

MPINCC Annual Conference & Expo 2015

SESSION DETAILS

8:30-9:30 A.M. (exceptions noted below)

100 Series Workshops

Workshop 101 (CSR): CREATE A SUCCESSFUL AND IMPACTFUL CONFERENCE CSR PROJECT – Powered by GMIC

Moderator: John Power, Executive Director, *The Volunteer Center*

Panelists: Ms. Jessie Backer, Manager, Volunteers & Community Relations, *Larkin Street Youth Services*

Dolores Gould, Manager of Corporate Relations, *St. Anthony Foundation*

Lou Reda, Executive Director, *HandsOn Bay Area*

Description: Your conference wants to perform a CSR Project in the local community. Whether you have performed a CSR Conference event a dozen times or are thinking about it for the first time, come hear the ins and outs of a CSR activity directly from four Bay Area non-profit executives. You will learn about their experiences and the best practices they recommend for planning CSR activities. They will share their tips for planning the activity, planning the budget, planning the location and planning for volunteers. Attend this workshop to learn about how to get the most out of your CSR project for the community and for your attendees.

Learner Outcomes:

- Learn how to identify a CSR project that provides a meaningful contribution to the local community and the maximum impact for your conference volunteers.
- Understand how to match the goals of the event to the needs of the non-profit agency.
- Gain insight on implementation of best practices that will support both the CSR project and the local non-profit.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain A: Strategic Planning of the CMP or CMP-HC Standards.

Workshop 102 (LEG): POINT/COUNTERPOINT: THE LAWYERS DEBATE TODAY'S HOTTEST CONTRACT ISSUES

Speakers: Naomi Angel Esq., Partner, *Howe & Hutton Ltd.* and Steven M. Rudner, *Rudner Law Offices*

Description: Ever been curious about the conversations that take place between lawyers who represent groups in connection with meeting contracts and lawyers who represent hotels? What are the key issues and the respective positions? And how do planners and suppliers overcome contentious issues like rate protection, attrition and cancellation? Join hospitality industry attorneys Naomi Angel and Steve Rudner as they debate today's hot contract issues. This promises to be a lively and informative session as lawyers representing both sides of the debate meet to present their respective positions.

Learner Outcomes:

- Understand the business and legal perspectives regarding hotel contract negotiations.
- Learn strategies to overcome common objections when it comes to clauses such as rate protection, attrition, cancellation and force majeure.
- Identify different techniques for resolving common disputes that arise in hotel contract matters and how best to stay out of litigation.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain B: Project Management of the CMP or CMP-HC Standards.

Workshop 103 (TEC): DIGITAL STORYTELLING: TELLING YOUR STORY USING SOCIAL MEDIA

Speaker: James Spellos, Owner, Meeting U.

Workshop Sponsored by:



Description: Stories are at the heart of all effective communications. Today's social media gives everyone a platform to be heard. But do you know how to craft a good story, and are you aware of the digital tools that can help you share it at conference and events, as well as by hotels and convention centers. This interactive session offers an insight into good storytelling techniques by analyzing well told stories, as well as providing you the opportunity to share your event story while you are attending the conference.

Learner Outcomes:

- Understand the three elements of a well-crafted story.
- Identify nine tools to help create online stories to help marketing and promote your event and property.
- Design and tell your story of your participation at conferences & events.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain I: Marketing of the CMP or CMP-HC Standards.

Workshop 104 (PRO): CREATING STRATEGIC CONVERSATIONS WHILE SHAPING THE FUTURE OF MPINCC EDUCATION PROGRAMS CONTENT

Facilitators: Jeff Hurt, Executive Vice President, Velvet Chainsaw Consulting and Carlee Duncan, CMP, MPINCC VP of Education and Meeting Manager, American Academy of Ophthalmology

Description: What's around the corner for conferences that will be imperative for you to know to be successful today and tomorrow? Improving operational effectiveness will not grow your company. It's about creating a strategic position that aligns with the business goals of your organization or your client's organization. So how do we move towards more strategic conversations? It's probably one of the most important skills that they don't teach at universities or anywhere else. Strategic conversations are necessary when stakes are high, answers are unclear and the participants are expected to create real insights together—rather than play out prepared scripts—across organizational boundaries.

