

MONTH	DATE	TIME	ZONE	PROGRAM HOURS	Facilitator / Presentation	FIELD / PEOPLE	Relevant Organizational Learning / Outcomes
July-09	07/29/09	2:30 pm-5:00 pm	Holiday Inn SeaTac	1.5	Leadership in the Changing World of Meeting Professionals*. Terri Breining, CMP, CMM	International Relations	Identify blocks to effective leadership and how to handle them. Enhance your own success by preparing and enabling those around you. Determine how to hold on to good people and get the most from them.
August-09	08/26/09	11:00 am-1:30 pm	Gray Line of Seattle	1	'Build Your Attendance or Business with Buzz Marketing' Drs. Carling, CMP	Marketing	Trying to grab the attention of prospects without breaking the bank? These new, hot 2.0 techniques pick up where traditional marketing leaves off. They can enhance the impact of your traditional marketing and provide you with more bang for your promotional dollars. Additionally, these will give you more frequent opportunities to "touch" and therefore gain the attention of a busy audience. Empty high tech and high tech to your benefit. Learning Outcomes: 1. Learn what buzz marketing is and how to implement it in a cost-effective manner. 2. Discover what tools are available for creating a buzz. 3. Understand the integrated approach of a buzz marketing campaign. Learning Outcomes: 1. Learn what buzz marketing is and how to implement it in a cost-effective manner. 2. Discover what tools are available for creating a buzz. 3. Understand the integrated approach of a buzz marketing campaign.
October-09	10/28/09	3:30 pm-6:00 pm	EMBASSY SUITES SEA-TAC, TURWILA	1	'The Yoga of Change', Andrew Erlich	Interpersonal	Apply the 5,000-year old wisdom of yoga and psychological research to address one of the most common human and business dilemmas: how to successfully deal with change. Discuss resistance to change and the stress it causes. Describe the four predictable phases of change and techniques to move through each one. Practice simple and safe yoga postures, breathing techniques and meditations. In his presentation, Dr. Erlich promises to: * discuss resistance to change and the stress it causes; * describe the four predictable phases of change and techniques to move through each one; and * practice simple and safe yoga postures, breathing techniques and meditations to help people cope with the stress of change.
January-09	01/27/09	11:30 am-2:00 pm	Hotel 1000	1.5	Building Business Acumen: What The Boss Wants From You™ (90 mins) Michelle Wierzecki	Business	A strong business background assists you in creating possibilities when your organization or opens doors to outside opportunities. Acumen is the depth of your awareness of the business activities going on around you and your ability to help your organization drive business results. Taking a business-focused approach with everything that you propose or execute demonstrates that you are serious not only about meeting management but also about your role in the overall business.
February-09	2/12/2009 - LEADERSHIP DEVELOPMENT DAY/EVENING OF THE STARS		Pan Pacific - Seattle				
February-09	02/24/09	8:00 am-11 am	Hyatt Bellevue	1	Make Your Game Bigger: How Entrepreneurial Thinking Builds Your Career and Personal Success (60 minutes) Lenora Edwards	Marketing	Easily capitalize on opportunities by learning tactics that successful entrepreneurs employ each day to get results. Lenora will outline instantly actionable steps that you can take NOW to enhance your quest for the right job or client, while staying true to your personal brand. Topics that will be covered include: The Difference Between Sales & Marketing; Why Marketing Tactics Don't Necessarily Drive a Sound Strategy; Name the Game (a.k.a. "Talk Your Way"), Know the Difference Between Prospects & Suspects; Teach Referral Partners How to Be Your Advocate; Why Saving Your Way to Success is An Expensive Way to Save Money; Focus: The Difference Between Business and Busywork; Measuring for Improvement; and "Do Your Pass Touch Your Carrots?"
March-09	03/31/09	11:00 am-1:30 pm	Sorrento Hotel	1	The Lawyer is In: What's On Your Mind? (60 mins) Barbara Dunn PLATINUM PROGRAM	Meeting Mgmt	When it comes to meeting industry legal issues, there's never a shortage of questions for the lawyer. Should I include a force majeure clause in all of my contracts? Should I ask my vendors to be named as an additional insured on their insurance policies? Join hospitality industry attorney Barbara Dunn as she answers your most burning questions and provides techniques you can begin to implement immediately to avoid common legal issues.
April-09	04/28/09	2:00 pm-5:00 pm	Tulalip Resort	1.5	Who's Looking Back at You in the Mirror? Ethics in Our Industry (90 mins) Joan Eisenstadt	Interpersonal	Diverging practices and business ethics have always been an issue confronting the industry. Issues concerning, for example, payment of commissions, relationships with vendors, exhibit booth placement, meeting points or rewards, and other types of non-monetary gifts or items of value, have raised and continue to raise concerns. In this session, we will discuss the issues and topics which can result in "gray areas" as they relate to professionalism and ethics in this industry and thoughts about guidelines for consistency.
May-09	5/19/2009 - COMMITTEE FARE	11:00 am - 3:00 pm	Renaissance Seattle	1.25	Communicate with Strength: 10 Words that Undermine Your Effectiveness in Sales and Marketing Karen Purves	Communication	Are you unintentionally turning away new business and revenue? Do you have unresponsive or difficult coworkers? Are people holding up the information you need to do your job? Simply changing some of the words you use will affect your success with others. Your choice of words has the power to enhance relationships, open lines of communication, improve your credibility and convey integrity -- or do just the opposite! Karen will share 10 words you can remove or reduce from your vocabulary to help you increase your influence with business associates, family, friends and yourself! How many words that could be costing you collaborative, productive relationships do you use? Find out with this session.
