

MPIWSC Educational Program History
July 2014 - Ongoing

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DATE	TIME	VENUE	Contact Hours	Speaker / Presentation	Domain/SKILL FAMILY	Program Description/Learning Objectives
03/07/17	12:00 pm - 1:15 pm	Wildhorse Resort	1.25 CIC Approved		Domain A: Strategic Planning, Domain E: Human Resources, Domain I: Marketing	Elevating Events to a "Let 'er Buck" Status: What it Means to Your Attendees and Your Local Community: As meeting professionals, we take pride in executing successful events. How do you take your event to the next level, creating an experience that makes it the must-do event of the year for your attendees? What keeps them coming back and bringing new people with them? We've corralled a few local cowboys who are part of making the Pendleton Round-Up and the Happy Canyon Indian Pageant and Wild West Show the legacy that it is today, recently being honored with the "Large Outdoor Rodeo of the Year " award for the 2nd year in a row. Hear how the event has shaped this small town and how they have turned a simple logo into an internationally known brand that markets the event on its own. Gain insider tips on how to successfully build a large team of volunteers that are essential in making this event a success (700+ volunteers from several states). And as a bonus, you'll love listening to this group of cowboys that know how to have fun while executing their events and advancing the mission of the Pendleton Round-Up and Happy Canyon Indian Pageant and Wild West Show. Let 'er Buck!
03/07/17	10:30 am - 11:45 am	Wildhorse Resort	1.25 CIC Approved	Corbin Ball	Domain B: Project Management	How Data Analytics is Transforming Event and Exhibition Marketing: Interactive Lecture New data collection and data management tools are starting to make significant headway into exhibitions and events. This session will examine these trends and explore best practices on how they can be integrated to assist event marketers, to improve the attendee experience, and to improve future events.
03/07/17	10:30 am - 11:45 am	Wildhorse Resort	1.25 CIC Approved	Jen Houtby-Ferguson	Domain C: Risk Management	Event Crisis: Accidentally Trending: This engaging session will be delivered through a combination of a presentation, discussion and interactive group work to assist participants to understand their role(s) in crisis communications. Information will be delivered through power point with visual references (just a few bullets/images per slide). Group/ roundtable discussions using crisis scenarios will also be included. Questions will be encouraged to maximize the value and information shared for participants. Examples of crisis communications plans and critical incident protocols will be provided as takeaways.
03/07/17	9:00 am - 10:15 am	Wildhorse Resort	1.25 CIC Approved	Panel	Domain A: Strategic Planning	Nightmare Scenarios and How to Solve Them: -Each table will have a scenario on their table when they arrive, and as a team they have to try and solve it and come up with best solution(s) -They can ask questions of the panel members who will be walking through the tables during this part of the session -Once the allotted time is up, a representative from each table will present their scenario to the group, give their ideas for solving and open up to the panel for brief discussion and further input
03/06/17	3:00 pm - 4:00 pm	Wildhorse Resort	1 CIC Approved	Corbin Ball	Domain B: Project Management	Harness the Power of Wearable & Location Aware Computing for the Wisdom of the Crowd - Crowdsourcing and Sharing for Events: Recent advances in social technology are opening up great opportunities to build, manage and even fund events. Crowdsourcing is being used to find and share sleeping rooms, schedule ground transportation, to create event content, to review events and even to fund them. This session will cover the latest developments in this area, with demos, case studies and loads of ideas on how meeting planners and participants can improve the event experience, to reduce costs and to have better input from all involved.