Many of our meetings' clients are facing shifts in business models and increasing competitive pressures. The standard meeting or brainstorming sessions won't cut it. They are not sufficient for dealing with messy, open-ended challenges. They fail to deliver the all-in participation that's required to wrestle with tough issues. They invite participants to stay and play within their established roles. Designing strategic conversations is a craft—not a crapshoot. It can catapult a "been there, done that" meeting into a gathering that few will forget. It's about eradicating as many time-sucking, energy-depleting strategy meetings as possible and replacing them with inspiring productive strategic conversations.

You are invited to participate in a Meeting Professionals International Northern California Chapter (MPINCC) reThink Education strategic conversation. We will explore future content of our chapter's Professional Education while experiencing first-hand how to facilitate a strategic conversation about how you as a senior level meeting professional can shape your future.

Learner Outcomes:

- Experience first-hand how to design and guide a strategic conversation and meeting with impact as you are guided through hands-on exercise and activities.
- Explore why high-beam leadership is critical to your meetings success.
- Discuss how to design a strategic conversation meetings experience.

PLUS you will be part of a highly interactive conversation about what competencies need to be addressed in MPI Northern California Chapter's future education programs that will engage you and your fellow members more effectively.

*** This workshop is limited to planners only.**

9:00-11:00 A.M.

THE POWER OF NETWORKING (For students or those new to the industry)

Speakers:

Bree Brooks, Account Executive, *Entire Productions*
 Christa Mekki, Founder/Sr. Planner, *Magnetic Magnificent Events*
 Darci Motta, CMP, CITE, Senior Conference Manager, *CSAA Insurance Group*
 Matthew Schermerhorn, CMP, Principal/Lead Strategist, *Black Box Meetings*
 Thom Ward, President, *Dining Connections*

Description: Networking is probably the single most important activity for a successful future. The relationships that you cultivate through your attendance at events, and your follow-up afterwards, are the building blocks to help you locate a job (85% of jobs are secured through networking and knowing people) and find services to help you in your business.

Topics will include:

- Developing an elevator speech.
- Tips to be a successful networker and appropriate behavior at events.
- How to enter a conversation.
- Topics to discuss when at a loss for words.
- Follow-up etiquette.
- Leveraging a critical networking tool: LinkedIn.

Description: If you are new to the hospitality industry, walking into a room or a trade show and not knowing a person can be overwhelming. This presentation will leave you with guidelines for networking and follow-up which will increase your confidence and comfort level.

Learner Outcomes:

- Develop/Refresh your elevator speech.
- Overcome networking fears while discovering proven techniques for successful networking.
- Discover LinkedIn tips that will create results.

(The session will be delivered by dividing the attendees into groups for ease of discussion, led by senior MPINCC members. Toward the conclusion of the event we will move to the expo in our groups, providing tips and guidance for walking the expo floor.)

9:45-10:45 A.M. (exceptions noted below)

200 Series Workshops

Workshop 201 (PRO): GLOBAL HEALTHCARE COMPLIANCE: IT'S A NEW DAY AND A NEW WAY WITH OPEN PAYMENTS

Moderator:

Pat Schaumann, CMP, CSEP, DMCP, HMCC, Director, Professional Development, Healthcare Sector,
Meeting Professionals International

Panelists:

Jenna Ford, Senior Manager, Transparency & Aggregate Spend Operations, *Genentech*

Dana Marshall, CMP, DMCP, Principal, *Meetings Defined*

Bonnie Weiss, Director, Global Pharmaceutical Sales-Americas, *Hyatt Hotels Corporation*

Description: "It's a new day, it's a new way" seems to be the song of choice among healthcare meeting professionals as they continue navigating the reporting requirements of the new "open payments" federal law (formally known as the Physician Payments Sunshine Act). Disclosure of payments for transfer of value (TOV) is now a requirement, and violations for non-compliance can lead to stiff penalties and other ramifications for you and your organization. Find out from meeting, compliance and procurement experts how to prepare for and react to the new regulations that require transparency, accountability and report submission and what information supplier partners need to maintain their client relationships.