July-09	07/28/09	11:00 am - 2:00 pm	Lynnwood Convention Center	1	Industry Panel: Surviving the Economic Downturn: Event Industry Panel Discussion	Business	The global economic crisis is shaking up the meetings industry and both suppliers and planners are reevaluating their business models and how they're doing business. Join industry leaders (Planner: Paul Marenski, CMP, CMM, Supplier: Joan Kosovich, Hotel Sales: Chris Canale, Vendor Management: Billie Thoresen, Moderator: Julie Markon) in an open and interactive panel discussion on what they're doing to refocus their enterprises, innovate new ideas, drive sales and streamline events in order to survive the economic downturn and position themselves for a successful future. Learner Outcomes: * Better understand the specific challenges facing vendors, hotels and event owners * Learn strategies suppliers and planners are implementing to succeed in the current economy * Discuss best practices on how suppliers and planners can better partner
August-09	08/25/09	8:00 am-11:00 am	Four Seasons Seattle	1	John Cheni "How's That Workin' For Ya?"	People	Team and Leadership Expert, John Chen and host, Jeannette Davidson, take on your team and personnel challenges in a hilarious and educating format modeled after Dr. Phil. This session will provide answers to real life interpersonal conflicts in real time to add immediate value, tips, tactics and strategies for working with challenging teammates to produce value-based results now. Participants will learn: Practical techniques for handling interpersonal conflict on the job How to become a more effective leader How to increase results through cross-team collaboration on large projects
October-09	10/27/09	11:00 am - 2:00 pm	Hotel Murano Tacoma	1.5	Bill Fournier "The Deadliest Catch"	Business	Bill will provide an overview of "what risk is" and "what risk is not" provided in this session as a lead to an interactive team simulation. Following the exercise, drawing on results from hundreds of project managers over three years, the limits of risk identification are identified. A comparison is drawn between the historical data and the results of the present audience as conducted and shared. Specific strategies for addressing these limits are presented, followed by an outline of possible actions and next steps. Learner Outcomes: 1) Understanding how to identify the risks to planning and delivering an event. This includes not only the identification of risks but also the barriers that prevent one from identifying it in the first place. 2) Understand how to remove the risk barriers for your client/industry, in accordance with the value proposition from "Keep America Meeting"
January 2010	01/26/10	11:00am - 2:00pm	Pan Pacific Hotel	1.5	Barbara Taylor-Carpenter: Trends & Strategies: New and Renewed Collaborations	Meeting Mgmt	How do we take what we've learned in the trenches and apply it to our business relationships so that we learn from each other and support our combined goals? This hot-topic program, based on the results of MPI's FutureWatch, Event View and the MPI Business Barometer reports separates fact from fiction about day-to-day business relationship management. -Discuss what industry surveys predict will be the trends that may affect your business relationships in the year ahead. -Describe what your rings true and what may be false in your assumptions about how your industry partner(s) do business with you.

MONTH	DATE	TIME	VENUE	PROGRAM HOURS	Speaker / Presentation	PRG. FMT/ E	Program Description/ Learning Objective
February 2010	02/23/10	8 am -11 am	Bellevue Sheraton	1	Industry Panel: "Everything You Ever Wanted to Know about RFPs, But Were Afraid to Ask: a panel discussion"	Meeting Mgmt	Request for Proposals... In some way, nearly everyone working in the meetings industry participates in this complex process. Whether writing and issuing RFPs, scoring them or responding to them, planners and suppliers must be savvy and develop skills and techniques for managing the process to their best advantage. Join industry leaders as they use interactive, off-the-wall Extreme Meeting techniques to discuss the intricacies and strategies employed to ensure a smooth, successful RFP process. This session promises to be informative, fun and entertaining! Learner Outcomes: * Better understand the intricacies and challenges facing suppliers and event planners when issuing and responding to Requests for Proposals. * Learn how to strategically pose and respond to RFP questions, leading to more successful results. * Discover tools, criteria, techniques and methods for managing and participating in the RFP process. Moderator: Brian Walter (Extreme Meetings), Panelists: Rebecca Parham (RealTime Productions), Krista Reasoner (GE Healthcare IT), Terry Orustack (Int'l. Association for the Study of Pain), Cynthia Lydon (Seattle CVR), Mariana Gallo (Conference Direct), Ruth Walters (Carmax & Hennessey, P.S.)
March 2010	03/30/10	11 am - 2 pm	Cedarbrook Lodge	1.5	James Spolico, Critical Excel Tools for the Meeting Professional	Technology	Excel can perform so many functions for the meeting professional, from handling budgets, registration, calculating sleeping room rates and determining registration fees. This session is your opportunity to explore all of the functionality that Excel has to offer and take home tools to save you and your organization time and money. Learner Outcomes: * Identify and use over 15 advanced excel tools * Customize graphs and other conditional formatting features * Use advanced tools such as data validation and work with multiple worksheets
April 2010	04/27/2010	11 am - 2 pm	Maydenbauer Center	1.5	Bob Melinger: The Disaster Experience - QuickFire	Project Mgmt	Over the past several months, the world has encountered several major disasters. Chances are that while you read this, an unexpected disaster is causing a meeting/event planners stress and confusion and is affecting their ability to produce an event. Unexpected tragedies affect planners, suppliers, attendees and their families and friends. 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. * Share personal experiences regarding event challenges and disruptions.
May 2010	5/25/2010	11 am - 2 pm	Hyatt @ Olive 8	1.5	Sue Hershkowitz-Cone: Emails That Boost Career Success: Look Good, Save Time, and Write Right	Communication	A great email gets results and a great emailer enjoys respect and recognition. Emails that are filled with distractions - poor etiquette, lack of clarity or purpose, negative tone, bad subject lines, useless words - run the chance of getting the rewards you deserve. This energetic, interactive and fun session, presented by Sue Hershkowitz-Cone, the author of "Power Sales Writing" and "How to Say It To Sell It," is a must attend for anyone who wants to boost their ability to connect and collaborate through email. You will leave this content-rich session with practical strategies to communicate more persuasively and professionally. Learner Outcomes: * Transform common "I" centered statements to reader-oriented, action-oriented, persuasive writing. * Apply a three-step process to save up to 80 percent in writing time. * Revise meaningless or gratuitous openings and closings to compel the reader to read and act.
