



MPI-Wisconsin Chapter Education

Thursday, October 13, 2016
Harley Davidson Museum
 Milwaukee, WI

October Video Invitation



Agenda
Speakers & Education
Location, Map & Lodging
Member Registration
Nonmember Registration

Partner & Partner Guest Registration

Engaging Attendees Through Savvy Social Media

#MPIWIOctEd

CMP-IS Domain: I
 Marketing Skill 27
 3 CEs

Get ready to Jump Start your Social Media at the October MPI Meeting! You'll spend your day at the Harley-Davidson Museum, getting up to speed on the latest Social Media trends, and learning first hand from industry expert Jeannie Power on ways to activate your participant's experience through Social Media. Come along for the Ride with MPI this October!



MPI 101 - Are you new to MPI or would like to learn more about MPI and how to get involved? MPI 101 is the right place for you to be! New and veteran members welcome! Join us before lunch for this complimentary informative session!



Jeannie Power

Agenda

Thursday, October 13, 2016

Harley Davidson Museum
Milwaukee, WI

— AM —

8:00 - 10:00 **Board of Directors Meeting**

10:00 - 12:00 **Registration - Self Guided Museum Tours**

10:45 - 11:45 **MPI 101**

— PM —

12:00 - 1:00pm **Lunch and Networking**

1:00 - 4:00 **Engaging Attendees Through Savvy Social Media**

Jeannie Power

4:00 **Reception - Sponsored by Harley Davidson Museum**

Event Pricing

Member: \$55 (\$75 after 10/07/2016)

Non-Member: \$75 (\$95 after 10/07/2016)

Student Member: \$30 (\$40 after 10/07/2016)

Engaging Attendees Through Savvy Social Media

Do you know the value of social media for your meetings and events? Do you know where to start? Let's talk about it! This session will demonstrate the value of using social media for meetings and events and how to communicate that to your team. Learn the basics to get started as well as a few advanced techniques that will help you see results and turn your attendees into event ambassadors.

Learner Objectives:

- Understand the differences between the major social media channels and how they relate to events
- How to create and manage a social media plan for your meeting or event
- Learn how to respond to negative comments and create opportunities
- Discover the basics of advertising options across various social media channels
- How to review social media analytics and measure results

CMP-IS Domain: I Marketing - Skill 27: Promote Meeting or Event

Speaker Bio:

Jeannie Power is a dynamic player in the event industry, with almost 20 years of experience. She started her first company, Event Elements, in upstate New York in 2005. Jeannie is a leading expert in the rapidly changing event technology field. With both event planning and technology expertise (and obsession with the newest tech gadgets!), Jeannie is able to speak to language of the event planner, and bridge the gap when it comes to event technology.

She earned her CMP from the Convention Industry Council in 2007. Jeannie enjoys the challenge of creating a customized and engaging attendee experience by thoughtfully integrating event technology. She has over 10 years of experience in online event registration management using a variety of software systems. Jeannie also has extensive experience in integrating mobile apps and gamification into meeting and event design and has a Level 1 certification in Gamification Design. She is intrigued by the psychology behind integrating game thinking and mechanics into non-game contexts to solve problems and achieve goals. Jeannie is also a social media fan girl and is addicted to sharing information to improve the hospitality industry.

Jeannie is a Past President of MPI - Virginia Chapter and continues to play a key role in the organization. She is a speaker on event technology, speaking at events such as CMP Conclave, Smart Meetings, HSMAI MEET National, Reston Herndon Meeting Planners, and the Virginia, Tennessee and Philadelphia Chapters of MPI.

In her spare time, Jeannie volunteers with Adopt-A-Spot Dalmatian Rescue, enjoys geocaching with her family and long naps on the weekends.

MPI 101

What opportunities are you looking to create with MPI this year? Attend our MPI 101 before Jeannie's session and learn about the various opportunities to make the most out of your membership. Learn about what benefits are available to you, how you can volunteer and get involved, and have the chance to meet other members.

Community Outreach - La Causa, Inc. - Where Children and Families Come First



Mission

The mission of La Causa, Inc. is to provide children, youth and families with quality, comprehensive services to nurture healthy family life and enhance community stability.

Vision

Where stable communities and healthy families have the resources and opportunities to maximize personal development and self-sufficiency

Wish List:

- School supplies – specifically scissors, glue sticks, loose leaf paper, colored pencils, markers, etc.
- Playdough – any color with accessories such as cookie cutters, mini rolling pins, molds, etc.
- Legos or Duplos – not the kits that have an end product but the bins this allows the children the ability to create more things independently.
- Board books (the sturdy cardboard like pages) with real pictures, Spanish, or different ethnicities/cultures.

Location, Map, and Lodging

Program

Harley Davidson Museum
400 W. Canal St
Milwaukee, WI

Lodging

Hampton Inn & Suites Milwaukee Downtown
176 W Wisconsin Ave
Milwaukee, WI 53203
Reservations: (414) 271-4656

Cut-off Date: October 6, 2016
Room Rates: \$99.00

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Registered Users:

System Information - 172ms - 6.30