Learner Outcomes:

- Hear experiences of healthcare meeting professionals involved in "open payment" reporting.
- Learn valuable tips on peer healthcare compliance processes.
- Discover how suppliers are ramping up to meet "open payment" requirements and how they are responding to healthcare client needs.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain C: Evaluation/Audit of the CMP or CMP-HC Standards.

Workshop 202 (LEG): MARKETING YOUR MEETINGS AND EVENTS WITH SOCIAL MEDIA: IT'S ALL GOOD...OR IS IT?

Speaker: Naomi Angel Esq., Partner, *Howe & Hutton, Ltd.*

Description: Are social media services such as Facebook and Twitter the greatest way to market your organization's next meeting or are they a legal minefield waiting for your organization to step in the wrong place? Has your organization considered the legal implications of using social media as a marketing tool? What can organizations do to minimize their risk of liability when using social media? Join meetings and hospitality law attorney Naomi Angel of Howe & Hutton as she leads a discussion on today's hottest social media trends and the legal pitfalls which accompany their use.

Topics to be addressed include copyright and trademark infringement, defamation, user agreements, social media policies and disclaimers. Don't miss this informative and interactive session!

Learner Outcomes:

- Identify how organizations use social media to market their meetings.
- Understand the legal risks of using social media such as copyright infringement and defamation.
- Learn methods of managing the risk of liability such as user agreements and social media policies.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain I: Marketing of the CMP or CMP-HC Standards.

Workshop 203 (LEG): NEGOTIATING HOTEL CONTRACTS - A NEW PARADIGM

Speaker: Steven M. Rudner, *Rudner Law Offices*

Description: Why is it so difficult to negotiate a group sales contract? With the economy getting better and the industry changing to a Supplier's market, contracts will become more difficult to negotiate. We can achieve success if we first focus on our objectives and then negotiate the language which will achieve the agreed objectives.

Learner Outcomes:

- Negotiate hotel contracts more skillfully.
- Learn new ways to handle attrition problems which work to the Group's and the Hotel's advantage.
- Stay out of litigation over group contracts gone wrong.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain B: Project Management of the CMP or CMP-HC Standards.

9:45-11:15 A.M.

Workshop 204 (MES): THE DISASTER EXPERIENCE QUICKFIRE: A LESSON IN OVERCOMING UNEXPECTED EVENTS

Speaker: Bob Mellinger, President, *Attainium Corp.*

Description: Chances are that while you read this, an unexpected disaster is causing stress and confusion for a meeting management team somewhere, affecting the team's ability to manage an event. Is the meeting managers prepared to handle it? Will they be able to recover?

Disasters of every shape, size, and look and feel happen all the time, altering businesses and affecting people's jobs, lives and families. This session has been designed to put you in the throes of a real-life event disaster situation, as it unfolds. You will make the critical decisions any meeting manager may have to make -- and deal with the consequences of those decisions. After you've finished, you'll understand the importance of planning in advance for a disaster and event continuity in its wake. Never be caught unprepared again.

Learner Outcomes:

- Understand the principles of disaster management and how they apply to meeting and event continuity planning and effective risk management.
- Improve crisis communications and decision-making skills needed in a disaster situation.
- Discuss lessons learned and best practices from previous and potential meeting disasters.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.5 CE hours in Domain C: Risk Management of the CMP or CMP-HC Standards.

9:45-11:00 A.M.

Workshop 205 (TEC): HOW MEETING PROFESSIONALS CAN USE TABLETS TO ELIMINATE PAPER AT EVENTS

Speaker: Corbin Ball, CSP, CMP, DES, Owner, *Corbin Ball Associates*

Description: iPads and other tablet computers are light, intuitive, instant-on devices with easy to read screens that are perfect for managing documents before and during events. Coupled with dozens of free or low cost apps these tools are enabling meeting planners during site inspections and events. Planners can trade in their conference "bible" (the large, thick 3-ring binder full paper event specifications, order, contracts, and logistical information) for a much lighter, faster, and easier to back up, and easier share way of doing things.