July 2010	7/26/2010	2 pm - 6 pm	Shiloh Bay Beach Club	1	Arden Clise: Networking Success through Social Media and In-Person Events	Marketing	Networking is more important than ever in this challenging economic time. Done right it will lead to lasting relationships with contacts, clients and employers. Arden Clise, founder of Clise Etiquette and columnist for the Puget Sound Business Journal, will help you increase your networking comfort and confidence both online and off. Whether you're growing your business or looking for a job you'll learn to navigate the networking world from first meetings to developing deep relationships. Learner Outcomes: * How to engage the room, so you can connect with people more easily * How to perfect your handshake, inspiring others' trust in you * How to remember names and make introductions, easing any feeling of awkwardness * Social media do's and don'ts to enhance and grow the connections you made in person
August 2010	8/31/2010	11 am - 2 pm	Heathman Hotel	1.25	Patrick Snow: Owning Your Own Destiny: How to Get Exactly What You Want Out of Work and Life	Interpersonal	You know What You Want... Now, Here's How to Get It! Are you unhappy at work? Does the economy have you down? Want more out of life? It is time to demand your destiny! Start pursuing the life you see in your mind every day. Whatever your "desire" means to you - more time, more money, more health, more love, more happiness or more freedom to do what you want - Patrick Snow will show you how to get started and then make it happen! Let Patrick Snow help guide you to your destiny!
September 2010	9/14/2010 - INDUSTRY SUMMIT	7 am - 12 pm	The Conference Center at WSCC	5	See Attached Worksheet for details		See Attached Worksheet for details
October 2010	10/26/2010	11 am - 2 pm	The Golf Club at Newcastle	1	Exceeding Customer Expectations (both internal and external) - Brad Worthley	Marketing	Business can no longer have the goal of meeting the customer's expectations; the goal today must be to exceed them. What does that look like from the customer's perspective? Brad will entertain you with the great stories and hilarious examples of businesses that step out of the box and find ways to "Wow" the customer. You will learn about how customers create their perceptions of you, your employees, and your business. You will walk away with the actionable information with which to make changes the very same day. Some of the topics covered will include: three customer levels; creating emotional attachments; perception becomes the customer's reality; the three levels of listening; using pedestal words; how people judge us. Learner Outcomes: after attendance, participants will be able to focus and capitalize on their unique differentiating factor; create new behaviors that increase the customer's perception of their business; create more advocates for their business who can help them grow faster.
November 2010	11/11/2010 - LEADERSHIP TRAINING	8 am - 5 pm	Red Lion Bellevue	8	Meetings Mean Business - Vanna Novak	Communication	In a recent leadership survey done by MPI/Washington State Chapter, 85% of our members indicated that public speaking is an area where they would like more training. As a result of this survey and with funding from a grant sponsored by the MPI Foundation, we are pleased to present Vanna Novak and her public speaking program "Meetings Mean Business." Novak
January 2011	1/25/2011	8 am - 11:30 am	Red Lion Bellevue	1	CSR/Green Meeting Metrics: Accountability, Measurability and ROI - Amanda Gouge	Strategy	A Return on Investment survey was conducted with meeting professionals in April 2010 and it found that nearly half--49 percent--say they feel increased pressure to show metrics that attest to the success of their events. Are you part of that 49%? Now out of that 49%, how many meeting professionals measure their corporate social responsibility? Sadly, the number is much lower. By now you are familiar with the needs for greener meetings and events. You have had the basic education in what you should be doing to green your meetings, but how what? Where do you go from there? This session, takes sustainability to the next level. It goes beyond the lists and tips. It is most suitable for those familiar with CSR concepts and will go into more details on the execution of fundamentals. However, if you have a passion for CSR, no matter what your skill level is, you belong in this session! This is a fun and interactive session about measurement. What can be measured? How is it measured? Accountability and how to ensure what is being said is actually getting done. What is the difference between APEX and ESGROI? A portion of this session is about all the certifications out there and which one might be best for your company? This session is also about return on investment. What is the reason for even holding a green event? What are the specific needs for establishing ROI? What are the best means of measuring ROI? After attending this session, participants will be able to identify what items can and should be measured in a green event, tools to demonstrate the business case/ROI for sustainable initiatives, select which certifications might work for your company and events.
Feb-11	2/22/2011	11 am - 1:30 pm	Cedarbrook Lodge	1	Why Does the Lobster Cast Off Its Shell? - Merge Gupta	Interpersonal	This intriguing life actually has a very simple answer: to grow! But for a lobster, the task is not as easy as one might think! Unknown to most, the lobster goes through periods of extreme vulnerability and risk in order to develop and evolve... and so too it can be with people. And in today's uncertain economic times, this message is more relevant than ever. In a power-packed investment of your time, you'll learn six hand-on, impression-proof strategies to help you consciously push the limits of your comfort zone so that you continue to grow and thrive, and don't become stagnant.

MONTH	DATE	TIME	VENUE	PROGRAM HOURS	Session / Presentation/ Seminar	FIELD FAMILY	Topic / Description / Learning Objectives
March 2011	5/26/2011	11:30 am - 1:30 pm	Pan Pacific Hotel	1	Walk, Talk & Negotiate Like a CEO – Linda Swending	Business	Would you like to increase your executive presence and power? Would you like to be heard and know how to communicate with CEOs and decision makers? Instead of pushing a point or a position, would you like to collaborate to win and be perceived as a chief decision maker? Then you cannot miss this month's program. Learner outcomes: Recognize how to increase your odds of winning; ask thoughtfully AND bulletproof your position; understand the art of deal making and high impact negotiating
April 2011	4/26/2011	11 am - 1:30 pm	Marriott Courtyard Seattle Pioneer Square Hotel	1	Easy Action & Attraction Plan for Networking Success – Zia Guain	People	The Savvy Networker is well informed, perceptive, and displays networking skills at the next level or at a superior level. They are always prepared, they have a plan and they work it! Learner outcomes: understand and implement the importance of the 3 phases of building relationships; create a pre-event attraction plan to boost 'at event' connections and contacts; create an easy to implement follow up plan to assure relationship growth.
May 2011	5/24/2011	11 am - 1:30 pm	The Edgewater	1	May Program & Committee Fair - What Planners with Suppliers knew and what Suppliers wish Planners knew... an interactive and dynamic session to find out what really goes on in those worlds! - Moderator: Audrey Fan, panelists: Lisa Murphy, Julie Merken, Jim Cababelos, Robert Bloom, Stacy Weber, Mike Ditter	Communication	Don't you wish your planners will give you details of their program? Haven't you wondered why suppliers can't give you a quick answer to your RFP and it takes a while to respond? And... why won't those suppliers/planners call you back??? Join us for this interactive and robust program where you will plan an active role by sharing your thoughts (anonymously if needed) through our facilitators. Learner outcomes: Following this program you will have a better understanding of Planners and Suppliers point of views and increase communication for better outcome.
