

February 16, 2012 • Moscone West Convention Center



NORTHERN CALIFORNIA CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

The Business
of Meetings

MPINCC Annual
Conference
& Expo

Workshops

MORNING WORKSHOPS - SESSION 1 (6 sessions) • 8:30 a.m. - 9:30 a.m.

WORKSHOP 1 (CSR Track): Making Sense of the Alphabet Soup of Sustainability Standards: ISO, APEX/ASTM, GRI- What are these standards and how do they apply to business?

SPEAKER: Sue Tinnish, PhD, Principal, SEAL, INC

Powered by the Green Meetings Industry Council (GMIC) Northern California Chapter Development efforts on standards for the meeting industry are now coming to fruition! Meeting planners and suppliers can consider using the Convention Industry's APEX standards (set through ASTM, a standards body), ISO's 20121 or even the Global Reporting Initiative (GRI). So many decisions...what's the value of the standard? Which standard should I use? How do I start?

This session will help you answer those questions. Sue Tinnish has been involved in the development of the APEX/ASTM standards and ISO standard. She has watched the progress of the GRI reporting standard. One of the unique aspects of the standards is that cooperation and engagement with both the planner and supplier community is required. Therefore, whether you are a planner, supplier or "supplanner," this session is pertinent to you.

This interactive session will blend Tinnish's direct technical involvement (content) and her knowledge about organizational change (process) and organizational behavior. Experience indicates that anyone seeking to support more sustainable meetings will need a healthy dose of knowledge about both content and process. After attending, you will leave this session with the ability to:

1. Differentiate between the usage and application of APEX, ISO and GRI standards
 - Explain the difference between metrics-based standards, management systems standards and reporting standards
 - Determine which "level" can be achieved
 - Determine whether a holistic or confined approach is appropriate

2. Determine which standard best fits your situation, your meetings and your organization
 - Audit your situation, meetings and organization for a standards "fit"
 - Map key stakeholders and assess their engagement levels
 - Determine cultural support for use of standards

3. Create a strategic and tactical path to allow you to introduce sustainability to your organization

4. Create a plan to engage suppliers/planners to support your efforts

The engaging session will allow you to think about your specific situation and apply the latest developments in standards to meetings and events and to your organization.

WORKSHOP 2 (Legal Track): Green Meetings & Social Responsibility: The Legal Essentials

SPEAKER: Joshua L. Grimes, Esq, GRIMES LAW OFFICES, LLC

Sustainable meetings are revolutionizing the meetings industry. Environmentally-conscious companies and associations are

continued on page 14 >>>

Workshops

creating new "best practices" to conserve natural resources and help save the planet. But successful Green Meetings are not just about following conservation practices – you need legal muscle behind them to ensure that all parties are committed to consuming less of the planet's scarce resources.

The key to any successful meeting is good preparation, and Green Meetings are no different. Organizations must create their own "sustainability policies" using the new international standards. Meeting planners must also be able to identify suppliers committed to sustainability, as opposed to those who just "talk Green" as a marketing gimmick. They need to create environmentally-friendly RFPs, and contracts with measurable standards to ensure that their sustainability practices are implemented and savings goals met. Meeting facilities and other suppliers failing to meet their obligations should also be subject to sanctions that don't just involve money, but help save the environment as well.

Join attorney Joshua Grimes in an interactive discussion of the essential legal tools needed to successfully bring sustainable meetings to fruition, from identifying committed suppliers to special contract clauses. This session will also cover other important legal issues impacting CSR practices such as leftover food donation and volunteering.

Learner Outcomes:

- Identify suppliers truly committed to implementing green meeting and social responsibility practices.
- Develop sustainability policies for your organization, and craft contract clauses to ensure that conservation goals are realized, and that remedies for failure to meet those goals will help address environmental dam-

ages.

- Understand the risks inherent in volunteer projects, food donation programs and other CSR activities, and develop controls to identify and minimize those risks and ensure participants' safety.

WORKSHOP 3 (Technology Track): Mobile Meetings

SPEAKER: James Spellos, CMP, MEETING U.

Have you unlocked all of the killer tools from your smart phones? Are you really using your iPad (or other tablet) to help with your event management and customer interaction? This interactive session will provide you with ideas for learning what these smart devices can do for your meetings, as well as for all of your business needs. Attendees are encouraged to bring their devices & share their best practices with their favorite mobile tools and apps.

After attending this session, the attendee will be able to:

- Identify meeting industry smart phone and iPad/tablet applications
- Use mobile marketplaces to add apps and enhance productivity
- Identify why and how your web presence should be optimized for mobile devices.