Learner Outcomes:

- See what is hot in this area with lots of application demonstrations.
- Receive dozens of ideas, links, apps and tools to assist in site inspections and tablet-based document management and collaboration tools.

- Learn from each other with the opportunity to share your favorite event-related mobile and tablet app.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.25 CE hours in Domain B: Project Management of the CMP or CMP-HC Standards.

3:00-4:00 P.M. (exceptions noted below)

300 Series Workshops

3:00-4:30 P.M.

Workshop 301 (PRO): REVOLUTIONIZING THE ANNUAL CONFERENCE: SIX STEPS TO HIGHER REVENUES & ATTENDANCE

Speaker: Jeff Hurt, Executive Vice President, *And Velvet Chainsaw Consulting Description:* Is your annual conference a dinosaur? For too many organizations, it *is*. Outdated events, formats and content are relentlessly eroding attendance, revenues and relevance for associations every year, but the ROI on your annual conference *doesn't* have to fade away.

In fact, by injecting creativity (and attitude) into your conference, you can go from dinosaur to dynamite, with a value-driven experience that rewards attendees, exhibitors, sponsors and *you*. Here's how to put everything in place to take your very next conference to an all-new level of success.

Keep outdated thinking from sabotaging your annual conference—and your future. Step by step, you'll discover how to avoid six "success disrupters" and put new speaker, content, and technology strategies in place to keep attendance and revenues growing.

Breakthroughs start with breaking those old rules. Forget the conventional wisdom about what an annual event should be. Instead of just a *meeting*, you'll learn nextgen conference "hacks" that create a one-of-a-kind forum that sends attendees' home ready to see immediate ROI from high-value new skills, contacts and attitudes. Plus, you'll have the chance to ask your own specific questions during the Q&A portion of the session.

Learner Outcomes:

Trade your "business as usual" for breakthrough conference results, including how to rethink:

- The role of the customer and planning your conference to reflect and support it.
- The attendee experience how to create a forum no Web-based community can match.
- The function of content it's *not* the same as it was even a year ago.
- The job of the speaker the evolving role of experts, topics and thought-leadership.
- The process of education avoiding outdated formats and content.
- Technology how to power up engagement before, during and *after* the event.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.5 CE hours in Domain G: Meeting or Event Design of the CMP or CMP-HC Standards.

Workshop 302 (PRO): CMP CERTIFICATION - WHERE TO START

Speaker: Josh Adams, CMP, Streamline Events

Description: The CMP designation represents the standard of excellence in today's meetings, conventions and exhibitions industry. For more than twenty-five years, Convention Industry Council (CIC) has defined new levels of professionalism through its Certified Meeting Professional (CMP) program. CIC certifies individuals through an internationally recognized certification program that evaluates the competency of meeting professionals. Join us to learn how you can qualify to take the CMP exam.

Learner Outcomes:

- Application and registration deadlines and best practices.
- Quantifying your experience in the meetings and events industry.
- Maximizing your points towards the application.
- Resources for preparing for the CMP Exam.
- Introduction to CMP University.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain A: Strategic Planning of the CMP or CMP-HC Standards.

Workshop 303 (TEC): THE TOP TECHNOLOGY TRENDS TRANSFORMING THE EVENTS AND TRADESHOW INDUSTRIES AND WHAT IT MEANS FOR YOU.

Speakers: Corbin Ball, CSP, CMP, DES, Owner, Corbin Ball Associates & James Spellos, Owner, Meeting U.

Workshop Sponsored by:



Description: Technology will likely change events more in the next five years than it has in the past fifteen! This session will cover the major technology trends creating these changes and what you can do to prepare for them. Presented by the meeting industry's two leading technology speakers, Corbin Ball and James Spellos, this session will be informative, interactive and fun!

Learner Outcomes:

- Understand the important technology trends including social media, mobile technology, location-based technology, wearable computing, virtual meetings and more.
- Receive lots of links, apps, and ideas that you can put to use immediately.
- Learn steps to prepare for these changes to be able to work more efficiently and effectively.

CIC has reviewed the learning objectives of this activity and has indicated that attendees will receive 1.0 CE hours in Domain G: Meeting or Event Design of the CMP or CMP-HC Standards.