July 2011	7/19/2011	11 am - 1:30 pm	Edward D. Hansen Conf. Ctr. - Everett	1	What Time is the Noon Lunch? – Todd Hunt	Communication	What's your biggest challenge every day? Communication probably tops the list, because everybody messes it up – and we're hilarious! Like delegates who ask, "Is the general session for everyone?" "Is the cash bar here?" "If I already sent in my form, am I pre-registered?" Business humor! Todd Hunt speaks to organizations that want to add fun to their events and send members back to work smiling, with tips to improve communication and success. His lessons wrapped in laughter have inspired meeting professionals at the MPI World Education Congress and a dozen chapter events, including St. Louis Education, Tampa Bay Meetings Academy, Georgia Meetings Exploration Conference and Southern California Trade Show... plus other organizations from CPAs and auto dealers to nurses and funeral directors (really). Learner outcomes: learn to be "where your listener is" coming from and adjust your communication style to get what you want; discover the eight problem words that could cost you business; reduce costs and increase efficiency of your meetings.
August-11	8/30/11	11 am - 1:30 pm	The Arctic Hotel	1.5	Hi! Technology in the Meeting Industry – James Speltis		In a time-starved world, how can you keep up with the number of technological advancements that impact your job and career? Looking for an overview of what's new and hot... as well as trying to learn how to keep pace with the innovation information? This session reviews what's new and cool in technology within the meetings industry in this fast-paced look at what's here for us to use now, and in the near future, including an overview of critical smart phone and iPad/tablet apps for the hospitality industry. After participating in this session, the learner will be able to: 1. Identify critical desktop and mobile applications used within the meetings' industry; 2. Understand the lingo for the latest technologies; 3. recognize and see new technologies that are meetings industry specific.
October 2011	10/28/11	11 am - 1:30 pm	Maydenbauer Center	1	Outstanding Leadership in Service Culture - Brad Wortley		Are you the kind of leader that asks: "Did my employees do what they were supposed to do today?" or are you the kind of leader that asks: "Did I do what I was supposed to do today, so that my employees could do what they were supposed to do?" Brad offers thoughts on how we can change our behavior just slightly, in order to greatly impact the systems we lead. This session is a must for a strong company culture. This session is targeted to anyone, from any industry that supervises people. Some of the topics will include: the profit chain, all eyes are on the leader, rethinking your role as manager, managers vs. leaders, reactive vs. proactive leadership, people don't fail as much as systems. Learner Outcomes: How leaders can impact profit by their behavior; a clear understanding of the differences between managers and leaders and how to move from one to the other; how to gain more time in your day and increase productivity by leading through proactive, instead of reactive behaviors.
January 2012	01/28/12	11 am - 1:30 pm	Tacoma Courtyard Marriott	1	A "Supplener" Discussion - Lynn Edwards		Planners and suppliers face the challenge of building a productive relationship while meeting the needs of their individual stakeholders. People do business with people they know, like and trust. MPI facilitates bringing us together, this session will help us seek better understanding of each other's worlds and assist us in improving these relationships. Join us as we discuss and address these sensitive issues from both perspectives, offering practical solutions and effective strategies for strengthening and improving this critical partnership. Learner Outcomes: understand the challenges each partner faces in trying to deliver a successful event; implement best practices to improve communication techniques that enhance and strengthen the relationship; resolve partner issues through better relationship strategies.
February 2012	02/20/12	11 am - 1:30 pm	SeaTac Conference Center - Port of Seattle	1	Measuring Event Performance - Tom Benning		As business has become redefined over the last few years, the idea of measuring the contribution of meetings beyond attendee satisfaction has become more important than ever. Organizations have to plan and evaluate meetings differently than they have in the past, or else the meetings risk becoming irrelevant. This session will provide an overview of the ROI Methodology(tm) developed specifically to measure the impact of meetings. We will discuss the process of putting the methodology to use, which will result in meetings with clearer objectives, tighter focus and meaningful evaluation. Learner outcomes: define the concept of ROI; Report ROI in the context of other performance measures; identify meetings and events that are suitable for different levels of evaluation.
March 2012	03/27/12	11 am - 1:30 pm	Four Seasons Seattle	1	Top Event Technologies -Mdot Connolly & Jessica Levin		With the current demand for technology, there are countless lists, blogs and magazine articles on technologies available for your association meetings and events. You've probably read about, and find interest in, RFID, QR Codes, mobile applications, etc...but have you been able to see where and how these technologies fit into a meetings program? Furthermore, can you identify those features that are most vital to enhancing your programs? And how can you justify their cost? This session will give you a bit of hands-on time with some of the most popular technologies available, but, most importantly, investigate practical applications of those technologies. No longer will you leave a technology session feeling wowed with technological information but no practical application. Learner outcomes: Use an evaluation system to objectively decide which technology is best for your meetings and show returns for your investment; Explore the future trends of event technology and interpret how they matter to you; Feel confident and capable instead of intimidated when discussing technologies.
April 2012	04/20/12	11 am - 1:30 pm	Seattle Airport Marriott	1	Road Rage in the Events Workplace - Jay Gudrod		Heading the road map of workplace disputes can easily steer any team in the wrong direction. Although conflict is unavoidable, it can also be beneficial. Road Rage in the Events Workplace will guide people through the challenge of handling conflict and minimizing the possibility of failure. Learning Objectives: realize potential avenues for conflict before it happens; be taught to effectively handle conflict when it arises; discover how to help control emotional response. Road Rage in the Events Workplace will enable people to embrace healthy conflict and use it to their advantage while at the same time feeling confident to manage unhealthy conflict...Don't Let Conflict Run You Off the Road.