WORKSHOP 4 (Senior Planner Track): Contract Amendments

SPEAKER: Kelly Franklin Bagnall, Esq, DYKEMA GOSSETT, PLLC

Your meeting has changed. One side or both wants to renegotiate. Now what? An

Workshops

Industry attorney will share legal concepts and legal consequences related to language in contracts that impacts renegotiation. If the parties are able to reach an understanding on new terms, now what? The industry attorney will further discuss alterations and amendments to contracts and discuss the most common amendments or alterations. The discussion will further include the best methods to memorialize any contract changes.

Learner Outcomes:

- Review certain language in the contract that impacts and may give direction to the renegotiation.
- Determine the impact of oral modification to contracts, email amendments or incomplete understandings tied to contractual agreements.
- Identify the types of language typically used in a contract addendum and the legal consequences of modifications.

WORKSHOP 5 (General Track): Leading Change in a Fast-Paced, Technological and Multi-Generational Workplace

SPEAKER: Cheryl Cran
In collaboration with Speak, Inc.

2012 is the year of transformation and YOU are the transformers! This change and personal leadership keynote is for leaders and their teams who are in working in times of intense technological innovation and among multi-generational teams. 2012 and beyond will prove to be times of innovation and will require high levels of contribution from leaders and their teams. Now it is time to focus on the future and move forward with aligned focus on vision and results. Cheryl uses humor, interaction, custom made videos focusing on

your company and your people, along with movie clips to create a powerful keynote or seminar experience for your group. This keynote focuses on how each individual can harness their own inner abilities to manage change and personal leadership in a positive and proactive way. The return on investment for those attending this session and for the organization is an increased skill level for the leaders to manage change in a way that inspires each person to work hard for the vision and goals of the company.

Learner outcomes:

- Further insight into how technology and how the different generations are using it is transforming the way we work
 - A shifted perspective on how we as individuals can manage stress and time in an increasingly fast-paced work environment
 - A clear understanding of how each generation views change and deals with change and strategies to improve change responses and actions
 - Insight into their own personal change behaviors and tools to leverage their individual ability to adapt more quickly to ongoing change with a positive approach
 - Ideas on how to leverage the intelligence of each of the generations to increase sales, profits and productivity
 - Tools to manage change in a way that combines emotional intelligence with generation intelligence and connects each person to the company's vision and goals
 - Skills to communicate in a way that speaks to the higher potential of each individual and creates unprecedented understanding and commitment to change as we move forward

continued on page 16 >>>

Workshops

WORKSHOP 6 (Bonus Track): Are You Ready to Become a CMP?

SPEAKERS: Donna Chadwell, CMP, Independent Planner and Inga Stephenson, CMP, DOLCE HAYES MANSION

Independent Planner and Hotel Supplier share ideas about benefits of the CMP, and preparation for certification examination. Get a comprehensive overview of the benefits of the Certified Meeting Professional

(CMP) designation. You will gain insight into the professional advantages of obtaining the designation, learn about the process and receive tips on how to complete the application. Additionally, learn about the MPINCC resources available to help you prepare for the exam. To qualify as a candidate for the CMP examination, you must demonstrate work experience and continuing education in the field of meeting management.

MORNING WORKSHOPS - SESSION 2 (5 sessions) - 9:45 a.m. - 10:45 a.m.

WORKSHOP 7 (CSR Track): De-Carbonating Your Event

SPEAKERS: Elizabeth Henderson M.E.Des, CMP, CMM, MEETING CHANGE and Mariela McIlwraith, CMP, CMM, MBA, MEETING CHANGE

Save money, save the planet, save your reputation. This session includes a hands-on science experiment that shows the impact of carbon dioxide on the environment, and how event professionals can take simple steps to improve their carbon footprint while saving costs and protecting a brand's reputation. Typical myths about sustainable events are debunked, including menu and decor choices, and choices for offsetting your carbon impact.

Learner Outcomes:

- Learn the science behind an event carbon footprint;
- Understand how actions that planners and suppliers take can reduce greenhouse gas emissions related to events;
- Debunk typical green meeting myths and learn how to make more informed choices.

WORKSHOP 8 (Legal Track): Pearls & Perils: Thwarting Trips, Traps, and Troubles in Hotel Contracts

SPEAKER: Lisa Sommer Devlin, Esq, DEVLIN LAW FIRM, PC

Do you know what a "third party beneficiary" is? Meeting planners and hotel sales people aren't lawyers, but whether they like it or not, they face legal issues and questions every day that could cost significant amounts.

In this interactive session, hotel industry lawyer Lisa Sommer Devlin will review some of the latest trends in hotel contracts; provide explanations for the legal issues that most often cause dispute; and most importantly, answer your questions about legal issues that you have caused you to struggle.

Bring your questions and clauses to discuss in this interactive session.

Learner Outcomes:

- Attendees will learn how to critically review contract language to spot ambiguities and other problem language.
- Attendees will learn the difference

Workshops

between what is legally required in key clauses like force majeure, attrition and cancellation, and what is a business issue subject to negotiation.

