



MPI-Wisconsin Chapter Education

Thursday, January 11, 2018
The Edgewater Hotel
Madison, WI



CMP-IS Domain: Meeting and Event Design
2.50 CE Credit

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

Infusing a Sense of Place to Create Greater Meeting Value #MPIWI

With the Holidays in full swing it may be hard to think of January but we are hard at work planning our first Educational Meeting in 2018. Join us on Thursday, January 11th, 2018 at the Edgewater hotel in Madison. We are very excited to hold our first meeting there since their renovation and have such a dynamic speaker to help us create better values within our meetings. We have partnered with a wonderful organization for the community outreach program and will once again be holding both CMP 101 and MPI 101. Please register to confirm your spot and don't forget to stay after the meeting and enjoy some outdoor festivities as we ice skate and take in all of what is great in Wisconsin winters. Who knows there may even be a special guest that joins us.



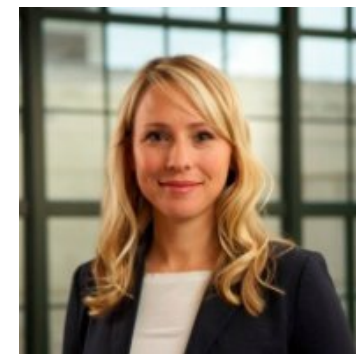
Don't forget to visit one of our complimentary 101 sessions before lunch:

Partner & Partner Guest Registration

CMP 101 - MPI-WI, along with Madison College, have teamed up to bring an exciting and unique learning experience to those planning to sit for the CMP exam. This month's topics will be Strategic Planning, Risk Management and Professionalism.

Community Outreach
Tell a Colleague

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!



Agenda

Thursday, January 11, 2018

The Edgewater Hotel

Madison, WI

— AM —

8:00 - 10:15	Board of Directors Meeting	The Madison Room
10:30 - 12:00	Registration	Nolan Gallery
10:45 - 11:45	MPI 101	The Madison Room
10:45 - 11:45	CMP 101	Grand Ballroom C

— PM —

12:00 - 1:00	Lunch and Networking	Grand Ballroom A & B
1:00 - 4:00	Infusing a Sense of Place to Create Greater Meeting Value <i>Bree Brostko</i>	Grand Ballroom C
4:00 - 5:00	Reception - The Edgewater Hotel Raffle, appetizers, cash bar and ice skating!	Nolan Gallery

Event Pricing

Parking fees not included.

Member: \$55 (\$75 after 01/5/2018)

Non-Member: \$75 (\$95 after 01/5/2018)

Student Member: \$30 (\$40 after 01/5/2018)

Infusing a Sense of Place to Create Greater Meeting Value

Another meeting in another city in another ballroom. Industry research shows that today's meeting attendees want not only great learning and networking, but also to experience a sense of place. Attendees expect event to incorporate the locale and they want to depart feeling that they not only connected with business partners but that they truly experienced the destination. "Out" are windowless conference rooms and standard F&B; "In" are innovative spaces that cultivate expression while providing a sense of place, and partnerships with local food and beverage outlets. This session will explore creative and cost effective ways to impart a sense of place through local partnerships food and beverage programs, innovative spaces, and venue selection. This seminar will also discuss how hotels and event venues can leverage location and sense of place as the ultimate group business differentiator.

Attendees of this session will:

- Understand the psychology of meeting participants and how infusing a sense of place is so critical within the meetings industry.
- Learn how to achieve your meetings business objectives through strategic planning and key collaborators.
- Discover how to strengthen your events through local partnerships food and beverage programs and innovative services.

Speaker Bio:

Bree Brostko has spent over a decade in the hospitality industry. She started her career as a convention planner, however she quickly realized that her love of sleep would prevent her from really succeeding as a professional planner. She now works with boutique hotels and resorts around the United States helping them market the independent experience to groups, and introducing planners to the value of local. She was recently named one of HSMAI's Top 25 Extraordinary Minds in Hospitality Sales, Marketing, and Revenue Optimization – a tid bit that she's been trying to work into every conversation she's had since.

MPI 101

What opportunities are you looking to create with MPI this year? Attend our MPI 101 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.

CMP 101

MPI-Wisconsin is proud to offer CMP 101, which is a one-hour study session for those interested in taking the CMP exam. From January through May, facilitators will cover two domain topics per month. The sessions will include study tips, sample questions and focused topic presentations. This month's topics will be Strategic Planning, Risk Management and Professionalism.

**Community Outreach -**

The Road Home - Originally The Road Home Dane County was established as an overflow shelter for families who could not be served by the existing shelters. Now 18 years later this organization offers a variety of programs with a focus on providing opportunities for homeless children and their families to achieve affordable housing. Each year the Road Home makes a positive impact on 150 homeless families with children in Dane County. For more information please visit their website at www.trhome.org.

**Donation Items Requested**

Diapers (particularly sizes 4-6); baby wipes; cleaning supplies; laundry detergent; bleach; paper towels; toilet paper; dish detergent; feminine hygiene products; hair care products designed for African American hair; deodorant; lotion; shampoo

Location, Map, and Lodging**Our Host and Program Location**

The Edgewater Hotel
1001 Wisconsin Place
Madison, WI 53703

Room Rate: \$109
Room block Cut-Off: 01/04/2018
Reservations: 608-535-8200
[Venue Website](#)

MPI-Wisconsin Headquarters | 2820 Walton Commons, Suite 103, Madison, WI 53718 | Phone: (608) 204-9816 | Fax: (608) 204-9818 | Email: admin@mpiwi.org
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Registered Users:

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