May 2012	05/22/12	11 am - 1:30 pm	Edmonds Conference Center	1	European Travel: How Can You Resist?		You and your spouse are exploring Las Ramblas with your group. It's not only your first trip to Barcelona; it's also your first trip to Europe. The shops are intriguing; the street performers are amazing; despite the crush of the crowds of locals and fellow tourists. Suddenly a small woman in a shawl rushes up to you and hands you her baby! You barely keep it from dropping to the pavement! She is calling out to you, but you don't understand what she is saying. She has several other young children with her and they are all around you. Suddenly, she takes the baby back and disappears into the crowd. You are relieved that the baby did not fall. Then you check for your wallet, and realize that it's gone! It had your credit cards, your passport...everything! What do you do now? What could you have done to have protected yourself better? Come to the May 22nd MPI chapter meeting in Edmonds and find out! Learning Objectives: -Travel tips -Risk management: Physical and Financial Security, Medical issues -How to save on European travel and airfare -Group vs. individual incentives
July 2012	07/24/12	9-45 - 11 am	Golf Club at Newcastle	1	July Monthly Program - Giving Back		Join us for the July Program and Committee Fair. This is your opportunity to find out what volunteer opportunities there are, sign up and give back to the chapter! Plus you will hear from a panel of your MPI peers about why they joined MPI, how they contribute to the chapter in varying ways. Plus! Meet Lee Rhodes, Entrepreneur Magazine's Entrepreneur of the Year. Lee is a three time cancer survivor who found great hope and healing in the light of a lit, handmade volvie - and Glassybaby was born. She wanted to spread that love and also help the many patients in waiting rooms she met who could not afford basic needs like bus fare that are not covered by health insurance. Today, Glassybaby has donated more than \$95,000 from sales to charities dedicated to meeting those needs and healing. Glassybaby and Lee are all about giving back. She will inspire you to give back! Learning Objectives: Learn how you can give back and make a positive impact in your business by supporting charities. How to engage staff and volunteers in your organization's vision efforts. Learn how one woman stuck to her authentic mission and built a business that gives back and helps others and inspire you to find your authentic mission
Aug-12	08/28/12	11:30am - 1:30pm	Red Lion Hotel on Fifth Avenue	1	Perform Under Pressure - The Mindset for Success! - Dan Diamond, M.D.		Have you ever felt like you wanted to throw in the towel in the middle of an event because things were collapsing all around you? Dr. Dan Diamond guides teams to adapt and excel, no matter what. Learn to succeed under extreme pressure from someone who has led teams into some of the most intense, international disasters of our time. Overcome burnout and keep your mind in the game despite scarce resources and increasing demands. Dr. Diamond is known for his engaging presentations, captivating stories and practical, no nonsense tools and concepts to help people perform at their highest level. Learner Outcomes: -Manage changing priorities -Handle emergencies with limited resources -Excel at decision-making while under pressure -Develop skills to assess the impact of a crisis and move forward

DATE	DATE	TIME	VENUE	PROGRAM HOURS	Subject / Presentation	SKILL FAMILY	Program Description / Objective
04-12	10/30/12	11:30am - 1:30pm	McCaw Hall & Red Lion Spokane	1	Reaching New Heights: Everest & Beyond - Susan Ershler		<p>Are you being challenged to do more with less? Do you want to learn how your team can succeed with ever growing expectations, fierce competition and lengthening sales cycles? Do you want to become even more of the leader that helps their team stay productive and focused and earn 11 President's Club awards for your team? Then you need to attend MPWSC's October 30th program and learn the team and leadership skills from renowned business executive and part of the FIRST couple in history to climb the Seven Summits (the 7 highest mountains on each continent including Mt. Everest), Susan Ershler.</p> <p>For more than a decade, Susan Ershler, a renowned business executive, Mt. Everest climber, keynote speaker and author, has been inspiring sales professionals and executives at Fortune 500 companies to overcome their perceived limitations and reach new heights of business and personal success.</p> <p>Susan Ershler's keynote emphasizes pursuing big dreams, both professionally and personally. During the last decade of her corporate career, she pursued two dreams.</p>
Jan-13	01/22/13	11:00am - 1:30pm	Hilton Seattle Airport & Conference Center	1	You Had Me At Revenue - Getting More Clients and Attendees		<p>Do you want more sales this year? Do you want to increase your meeting revenue with more attendees and sponsorship? Do you want to do it in less time and do you want to learn why 5 Star Education is one reason why MPWSC is the #5 chapter in the world? (as a fraction of the cost)? Then you must attend MPWSC's 5 Star Education January 22nd program to learn sales and marketing skills from 2011 MPVPCMA Industry Summit speaker, #5 author on http://customerthink.com and a 2012 Top 50 Sales & Marketing Influencer at http://topsalesworld.com, Matt Heinz. It's harder than ever to get your voice heard, find prospects who need what you're selling and get their attention long enough to close the deal or get their attendance. But salesmen and associations nation-wide are doing just that, often at a fraction of the cost of traditional advertising and marketing. This MPWSC 5 Star Education session will walk through a specific framework your business or your meeting can follow to find the right prospects, earn their attention and trust, then convert them into long-time, loyal customers and attendees. You'll walk away with specific plans, best practices and strategies to impact your sales and marketing results right away.</p> <p>During this MPWSC 5 Star Education program you will:</p> <ol style="list-style-type: none"> 1. Define and put into operation distinct lead and opportunity stages for your sales pipeline. 2. Better qualify sales prospects based on quality, interest and sales readiness. 3. Translate your services into the messaging your customers need to hear and will react to. <p>4. Make sales pipeline management a seamless part of your daily and weekly activity. Matt Heinz brings more than 12 years of marketing, business development and sales.</p> <p>Do you want to deploy proven, better negotiation strategies and tools that ensure consistent outcomes? Do you want to increase your skills to be powerful enough to prevent business losses and increase gains for you? Do you want prevent yourself from being caught naked during your next negotiation encounter? Then, it's time to get into shape!</p> <p>BUCKLE YOUR SEAT BELT! The naked truth starts here with a new negotiation mindset that creates a winning combination when dealing with your customers, co-workers, the boss, family friends and even the Starbucks coffee server. This program is designed for those who expect to analyze and participate in challenging business negotiations. Be free and let go of old negotiation techniques and strategy ideas. Identify the new way to approach the basics to the most relevant, innovative and fresh negotiation techniques in order to formalize better deals in any situation.</p> <p>Listen to how buyers negotiate with you, the seller... how sellers negotiate with you, the buyer. Deborah will challenge you while giving compelling real-life examples to help acquire momentum for you. In addition, this session is live and interactive with real time negotiation during the program. Attend and find out... do you have the negotiation power within today's hospitality profession?