- Attendees will learn key "dos and don'ts" of contracting to avoid mistakes that are commonly made by even experienced planners.

WORKSHOP 9 (Technology Track): Google-licious: How to Find Anything on the Internet

SPEAKER: James Spellos, CMP, MEETING U.

Google is the most utilized search engine on the Internet. Millions of people use it daily to find out about almost anything. However, search engines such as Google have dozens of advanced capabilities of which most people aren't even aware. With billions of information-rich websites (and growing daily), the task of finding the piece of information you require for your job is becoming even more arduous. This session is for everyone from Google novices to search engine pros. It will demystify how to use the various search tools to find what you need...and do so in a minimal of time. Google will be utilized primarily; however, advanced search features from other sites will also be discussed.

After participating in this session, the attendee will be able to:

- Understand the 7 critical techniques of effective web searching;
- Identify 10 Google tools beyond the search box;
- Recognize why results are returned from your search;
- Create a custom Google home page and search engine.

WORKSHOP 10 (Senior Planner Track):

CMM: A Strategic Tool Taking Planners to the Next Level

SPEAKERS: Danya Casey, MEETING PROFESSIONALS INTERNATIONAL; David Kliman, CMP, CMM, THE KLIMAN GROUP; & Lucy Giovando Watts, CMP, CMM, GIOVANDO WATTS & COMPANY

MPI's Global Certification in Meeting Management (CMM) is the strategic advantage in meeting and event management. The CMM program is an elite, intensive-learning opportunity designed for tenured and highly accomplished members of the global meeting industry community who seek career acceleration and advancement and professional recognition.

The program offers strategic business education, resulting in the most prestigious designation in the meetings and events industry. Through the Global CMM program, applicants benefit from career-focused courses taught by top-level instructors, experienced industry practitioners and industry leaders.

If you are interested in obtaining an international designation in meetings management, don't miss this session. MPI's CMM program manager, Danya Casey, will discuss the application process, the program requirements, future dates and program benefits. Two high profile chapter members, Lucy Giovando Watts, CMP, CMM and David Kliman, CMP, CMM will share their experiences attaining the CMM designation and the positive effects the designation has had on their careers.

Upon completion of this session, you will be able to:

- Determine if the CMM Program is right for you.

continued on page 18 >>>

Workshops

- Identify the pre-requisites and procedures for the CMM Program process.
- Apply for the CMM Program.

WORKSHOP 11 (General Track): It's Not Just Sales: Building Relationships for Effective Partnerships Between Planners & Suppliers

FACILITATOR: Michael Dominguez, Vice President, Global Sales, LOEWS HOTELS & RESORTS and MPI BOARD OF DIRECTORS

PANELISTS: Chad Ammon, Account Manager, CREATIVE GROUP, INC.; Suzanne Ashton, President, THE PERFORMANCE GROUP; Lisa Bolle, Senior Board and Corporate Meeting Planner, KAISER PERMANENTE, INC.; Danalynne Wheeler, Marketing Manager, ENSTRATUS NETWORKS, LLC

"It's all about relationships," Planners and Suppliers universally agree. "Building relationships" sounds easy, doesn't it? Yet Planners and Suppliers alike struggle to engage, establish, and expand relationships which hold the promise of positive, productive, and effective partnerships. What challenges face today's Planners? How can Suppliers help solve those challenges? And how can Suppliers engage with Planners in a way that doesn't feel like a sales pitch? And how do Planners and Suppliers really feel about cold calls?

Hear truthful answers and insightful tips from our expert panel of Planners providing the corporate, incentive/third-party and association/government perspective: What engagement means to them; when, how, and why they want to be engaged; and what pitfalls to avoid as Suppliers build relationships in the industry. Because it truly is "all about relationships!"

MORNING WORKSHOPS - SESSION 3 (5 sessions) - 11:00 a.m. - 12:00 p.m.

WORKSHOP 12 (CSR Track): Strategic CSR

SPEAKERS: Midori Connolly, CEO, PULSE STAGING & EVENTS; Paul Salinger, Vice President, Marketing, ORACLE and Board President, GREEN MEETING INDUSTRY COUNCIL

You are an experienced meeting professional, and you have begun to implement and measure environmental, social and economic factors at your meetings. Learn about tools you can use to integrate sustainability into your decision-making process for events, how to position your event in the marketplace, and integrate CSR into your Strategic Meetings Management Process (SMMP). This session is recom-

mended for senior audiences only.

Learner Outcomes:

- Master the differences and applications for the three new sustainable meeting standards.
- Align your CSR initiatives with your organization's unique business strategy.
- Develop effective techniques to maximize stakeholder engagement.

