

General Session

Tuesday, July 27, 8:30 - 10 a.m./8.30 - 10.00
West Ballroom



Jeremy Gutsche

Innovation expert, author of the #1 book *Exploiting Chaos*, and the founder of TrendHunter.com, Jeremy Gutsche knows how to unlock cool. He will show you the secret to viral trends and how to methodically generate creative ideas. You'll learn how to follow the lead of iconic companies founded during periods of economic recession, and you'll learn what it takes to become the catalyst for dramatic change that leads to new market needs. With a background in management consulting and Web 2.0, Gutsche brings a rare perspective on innovation within a business context.



Hosted Buyer Program

Tuesday, 10 - 11:30 a.m./10.00 - 11.30



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 and Monday. Tuesday, the appointments will be in a designated ballroom with the same setup as the area on the show floor.

CARD

More Puppy Cuddling!

10 - 11 a.m. & 3 - 4 p.m.
Global Village

sponsored by St. Louis CVC



Networking Events

Orlando Promotional Luncheon

Tuesday, Noon - 1:30 p.m./12.00 - 13.30
Vancouver Convention Centre - West Ballroom
TICKET REQUIRED

Join friends and colleagues from Orlando as they present a preview of what awaits you next year for the WEC 2011. Our message will inspire and empower. It might even change the way you think about your role and impact as a meeting professional. And it all starts with sitting down and sharing a meal with us. We look forward to seeing you in Orlando for the WEC 2011.



"THE Vancouver Street Party" - Closing Reception

Tuesday, 7 - 10 p.m./19.00 - 22.00
Granville Street Downtown

Celebrate the final night of the WEC in the heart of downtown Vancouver at MPI's very own block party. The surrounding mountains and ocean may be the city's spectacular frame, but Granville Street is its vibrant, urban pulse. This event will be the first of its kind on the new Granville Street post Olympics—and the street will be alive with food, beverages and activities.



Executive PANELS

Peak Oil and Its Effect on the Industry - A Blunt Discussion with Industry Executives and Experts

10:30 - 11:45 a.m./10.30 - 11.45
West Meeting Room 109



Moderator: Mike Harcourt, international advisor on sustainable cities for Harcourt Enterprises Inc.



Panelist: Richard Worzel, futurist/speaker/consultant for IF Research



Panelist: Dr. Mark Jaccard, school of resource and environmental management professor for Simon Fraser University



Panelist: Marge Anderson, associate director, Energy Center of Wisconsin

Successes in Strategic Meetings Management

2 - 3:30 p.m./14.00 - 15.30
West Meeting Room 109



Moderator: Jessica Heasley, executive director for *Event Marketer* magazine and executive editor for *Best Events* magazine



Panelist: Kati Quigley, director of event marketing for Microsoft Corp.



Panelist: Jeff Singaas, general manager of Microsoft Studios & Global Event Marketing for Microsoft Corp.

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Tuesday Schedule

Time	Event	Location
7:30 a.m. - Noon 07.30 - 12.00	Registration	Vancouver Convention Centre Level 1
8:30 - 10 a.m. 08.30 - 10.00	General Session	Vancouver Convention Centre West Ballroom
10 - 10:30 a.m. 10.00 - 10.30	Break	Vancouver Convention Centre
10 - 11:30 a.m. 10.00 - 11.30	Hosted Buyer	Vancouver Convention Centre West Meeting Room 301-305
1:30 - 3 p.m. 13.30 - 15.00	Knowledge Sessions <i>(computer labs are additional fee)</i>	Vancouver Convention Centre
Noon - 1:30 p.m. 12.00 - 13.30	Orlando Promotional Luncheon - TICKET REQUIRED	Vancouver Convention Centre West Ballroom
1:30 - 3 p.m. 13.30 - 15.00	Knowledge Sessions <i>(computer labs are additional fee)</i>	Vancouver Convention Centre
3:30 - 4 p.m. 15.30 - 16.00	Break	Vancouver Convention Centre
4 - 5 p.m. 16.00 - 17.00	Knowledge Sessions <i>(computer labs are additional fee)</i>	Vancouver Convention Centre
7 - 10 p.m. 19.00 - 22.00	Closing Night Reception 2010 - WEC BADGE REQUIRED	Granville Street Downtown