</p> <p>PROGRAM INSIGHTS:</p> <p>Hear the truth about today's negotiating process while discovering new powerful skills</p> <p>Breaker the top 5 most misused/hospitality negotiating techniques</p> <p>Determine how to forever rid of the long-time myths so you stay in shape and always look good naked</p> <p>This program is guaranteed to help planners negotiate more value for your next meeting and suppliers negotiate more sales with your next client.</p> <p>Deborah Gardner, CMP, a globally recognized authority on the specialized in-depth concept of COMPETITION. She works with individuals and companies to help understand while applying the constructive aspects of competition to their lives and businesses. She is able to immediately identify untapped potential by translating her messages in a motivational, healthy, productive and fun (yes, FUN) manner.</p> <p>Deborah is the 4th most requested MPI speaker and an MPI member for over 20 years.</p> <p>Deborah's high energy, entertaining platform presence instantly affects audiences through her keynotes, workshops and training programs. She shares the best and most up-to-date practices from real-life stories and examples in a conversational, interactive way that truly is engaging. She challenges and actually dare her audiences in which inspires self-motivation and positive action.</p> <p>As a renowned veteran in the hospitality/tourism profession, Deborah is one of only three speakers worldwide that has earned the Certified Meeting Professional (CMP) certification. A prestigious honor for those involved in the meetings, conventions and exhibitions industry.</p> <p>Deborah has served on many project and boards providing guidance to the hospitality profession - Past President of Meeting Professionals Arizona Sunbelt Chapter, board member of the Arizona Tourism Alliance, Arizona State University On-line MPI-CMP trainer and a member of National Speakers Association.</p>
Feb-13	02/19/13	11:00am - 1:30pm	Benaroya Hall	1	Naked Negotiating: Who Has The Power: Within Today's Hospitality Profession By Deborah Gardner		<p>Do you want to raise your profile and build credibility by improving your workplace communication? Do you want to increase effective communication by learning even more key differences between men and women in conversation? Do you want discover how sports is the Swiss Army knife of conversation that can help you build relationships and teamwork? Then come see MPWSC's 5 Star Exclusive Education with Professional Sports Broadcaster, Seahawks Reporter and America's Expert Talker, Jen Mueller. Jen will help you create a Conversation Game Plan by teaching you how to make conversations at work more productive. Think of this as a new twist on workplace communication. Business books tell you communication is important but they don't tell you how to go about having the most productive conversations. Time is money which means there's no time to do dead end conversations. We'll discuss the best way to approach small talk at work and understand how that's the first step toward getting more clients and building business relationships. In addition we'll discover one measure of ROI on those conversations. This is a practical approach to workplace conversations with action items you can implement right away in addition to learning how "Sports Talk" can help you achieve your goals.</p> <p>During this talk, you'll learn how to:</p> <ol style="list-style-type: none"> 1. Promote effective communication by understanding and identifying key differences between men and women in conversation. Make sure your message is being heard and you're operating effectively at work. 2. Use easy fixes if you are NOT being heard or your team is NOT talking action. 3. Identify how small talk is part of a value added business approach that keeps employees and staff motivated to give their best efforts 4. Communicate effectively during crisis such as during the SuperBowl power outage. 5. Take the fear out of talking sports altogether and learn how sports conversations in business are different than sports conversations at a tailgate. The strategies used to have productive conversations can be applied to other subject matter as well.
Mar-13	03/20/13	11:30am - 1:30pm	Safeco Field	1	Conversation Game Plan: Making Conversations More Productive at Work Conversation Game Plan: Making Conversations More Productive at Work Conversation Game Plan: Making Conversations More Productive at Work		<p>Do you want to know exactly what C-Level Executives want from their meetings? Do want a behind the scenes view to how a large sales conference was architected that created record sales? Do you want the #1 meeting idea that produced 50x+ results from this multi-company C-Level executive? It's not what you think and it will turn your idea of a successful meeting around! If you said YES, then come see MPWSC's 5 Star Exclusive Education with the award winning and game changing Tom Bligh. From his C-level perspective, he will show you how he has used MEETINGS as a vital leadership tool to make two companies fly to the #1 position in their fields. His results include unique meeting strategies that helped guide one company from \$32M to \$2.3B in sale growth over a 10 year period.</p> <p>During this talk, you'll learn how to:</p> <ol style="list-style-type: none"> 1. Influence C-level executives to understand and support the power of meetings as a strategic leadership and sales tool 2. Archited a multi-year meeting strategy that will measure and produce bottom line results for a business. 3. Implement the #1 meeting innovation that led 2 companies to the #1 industry position. 4. Calculate the ROI for your meetings to show value and return. <p>In his first interactive case study, he's take you for a behind-the-scenes tour of the design of a multi-year sales conference. He took a merger of 2 competitive sales teams that had one executive that was not in support of meetings. He'll show you how we won that executive over to the power of meetings. Next he created a multi-year theme to his meetings. Through the elements of location, content, entertainment and challenges, he created a meeting that successfully merged the 2 sales teams, inspired collaboration, unified them into one competition plan and allowed them to be 10% over their goal the next year.</p>
Apr-13	04/23/13	2:00 - 5:30pm	Museum of Flight	1	Making Meetings Fly: What C-Level Executives Want From Meetings by Tom Bligh		<p>Do you want to create an innovative conference format that will attract new attendees? Do want to learn to create physical and digital marketing campaigns that go viral including a video that got 2.5 million views? Do you want to learn the secrets that TRIPLED a regional conference's attendance? If you plan any internal meeting or external conference, then you MUST SEE MPWSC's 5 Star Education exclusive engagement with Cathy Amelias, author of the Nat'l Federation of Independent Business Top 12 Books "The Unbreakable Rules of Marketing." Even if you saw Cathy at the successful Cascadia 2013, she saved the BEST for us as this is ALL NEW MATERIAL!</p> <p>Cathy will show you how she applies her 9 1/2 Ways To Get People To Love You to TRIPLE the attendance of a recent conference. From retaining the conference to injecting non-mainstream speakers to creating a viral email marketing campaign, she'll go step-by-step and give very specific examples of the strategies and tactics she used to take this conference from 85 attendees to more than triple in just ONE year.</p> <p>In this session you'll learn how:</p> <p>Marketing consistency beats ability and how a good strategy and constant exposure wins every time.</p> <p>Emotions rule the world and how you can use them in marketing to get people to love your meeting.</p> <p>Apply these rules and create a marketing plan that will increase attendance at YOUR next meeting.</p> <p>"BONUS" If you print out the cover of The Unbreakable Rules of Marketing take a photo with you and the cover, and post it to The Unbreakable Rules of Marketing's Facebook page with a link to MPWSC Events, you'll be entered in a drawing for 1 of 4 seats in an hour of marketing consulting immediately following the program. Valued at over \$1,000, bring your marketing project and get immediate help following the program!</p> <p>A collection of video marketing tips from Cathy</p> <p>Cathy's client's video that went viral for over 2.5M views and increased revenue by 100+%</p>
