

Workshop 100

Session 101 DIVERT! The Game *Powered by GMIC*

Speakers: Laura Bell Way, CMP, Autodesk, Inc. & Molly Walsh, CMP, Key Events

Description: Step right up – You’re the next contestant on “DIVERT! The Game.” Don’t miss this high-energy session filled with thrills and PRIZES. Who said learning about waste diversion has to be dry?

We have all been there. Your program ends and you are left with a pile of waste. Don’t let it all go to landfill. Get hands-on experience in a team environment on how to properly sort even the hard to categorize items. Plus – get extra credit for identifying “Outside the Bin” reuse/recycle opportunities. The team that has properly sorted and has the least amount of waste remaining WINS.

Learner Outcomes:

- Get hands-on experience on how to properly sort even the hard to categorize items leftover from events.
- Learn how to calculate the waste diversion rate of your program – a major metric.
- Think “Outside the Bins.” Receive resources on non-profits and other organizations who will gladly take the items you don’t want to ship home.

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN H: Site Management.

Session 102 Advanced Negotiation Techniques for Meeting Planners and Suppliers

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

Description: With the meetings marketplace constantly changing, contract negotiations can be an ever changing proposition as well. With so much emphasis placed on economic items such as room rates and attrition fees, often focus is lost on legal issues such as force majeure and insurance. Join hospitality attorney Naomi Angel as she facilitates a lively discussion on negotiation strategies for success in today’s marketplace as well as the key legal issues which should be addressed in every contract. Come prepared to share your questions and negotiation experience..

Learner Outcomes:

- Identify techniques to use during the negotiation phase to ensure the best position for your organization.
- Describe each party’s position on various critical issues and the techniques that can be used to resolve common disputes which arise in hotel contract matters.
- Learn strategies to overcome common objections when it comes to clauses such as rate protection, attrition, cancellation, and Force Majeure.

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN C: Risk Management.

Session 103 Social Selling: Why Traditional Tactics Aren't Working Anymore and What to Do About It

Speaker: Shawna Suckow, CMP, SPIN Senior Planners Industry Network

Description: Take it from your customers: traditional sales tactics have gone the way of the dinosaur. There was a marked change in buyer habits four years ago: a sudden 77% spike in distrust of buzz-word marketing and traditional sales methods. If you’re still relying on cold-calling, glossy brochures and massive e-blasts, you’re fighting an uphill battle. Shawna Suckow, CMP, Founder & President of the world’s largest association of senior-level meeting planners, will share her findings on what truly works to reach meeting & event planners (and customers of all types) these days. She knows, because she failed at it and learned the hard way.

Social selling is the best tool available to any seller today – it is your #1 relationship-building tool with customers who no longer answer the phone and don’t respond to email solicitations.

Learner Outcomes:

- What 99% of LinkedIn profiles are doing wrong, and how you can use yours as a strategic selling tool, not just a passive resume
- How to cultivate leads on LinkedIn that are truly viable using almost any criteria or market segment
- Why Skype is your new best friend, and how to wield it
- How you can sell more by selling less, regardless of the tools you use
- How to tone down the “salesyness” of your marketing materials, and jack up their effectiveness

- What approach customers really want today
- How to become a true social selling blackbelt!

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN I: Marketing.

Session 104 The Changing Space Meetings Laboratory

Speaker: Jeff Hurt, Velvet Chainsaw Consulting

Description: This is not your father's traditional conference education session. It's an experimental meetings laboratory. You'll rotate through four participatory exercises with your peers discussing space grammar: actions, attitudes, places and properties. Discover how to put them all together to create a unique meeting experience. Explore how to shift from a logistics focus to one of designing innovative and engaging experiences. Walk away inspired to bring these buzzwords to life at your next event.

Learner Outcomes:

- Describe firsthand how design can be a barrier or facilitator to the attendee experience.
- Identify ways to move from education sessions that are expert-centric to participant-centric.
- Practice two behaviors that will help you become more innovative.

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN G: Meeting Event Design.

Session 105 Peer to Peer Apps

Speaker: James Spellos, CMP, Meeting U

Description: Do you still have your computer? Or is your meeting planning or hospitality service organization becoming more productive and more mobile by using tablets instead? Whether you're using an iPad, Android or Windows 8 device, without knowing the best productivity apps available, you're not using your time most efficiently. This fast-paced session will let you know which apps your peers are using to get their jobs accomplished, so you can learn from their experience. Attendees are encouraged to bring the tablet and smart phones and actively share their favorite apps with their peers.

Learner Outcomes:

- Identify 60 of the most useful meeting industry & business apps available
- Understand mobile solutions impact site inspection, registration and event management
- Use their mobile devices more effectively for meetings & events

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN G: Meeting Event Design.

