m. 07.30 - 18.00	Registration	Vancouver Convention Centre Level 1
8 a.m. - 4:30 p.m. 08.00 - 16.30	IMEX/MPI Future Leaders Forum <i>(invitation only)</i>	Vancouver Convention Centre West Meeting Room 302
8 a.m. - 5 p.m. 08.00 - 17.00	Silent Auction	Vancouver Convention Centre Level 1
8 - 9:30 a.m. 08.00 - 09.30	Your MPI <i>sponsored by Canadian Tourism Commission</i>	Pacific Terrace Level 1 - Rain Back-up - West Meeting Room 301
8:30 - 9:30 a.m. 08.30 - 09.30	Knowledge Sessions <i>(computer labs are additional fee)</i>	Vancouver Convention Centre
10 - 11:30 a.m. 10.00 - 11.30	General Session	Vancouver Convention Centre West Ballroom
Noon - 3 p.m. 12.00 - 15.00	MeetingPlace <i>(trade show)</i> with Lunch	Vancouver Convention Centre Exhibition Hall
Noon - 3 p.m. 12.00 - 15.00	Hosted Buyer	Vancouver Convention Centre Exhibition Hall
3:30 - 5 p.m. 15.30 - 17.00	Knowledge Sessions <i>(computer labs are additional fee)</i>	Vancouver Convention Centre
6:30 - 9 p.m. 18.30 - 21.00	Optional Time for Supplier-Hosted Events	
9 p.m. - Midnight 21.00 - 24.00	Rendezvous <i>(additional fee)</i> MPI Foundation Event	Commodore Ballroom

## Sunday Sessions

**Meetings Mean Business: NAFTA Meeting Opportunities** ● V  
Eduardo Chaillo, CMP, CMM  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 118

**Green Site Selection Strategies: Catapult Your Meeting Into The Next Level of Sustainability!** ● V  
Danielle Adams, CMP; and Katherine Manfredi, CMM  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 121

**A Holistic View into Greening: Case Study of Greenbuild** ● V  
Joanna Lanzarotti, CMP; Kate Edwards; and Rhiannon Jacobson  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 207

**Web RX - Are You Really Reaching Your Customers?** ● V \$  
James Spellos, CMP  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 208

**Increase Business Capacity Using Effective Information Management** ● V  
Karen Massicotte, BA, BHM, CMP, CMM  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 119

**Meetings Deliver - The Business Value of Meetings and Events** ● V  
Roger Rickard  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 219

**Greening COP 15 - Implementing Sustainable Events that Transform a Destination** ● V  
Guy Bigwood and Lars Bernhard Jorgensen  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 220

**EventCasting: The What, How and Why** ● V  
Midori Connolly  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 221

**Green Eggs and Ham: Not Just a Dr. Seuss Story** ● V  
Katja Morgenstern, CMP  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 216

**Disney's Approach to Quality Service** ●  
Ben Reed, Disney Institute  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 214

**SMMP Blueprint: Policy, Virtual Technology, Social Networking and More** ● V  
Betsy Bondurant  
8:30 - 9:30 a.m./08.30 - 09.30  
Location: West Meeting Room 212

**Post AIG - Meeting and Exceeding the "New Norm"** ● V  
Jack Ferguson and Christine Duffy  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 118

**Using Technology to Increase Your Sales** ● V  
Jeffrey Rasco, CMP  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 119

**Small Business UnSummit** ● V  
Michael Owen and Carol Norfleet, CMP, DMC  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 204

**Practiced Spontaneity: Cultivating the Leader Within Through Improv Theater Skills** ● V  
Izzy Gesell, CSP  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 207

**Smart Phones = Smarter Meetings for Suppliers and Planners** ● V \$  
James Spellos, CMP  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 208

**Make Better Decisions, Ones You Can Support With Research** ● V  
Bill Voegeli, Mitchell Beer, CMM  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 214

**Measuring the Impact of Meetings** ● V  
Terri Breining, CMP, CMM  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 219

Insider's Exchange brought to you by:



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**Be Smart About Intellectual Property** ● V  
Joanne Dennison, CMP, MSEd  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 219

**Putting Character Into Food and Beverage Menus** ● V  
Karen Massicotte, BA, BHM, CMP, CMM  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 221

**Maximize WEC by Getting in the Meetings Mindset®** ● V  
Jon Bradshaw  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 121

**The Meeting of the Future: Part 1** ●  
Joan Eisenstodt  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 216

**Hot Topics: End-to-End SMMP Meetings Technology Solutions** ● V  
Kimberly Meyer  
3:30 - 5 p.m./15.30 - 17.00  
Location: West Meeting Room 220

**Corporate Social Responsibility** session track brought to you by The MPI Foundation and sponsored by



**Value of Meetings** session track brought to you by The MPI Foundation and sponsored by



**Future of Meetings** session track brought to you by The MPI Foundation and sponsored by



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