May-13	05/20/13	11:00am - 1:30pm	Woodmark Hotel, A Destination Hotel and Resort	1	Meetings - 9 1/2 Ways To Triple Attendance At YOUR Next Meeting by Cathy Amelias		<p>Do you want to create an innovative conference format that will attract new attendees? Do want to learn to create physical and digital marketing campaigns that go viral including a video that got 2.5 million views? Do you want to learn the secrets that TRIPLED a regional conference's attendance? If you plan any internal meeting or external conference, then you MUST SEE MPWSC's 5 Star Education exclusive engagement with Cathy Amelias, author of the Nat'l Federation of Independent Business Top 12 Books "The Unbreakable Rules of Marketing." Even if you saw Cathy at the successful Cascadia 2013, she saved the BEST for us as this is ALL NEW MATERIAL!</p> <p>Cathy will show you how she applies her 9 1/2 Ways To Get People To Love You to TRIPLE the attendance of a recent conference. From retaining the conference to injecting non-mainstream speakers to creating a viral email marketing campaign, she'll go step-by-step and give very specific examples of the strategies and tactics she used to take this conference from 85 attendees to more than triple in just ONE year.</p> <p>In this session you'll learn how:</p> <p>Marketing consistency beats ability and how a good strategy and constant exposure wins every time.</p> <p>Emotions rule the world and how you can use them in marketing to get people to love your meeting.</p> <p>Apply these rules and create a marketing plan that will increase attendance at YOUR next meeting.</p> <p>"BONUS" If you print out the cover of The Unbreakable Rules of Marketing take a photo with you and the cover, and post it to The Unbreakable Rules of Marketing's Facebook page with a link to MPWSC Events, you'll be entered in a drawing for 1 of 4 seats in an hour of marketing consulting immediately following the program. Valued at over \$1,000, bring your marketing project and get immediate help following the program!</p> <p>A collection of video marketing tips from Cathy</p> <p>Cathy's client's video that went viral for over 2.5M views and increased revenue by 100+%</p>

MONTH	DATE	TIME	VENUE	PROGRAM HOURS	Speaker / Presentation	SKILL FAMILY	Program Description/ Learning Objectives
Jul-13	07/30/13	11:00am - 1:30pm	RYATT house	1	Meeting Economics: Marketing and Pricing Strategies to Increase Attendance, Fill Room Blocks and Drive Bottom Line Revenue with MeetingChange CEO Mariela McIlwraith, CMP, CMM, MBA		<p>Do you want your attendees to register early? Do you want to help your planners fill room blocks? Would you like to learn at least 1 simple marketing or pricing model that can create more bottom line revenue?</p> <p>Then come to Meeting Economics, Marketing and Pricing Strategies to Increase Attendance, Fill Room Blocks and Drive Bottom Line Revenue with MPI Proprietary Content Speaker, Mariela McIlwraith, CMP, CMM, MBA. For instance, Mariela will share how a simple technique removed all the panic and stress from a 3,000+ conference and got attendees to sign-up early which helped the conference SELL OUT their tradeshow space in record time.</p> <p>Marketing and pricing strategies for meetings and events needs to adapt to new rules of engagement. This session will address key issues facing third-party and association meeting planners and their venue partners.</p> <p>1. ATTENDANCE - Increasing attendance at events by introducing new pricing strategies, including bundling, a more strategic application of discounts and how to encourage earlier registrations that provide engagement opportunities for delegates. This will have added benefits of addressing planner cash flow and information needs and making events more appealing to sponsors and exhibitors.</p> <p>2. PROFIT - Increasing profit from events by understanding the long-term impact of pricing decisions. Small changes to pricing can have a dramatic impact on event profitability. A good pricing model will match the needs of attendees in a way that will encourage more people to attend and in a greater frequency. It will also encourage them to use services that they might not otherwise have tried - such as full membership.</p> <p>3. ROOM BLOCKS - The session will also examine how we can improve the level of collaboration between planners and suppliers to address this challenge of pickup within contracted room blocks. During this session, you will learn how to:</p> <ul style="list-style-type: none"> Understand simple, affordable techniques for venues and association planners to collaborate to increase attendance and room block pickup. Match meeting and event cash flow needs with pricing and marketing strategies to reduce final risk. Use strategies, including social media, to create a sense of urgency to register and encourage earlier confirmed registrations. <p>This will be a highly interactive session with group exercises and scenarios that are specifically designed for meeting professionals.</p>
Aug-13	08/27/13	8:30am - 12:00pm	Holiday Inn Everett and Northern Quest Spokane	2	Meeting Architecture - Strategies, Tactics and Process For More Effective Meetings with MPI International Planner of the Year Terri Breining, CMP, CMM		<p>Do you have trouble defending your meetings? Can you answer your stakeholders if they ask you about the value and ROI of your meeting? Do you want a cutting edge process to maximize your next meeting NOW?</p> <p>Come experience this exclusive 5 Star MPWSC workshop with MPI International Planner of the Year Terri Breining, CMP, CMM on her cutting edge work on Meeting Architecture created in collaboration with Marleen Vinnesta. Meeting Architecture is a process that systematically designs a meeting to achieve the highest participant goals.</p> <p>Meeting Architecture (MA) starts with meeting objectives in learning, networking and motivation. Next, MA focuses not only on the meeting itself, but most importantly what happens before and after the meeting. Then MA shows how every meeting tool and technique is used to further the meeting objectives. Finally, MA preplans and determines what will be measured and how you can calculate ROI which Terri is an industry expert on.</p> <p>What started at a dinner at MPI NEEC 2008 with meeting industry veterans such as Joan Eisenbald, Tyra Hillard, Barz Ledir and Bruce MacMillan, has grown into an international movement that combines the very best practices of the meeting professional veterans.</p> <p>During this MPWSC 5 Star Education program you will:</p> <ul style="list-style-type: none"> Learn the vocabulary and the step-by-step system of Meeting Architecture. Learn to apply the system to a case study to see how it works. Apply the Meeting Architecture to YOUR next meeting to make critical improvements. Walk away with a Meeting Architecture workbook that you can apply to ANY future event.