This session is sponsored by the Philadelphia CVB



Workshop 200

Session 201 Gamification for Meeting Professionals

Speaker: John Chen, CMP, Geoteaming

Are you looking to increase communication and trust on your virtual team? Do you want to increase results and performance of your online team? Using a customized combination of video conference, teleconference, Twitter, Facebook, web conferencing and other technologies, you will go through at least three customized team building challenges to increase creativity, improve your process, build trust and increase performance. This session is a fast-paced, experiential session that will show you how to tap the power of virtual teams and increase relationships. This session is based on the NEW Wiley & Sons book, Digital Team Building (publishing in May 2012) and gives your team the latest in team building technology.

Learner Outcomes:

- How to use Digital Team Building Games to build communication, trust and team performance over technology
- Get more comfortable with cutting edge technology to solve every day challenges

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN E: Human Resources.

Session 202 Meetings & the Movies: A Legal View

Speaker: Joshua Grimes, Esq., *Grimes Law Offices, LLC*

Description: Meetings and conferences are Hollywood favorites. Starting when Rhett Butler and Scarlett O'Hara met at a plantation luncheon, meeting themes have featured prominently in movies and TV shows. These shows are not just entertaining. The events they portray are often a "comedy of errors" -- full of problems and mistakes. That makes cinematic meeting scenes valuable teaching tools for meeting planners and suppliers. Join noted hospitality lawyer Joshua Grimes in a fun, fast-paced, and interactive review of meeting scenes from some of your favorite movies. These scenes feature hotels, conferences, and banquets, and they raise some critical legal issues that can challenge even experienced planners. Mr. Grimes will lead a discussion of these important issues, and offer tips and contract clauses to help participants anticipate and resolve them. This presentation is a "must see" for members and guests wanting to avoid becoming an unwitting movie "extra" by making the same mistakes shown in the films.

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN B: Project Management.

Session 203 The Evolution of Conferences: 26 Trends

Speaker: Jeff Hurt, *Velvet Chainsaw Consulting*

The traditional conference meeting experience is out! People today are looking for unusual, new, innovative conference experiences. They don't want to attend last year's annual meeting that just changed the filler. They want something that feels as fresh as their first conference experience. They want an original experience. Discover new trends and disruptive forces that are significantly reshaping the meetings industry.

Learner Outcomes:

- Discuss the shifting role of content and speakers.
- Explore major disruptive tides of change
- Identify at least three trends that will impact your meetings this year.

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Session 204 Zombies 2030! Planning the Most Challenging Conference Imaginable

Speaker: Shawna Suckow, CMP, *SPIN, The Senior Planner*

Description: The year is 2030, and zombies have taken over the Earth! They've decided to hold their first convention, and have hired your team of non-zombies to plan it. The pressure's on! Your mission: to take the goals and objectives of this unique audience, understand a completely new culture, and deliver exactly the convention this demanding group desires...or else! Thankfully, you are part of a large team (all the people in the room are humans, and are on your planning team). Each table has a different piece to orchestrate. The biggest surprise of all? This session's lessons have nothing at all to do with zombies.

Learner Outcomes:

- Understand how to implement meeting elements for a completely new culture.
- Learn the importance of collaborating across teams, not working in silos.
- Think beyond typical constraints to find unique solutions to fit even the most challenging audience.
- Have the confidence to take on a new client, a new job, or a new project
- Successfully and strategically interact across varying generations and experience levels to achieve common goals.

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN A: Strategic Planning.

Session 205 The Ultimate Meeting Professionals Guide To Internet Connectivity

Speaker: James Spellos, CMP, *Meeting U*

Description: Is learning about how bandwidth and other connectivity matters at your meetings or facilities a daunting task? Don't have enough time to learn the basic terms that will continue to have an enormous impact on the future of meetings? This session provides an easy to follow overview and understanding of what you need to know and discuss to ensure that your next meeting doesn't fail due to the presence of essential technology.

Learner Outcomes:

- Understand the critical terms that relate to internet connectivity and bandwidth at meetings and events, and how to assess them on your site inspection
- Identify the 5 key questions to ask a hotel about their internet capabilities while performing a site inspection

- Use apps and web tools to measure and quantify internet speed at hotels and convention centers

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN G: Meeting Event Design.