WORKSHOP 13 (Legal Track): Gotchall Critical Legal Lessons Learned the Hard Way

SPEAKER: Joshua L. Grimes, Esq, GRIMES LAW OFFICES, LLC
Experienced meeting planners & suppliers have seen it all. Recession, attrition, eco-

Workshops

conomic booms, weather disasters, terrorism, suppliers' markets, planners' markets, controversial laws – the list goes on and on. But the meeting industry is a road with endless legal twists and turns.

Just when you think you've developed the perfect contract with all essential clauses, you encounter another twist -- and another lesson learned. Join noted attorney and speaker Joshua Grimes in a fast-paced and interactive discussion of "war stories" from years of work in the meeting industry.

Topics will be those issues that are rarely anticipated, but which can threaten a meeting's success if not handled appropriately, and then "inoculated against" in future contracts. These issues include:

- hotel quality,
- changes in brand,
- competitors and incompatible groups sharing the same facility,
- service level disputes.

Mr. Grimes will offer analysis and sample contract provisions to resolve problems before they arise. Participating planners and suppliers are encouraged to share their own stories and lessons learned.

Learner Outcomes:

- Discuss unanticipated but critical changes that could affect the success of your meetings.
- Develop contract clauses to inoculate your events from unpleasant surprises.
- Share experiences with your fellow attendees, and learn how to work with your industry partners to keep surprises from turning into a crisis.

WORKSHOP 14 (Technology Track): A Meeting Planners Checklist for Successful Hybrid Meetings

Speaker: Emilie Barta, Hybrid Event Consultant/Virtual Emcee

No matter how hard you try, you will never have a 100% complete RSVP list for your face-to-face meeting. Turning your meeting into a hybrid meeting allows the "audience unable to attend" an opportunity to still participate, rather than making them feel ignored, unwanted, and unwelcome. But what do you need to do? What steps do you need to take? Is it hard? Complicated? Time consuming? The best way to build a hybrid meeting is to start at the beginning of the planning process and design it as one event with two audiences as opposed to two separate events. So let's make it all make sense with the meeting planner's checklist for successful hybrid meetings!

Learner outcomes:

- Avoid planning your hybrid meeting backwards by starting with the "who" and the "why" to ensure that "what" you give your audience is what they want.
- Understand the strategy, technology, tools, people, and processes that are needed and necessary to build your hybrid meeting.
- Realize that you are planning an event, but you are producing a broadcast.

WORKSHOP 15 (Senior Planner Track): Feed the Brain: Transforming the Meeting Experience One Meal at a Time

SPEAKER: Andrea E. Sullivan, M.A., LEADERSTRENGTH SYSTEMS, INC.; BRAINSTRENGTH SYSTEMS

One of the biggest challenges we face in the meetings industry is how to support attendees in remaining alert, energized, and

continued on page 20 >>>

Workshops

in a learning state throughout the day and the conference. Food plays a huge role in this: what we eat greatly influences how we think and how we feel. This presentation provides what you need to know to offer food choices targeted to specific meeting outcomes desired, so your attendees have the meeting experience you desire.

Neuroscientists are just now identifying the effects of specific foods on brain functioning: Certain foods release certain chemicals in the brain which, in turn, produce a variety of mental and physical states in people. Lean proteins, for example, improve cognition and clarity of thought. Complex carbohydrates produce serotonin, a neurotransmitter that produces a sense of well-being and social comfort. This session provides what you need to know to offer targeted menu choices, while remaining within budget and satisfying attendee preferences. Food and menu design is trending big-time these days, with planners looking for new options and solutions, and this topic has received great interest in both attendance and media coverage.

This session offers a new, relevant topic in an equally new and innovative format that is not only highly interactive, using both collaborative and constructive learning, but also engages the senses for higher engagement and learning.

Learner outcomes

- Define specific food choices and the way they affect bodily states to create alertness, ability to pay attention, readiness for

learning, and relaxation/social comfort.

- Gain tools for working with venues to include more nutritious choices that will drive brain strength during meetings, and
- Obtain strategies and solutions for meeting budgets while offering food that provides your attendees with maximum energy and brain power, so they walk away remembering the fantastic food and energizing experiences they shared.

WORKSHOP 16 (General Track): MPI & Industry Trends

SPEAKER: Michael Dominguez, Vice President, Global Sales, LOEWS HOTELS & RESORTS and MPI BOARD OF DIRECTORS

Michael Dominguez, member of the MPI Board of Directors and an experienced professional in the meetings industry, will share his perspective on the industry's hottest topics. This is an opportunity to hear about the current state of the industry, focusing on the economy and its effect on hospitality and travel. Find out how MPI aims to elevate future conversations and its members' careers by focusing on the language of business. Pose your questions to a true industry expert.

Learner Outcomes:

- The current industry supply and demand.
- Impact of the economy on the meetings/travel industry.
- Outlook for the future of the hospitality industry.