Knowledge Hub

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

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

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
- Insider tips
- White papers
- Expert advice

CAREER CONNECTIONS

ONLINE JOB RESOURCE

WHEN: Each day of WEC
WHERE: The WEC Career Center

The Career Connections Job Fair is the place where job seekers, employers and recruiters meet face-to-face—and virtually. Find excellent job opportunities while interacting with your peers, networking and connecting with the MPI community.



Brought to you by the MPI Foundation

Tuesday Sessions

All Your Brains Are Belong to Us: A Crash Course in Applied Memetics ● V

Douglas Rushkoff
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 119

Your Event Carbon Footprint Demystified ● V

Andrew Walker, Bcomm
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 121

Professionalism and Ethics in the Meetings Industry ●

Kelly Bagnall, JD and Joan Eisenstodt
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 204

Tweet Different: Making Twitter Work for You ● V \$

James Spellos, CMP
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 208

4MAT for Successful Meetings: Engaging Every Learning Style ●

Liz Weatherhead ●
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 216

Funds for the Asking ● V

Kevin Olsen and Marcia Whitworth
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 214

Taking Your Business to the Next Step ● V

Bonnie Walsh, MA, CMP, CMM and Niesa Silzer, MHA
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 219

Success - Moments that Matter ●

Hattie Hill, CMM ●
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 220

Collaboration Nation: How to Make Meetings Work for the Interactive Generation ● V

Seth Mattison
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 221

SMMP: Beyond Principles and Theories... Case Studies of SMMP in Action ● V

Rick Binford, CMP
10:30 - 11:45 a.m./10.30 - 11.45
Location: West Meeting Room 212

Battle of the Generations...Who's Really Unplugged with Social Media? ● V

James Spellos, CMP and Deborah Gardner, CMP
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 119

Business Strategy, CSR and Influence ● V

Mariela McIlwraith, CMP ● V
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 121

Inside Scoop for Suppliers: Strategic Tips for Increasing Profitable Business ● V

Bonnie Walsh, MA, CMM, CMP
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 204

Sales Skills for the Independent Planner ● V

Margie Johnston ● V
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 214

A Candid Conversation ●

Bruce MacMillan, C.A. and Eric Rozenberg, CMM, CMP
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 216

APEX/ASTM Green Meeting Standards Unveiled - How to Evaluate if Your Meeting is Sustainable ● V

Tamara Kennedy-Hill, CMP
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 219

Hotel Contract Boot Camp for the Experienced Professional ● V

John Foster, CHM, J.D. ● V
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 221

Be the Rockstar You Are on LinkedIn! ● V

Mike O'Neil and Lori Ruff ● V
2 - 3:30 p.m./14.00 - 15.30
Location: West Meeting Room 208

Shape the Future of the Event Industry - Give Your Input to ISO 20121 ● V

Fiona Pelham and Roger Simons, CMP
4 - 5 p.m./16.00 - 17.00
Location: West Meeting Room 204

Open Tech Lab ● V \$

James Spellos, CMP
4 - 5 p.m./16.00 - 17.00
Location: West Meeting Room 208

Agree to Disagree: The Event Contract and Points of Friction ●

Kelly Bagnall, JD and Joan Eisenstodt
4 - 5 p.m./16.00 - 17.00
Location: West Meeting Room 214

Overcoming Destination Misperception ● V

Eli Gorin, CMP
4 - 5 p.m./16.00 - 17.00
Location: West Meeting Room 221

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



Insider's Exchange brought to you by:



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

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

iPhone:
Visit the
Apple
App Store



BlackBerry:
<http://m.mpiweb.org/wec10/bbapp>

- Access the WEC Mobile Site at m.mpiweb.org/wec10



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.



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