This session is sponsored by the Philadelphia CVB 

Workshop 300

Session 301 Connect and Create ... Hands-On CSR Project and Presentation

Speakers: Karen Sanders Noe, *Stop Hunger Now*, Gisela Buskey, *SanDisk Foundation and Community Relations*, and Christopher Romero, *Stop Hunger Now*

Description: Today, the drivers of CSR blend personal values with business sense. MPI's CSR research results show that these drivers range from strong personal beliefs in ethical practices to commercial advantage in stronger relationships with communities, suppliers and stakeholders. Whatever the reason, one thing is clear: CSR drivers are here and advancing. Quickly. The question is no longer whether or not to adopt CSR practice, but whether or not the meeting industry should follow or take lead.¹

MPINCC's Community Involvement Committee is taking the lead by providing participants with a hands-on activity that helps to feed the hungry and change lives. [Stop Hunger Now](#) has been providing this turn-key CSR program since 2005, and more than 350,000 volunteers have packaged over 100 million meals involving company events and training programs, civic organizations, university groups and faith organizations. It is a fun, hand's on mission project that is suitable for all ages.

The assembly process combines rice, soy, dehydrated vegetables and a flavoring mix including 21 essential vitamins and minerals into small meal packages. These meal packages are shipped around the world to support school feeding programs and crisis relief. The food stores easily, is vegetarian, transports quickly and has a shelf-life of two years.

Most recently, Stop Hunger Now staff is on the ground in the Philippines working with their partners in-country to bring relief to the victims of Typhoon Haiyan.

Learner Outcomes:

- Attendees will have a better understanding of the importance of having a clearly defined CSR program that is easy to articulate and provide.
- Attendees will understand the benefits of providing a CSR program at their events, making their meetings even more sustainable and impactful.
- Attendees will learn the role CSR plays in corporate cultures and the use of CSR and employee engagement opportunities as a qualifier when earning business in the market place.

This session is verified by the Convention Industry Council (CIC) for 1.25 hours of Continuing Education Clock Hours (CEs). DOMAIN G: Meeting Event Design.

Session 303 #NewNorm - 8 Strategies to Elevate Yourself Above the Market Noise

Speaker: David Nour, *The Nour Group Inc.*

Description: When an estimated 75 percent of your target market doesn't believe your advertising and marketing, how do you get their attention, influence their thinking, and create a compelling call to action? You must think and lead differently to elevate your brand, team, or efforts above the market noise. Join growth strategist and best-selling author, David Nour as he shares eight strategies toward becoming an object of interest, provoking your relationships and gaining conceptual agreement on objectives, measures, and value (OMV). If you were able to join us back in 2009, you know David's content is practical, pragmatic, and applicable to a multitude of roles and desired outcomes.

Learner Outcomes:

- *Learn how to position your product/organization to attract your target market*
- *Find out how to leverage your relationships for the long term*
- *Discover the power of OMV*

This session is verified by the Convention Industry Council (CIC) for 1.25 hours of Continuing Education Clock Hours (CEs). DOMAIN A: Strategic Planning.

Session 304 Menu Impossible: Special Dietary Needs

Speaker: Tracy Stuckrath, CSEP, CMM, CHC, Thrive! Meetings & Events

Description: Creating a menu to feed a crowd of 50 to one of 5,000 is a daunting challenge under the best of circumstances. Attempting to do it while working with the standard banquet menu or catering for a range of demanding attendees makes it seem impossible. But Thrive! is ready to take on the challenge and show you how it can be done. We'll channel Bobby Flay, Julia Childs and Alice Waters and use a lot of muscle to rescue these desperate banquet menus from complete conundrum. Can one company, in 60-90 minutes, no extra money in the budget, turn the tide of a out of control special requests and pave the road to a delicious, healthy menu all attendees will devour?

Learner Outcomes:

- How to review standard banquet menus to find the healthiest options
- Save money when ordering F&B
- Communicate better with their F&B partners in planning their events
- Offer healthy meals options for their attendees
- Provide safe meals for guests with food allergies or other special dietary needs

This session is verified by the Convention Industry Council (CIC) for 1 hour of Continuing Education Clock Hours (CEs). DOMAIN G: Meeting Event Design.

Session 305 From Bid Committee to Host Committee: Planning Super Bowl L

Speaker: Danielle DeLancey, Super Bowl L Host Committee

Description: A case study in planning a Super Bowl with Danielle DeLancey, Chief of Staff at San Francisco Bay Super Bowl Host Committee. From bid to winning the right to host the 2016 Super Bowl, Danielle will discuss what it takes to plan and execute one of the largest events in the world. This special session is produced by MPINCC's Professional Engagement Group committee and attendance is limited to corporate and association planners.

Learner Outcomes:

- Take away lessons that can be applied to your own events.
- Learn how you and your organization can get involved with Super Bowl L.
- Gain an inside look at planning the 2015 Super Bowl.

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