Oct-13	10/22/13	8:30am - 10:30am	Hotel Murano Tacoma	2			<p>Learn to truly Excel with this computer workshop. Designed for all levels of Excel users, this session is highly interactive as attendees learn concepts that they can directly use in their meeting industry tasks. Some of the best educational experiences are those in which you dive in and learn by doing, and this workshop lets you do just that. Space is limited, so sign up today before the session is full.</p> <p>If you have ever been in a James Spellos session you know that you will walk out of the room armed with tools and tips to do your job better, faster, and you'll be cooler. You'll get one on one help with Excel and answers to your unique workshop issues.</p> <p>Bring either your laptop or Microsoft Surface Tablet (these devices have full Excel functionality). Space is limited for this special class offering. \$50 registration fees for this two hour workshop. All proceeds will be donated to the MPI Foundation.</p> <p>After participating in this session, the attendee will be able to:</p> <ul style="list-style-type: none"> Identify 10 critical Excel tools that increase efficiency Understand how best to setup a registration/housing spreadsheet to enhance productivity Use shortcuts keys to create tools such as graphs, pivot tables and other Excel functions
Oct-13	10/22/13	11:30am - 1:00pm	Hotel Murano Tacoma	1	It's App-Tastic! 60 Apps in 60 Minutes with James Spellos		<p>Do you still have your computer? Or is your business 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 review and showcase 60 of the most useful apps for the meeting professional. Attendees are encouraged to bring their tablet and smart phones and share their favorite apps with their peers and to stay for an additional 30 minutes of hands on training.</p> <p>James Spellos, CMP is the President of Meeting U. (http://www.meeting-u.com/#home/main-Page), a company specializing in training in the topics of technology applications, and meeting planning. Jim's career has spanned over two decades with highlights including:</p> <ul style="list-style-type: none"> 2004 Award for Teaching Excellence, bestowed by New York University's School of Professional & Continuing Studies Meeting Planner of the Year, as selected by the Greater New York Chapter of Meeting Professionals International Jim is certified as a Microsoft Office Specialist (MOS). He is a recognized expert in the field of technology applications training. He provides corporate software training for business both within and outside of the hospitality industry. His technology seminars are well attended and highly acclaimed, and he is considered one of the best teachers of technology applications in the country. Jim has been a faculty member at New York University's School of Professional and Continuing Studies since 1990, joining the undergraduate faculty in 2002. He developed all of the on-line courses for NYU's Meeting Management certificate program. He also develops numerous courses for worldwide leading seminar organizations as the American Management Association. <p>Through Meeting U., Jim publishes a monthly technology e-letter called Techniques. This free newsletter discusses cool technology and productivity tools both within the meetings industry, as well as those that apply for all professional and personal use.</p>

MONTH	DATE	TIME	VENUE	PROGRAM HOURS	Subject/ Presentation	SKILL FAMILY	Topics/ Discussion/ Learning Objectives
Jan-14	01/28/14	11:30am - 1:00pm	Courtyard Seattle Downtown/Pioneer Square	1	Your Productivity and Profitability with Laura Leist, MOS, CPO, CRTS, Founder and President of Eliminating Chaos		In business, you need to be more than just organized to be profitable, you also need to be productive. Your business needs systems in place that you and others use on a daily basis to make every minute count and not miss out on opportunities to increase your earning potential. Would you like to be more productive and organized at work? Would you like to be able to quickly put your hands on information when it's needed? What would you do if you had 20 extra minutes a day? You will leave inspired to go back to your office and implement Laura's realistic, time saving techniques AND you just might even say, "WOW! I don't know I could do that!" During the MPWSC 1.5hr Education program you will: 1. Understand the difference between the "visible" and "non-visible" forms of clutter and why you need to work on both to increase your profitability. 2. Explore the biggest time wasters at work and how you can eliminate them. 3. Learn the 4 things you can do with any piece of e-mail and a system for processing, follow-up and organization that will empty your inbox and never let an important deadline slip past. 4. Save hours each month by using three simple Outlook e-mail techniques you wish you knew years ago. (Outlook 2010 will be used) 5. Learn the PAPERSTL method and realize why you need more than one paper management system for your business and learn how to create a Daily Action Center TM 6. Learn how to connect to your files and applications securely from anywhere via the Internet.

Feb-14	02/25/14	11:30am-1:00pm	Renaissance Seattle	1	You will hear from an experienced panel on how this affects our venues, our customers, our events, our attendees and our community. Meet the panel. Moderator: Cindy Fanning, Director of Operations for Silver Clouds Inns & Hotels and Past Chair of Washington Lodging Association. Panelist: Mar Smith, PhD, Executive Director of Business Ending Slavery and Trafficking (BEST). Panelist: Det. Sgt. Jaylon Diaz, Seattle Police Special Investigations Section. Panelist: Lesley Young Cutler, CMP, Evison Meetings & Incentives, Inc. Human trafficking is two things: (1) using of force, fraud or coercion to compel a person into work or prostitution and/or (2) compelling a minor (under 18) into work/prostitution. Most of the response to trafficking has been focused on the criminal justice system and on services for victims after they have been identified. The February 25, 2014 MPWSC program will bring awareness to our industries' membership that is aimed at prevention. When leaders of the MPWSC Board learned about the high prevalence of sex trafficking in Washington and the safety and legal risks this crime poses to our lodging establishments, they decided to take proactive steps to prevent this crime.		
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Mar-14 03/25/14
 Apr-14 04/22/14
 May-14 05/20/14
 Jun-14 06/20/14

- Analysis
- Project Mgmt-International Relations
- Business
- Communication
- Education Development
- Finance
- International Relations
- Interpersonal
- Marketing
- Meeting Mgmt
- Strategy
- Technology
- Project Mgmt
- People