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03/06/17	3:00 pm - 4:00 pm	Wildhorse Resort	1 CIC Approved	Heather Sharpe & Shawn Cheng	Domain D: Financial Management	<p>Sponsor Engagement: Adding Value by Creating Emotional Connections: Sponsor Engagement should not be "business as usual". Events are becoming more reliant on sponsorship funding and partners are realizing the value of making emotional connections with the audience to maximize their investment.. So how can we reinvent sponsorship and exhibition packages to make them relevant and attractive to the current marketplace? What is the decision-making process of today's corporations? What sort of Return on Engagement are they looking for? Where can we look to pull new ideas from? Learn how to create engaging benefits and onsite activations to ensure the best ROE for everyone. With this team's extensive experience in unique partnership activation and innovative engagement solutions, you will discover how to bring value back to your event's sponsors.</p> <p>Objectives:</p> <ol style="list-style-type: none"> 1. Understand what challenges sponsors are facing in today's marketplace and how events can become an important part of their marketing plan. 2. Exchange ideas on how to maximize effective sponsorship & guest engagement from various case studies. 3. Understanding what initiatives & ideas from other types of events can be implemented to create successful event activations both in advance and on site
03/06/17	3:00 pm - 4:00 pm	Wildhorse Resort	1 CIC Approved	Richard Aaron	Domain I: Marketing	<p>Cutting Edge Event Marketing for Success: This session offers the trending ideas shaping the new marketing mix to develop branding outreach for inter-generational audience development. Unleashing clean & crisp messaging the express your brand with a fresh storytelling slant. Crafting fresh content development with new ideas to shape education sessions with personalized experiences. See the array of new social media strategies that stress visual ideas beyond twitter to launch Instagram, Facebook and Sanpchat filters. Gain nsight into cracking the code on creative promotions built through mobile, video and vine. Learn how these activations play into creating experiential content for your next event. Developing enhanced sponsors offerings and outreach that extends your promotional plan with "Festivalization".</p> <p>You are assured to increase you Marketing IQ in this session and leave with practicable tips.</p> <p>Session Outcome</p> <ul style="list-style-type: none"> • Understand the new marketing mix for mutigenerational engagement • Hear the news trends for personalization, experiential to passion point marketing ideas • Discover new ways to heighten social strategy through event design offerings <p>This session offers the trending ideas shaping the new marketing mix to develop branding outreach for inter-generational audience development. Unleashing clean & crisp messaging the express your brand with a fresh storytelling slant. Crafting fresh content development with new ideas to shape education sessions with personalized experiences. See the array of new social media strategies that stress visual ideas beyond twitter to launch Instagram, Facebook and Sanpchat filters. Gain nsight into cracking the code on creative promotions built through mobile, video and vine. Learn how these activations play into creating experiential content for your next event. Developing enhanced sponsors offerings and outreach that extends your promotional plan with "Festivalization".</p> <p>You are assured to increase you Marketing IQ in this session and leave with practicable tips.</p>
03/06/17	1:45 pm - 2:45 pm	Wildhorse Resort	1 CIC Approved	Mary Ellen Reihsen	Domain C: Risk Management	<p>Risk Management & Your Event: Navigating Pot in the Pacific Northwest: One of the new issues coming up in the events industry in 2017 will be proper adherence to all the laws surrounding legal use of marijuana. These issues are of particular interest to meeting planners in Oregon and Washington. I will be presenting a thorough overview of all the laws, regulations, and liabilities surrounding organizing events when clients want to use recreational marijuana. As an attorney working with licenses in both OR and WA, I will be bringing Cascadia Members the latest and most comprehensive information from the legislatures, statutes and court cases.</p>
03/06/17	1:45 pm - 2:45 pm	Wildhorse Resort	1 CIC Approved	Hilary Laney	Domain G: Meeting or Event Design	<p>The Virtual Event Experience: How to Grow Your Audience and Maximize the Value of Your Event: Today's event audiences increasingly expect a robust virtual experience - live streaming of keynotes, availability of session videos on demand post-event, and an interactive social media experience. In this session, you will learn how an engaging virtual event experience can help you increase the your audience reach and maximize the return on your investment in developing meaningful content.</p>

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03/06/17	1:45 pm - 2:45 pm	Wildhorse Resort	1 CIC Approved	Julius Solaris	Domain G: Meeting or Event Design	The Next Biggest Thing in Events: Events today can count on more technology, more money, more education than ever before. Yet attendees still strive for that wow factor. Few events succeed in creating experiences that impact memories and change behaviour. What are the common traits of successful events? What are the key decisions impacting vendors, venues, meeting design and technology that lead to success?
03/06/17	10:45 am - 12:00 pm	Wildhorse Resort	1.25 CIC Approved	Brian Strickland	Domain G: Meeting or Event Design	Designing Events with Intention: This session is an exploration in design thinking. Using the power of neuroscience and neuropsychology we can create events that are both engaging and fun. In this session you will learn not only the basic principles of design thinking but also how to apply them into the planning of your event. These basic principles and easy to retain steps will allow you to design a unique experience for people attending your event.
03/06/17	10:45 am - 12:00 pm	Wildhorse Resort	1.25 CIC Approved		Domain C: Risk Management	Are You Ready: How to Disaster Proof Your Event: This engaging session will be delivered through a combination of a presentation, discussion and interactive group work to assist participants to understand their role(s) in crisis communications. Information will be delivered through power point with visual references (just a few bullets/images per slide). Group/ roundtable discussions using crisis scenarios will also be included. Questions will be encouraged to maximize the value and information shared for participants. Examples of crisis communications plans and critical incident protocols will be provided as takeaways.
03/06/17	10:45 am - 12:00 pm	Wildhorse Resort	1.25 CIC Approved	Richard Aaron & Julius Solaris	Domain G: Meeting or Event Design	Ask the Experts: This session will feature a 2 person panel of national experts in the Event Industry. Attendees will learn through a question & answer style format how to combat challenges in planning and design, working with difficult clients, latest tradeshow trends and more.
03/06/17	9:30 am - 10:30 am	Wildhorse Resort	1 CIC Approved	Julius Solaris	Domain G: Meeting or Event Design	<p>The Event Professional of the Future: Learn from Julius Solaris, named one of the top 25 most influential people in the Meeting Industry in 2015! What will being an event professional mean in the future? How is our role going to change? What are the trends affecting our job and how can we keep ourselves competitive in a rapidly changing market?</p> <p>This session will give you a practical overview of tangible micro and macro trends affecting the way we plan events. Looking at technology, meeting design, sponsorship, venue sourcing you will be able to have a clear action plan to focus on making your event successful in the next decade.</p> <p>Learning outcomes:</p> <ul style="list-style-type: none"> - Learn what are the future opportunities and risks affecting the event industry - Gain a tangible action plan to use technology to your event's advantage - Change the way you work to make your attendees and your boss happy
03/05/17	4:45 pm - 6:00 pm	Wildhorse Resort	1.25 CIC Approved	Richard Aaron	Domain B: Project Management	<p>Ideafest: Event Trends that Deliver the WOW Factor: Learn more secrets to stage innovative special events that build the element of WOW into each one you plan. Hear what changing in the cultural landscape of meetings and the technology and the concepts needed to add real marketing social media buzz. Match your budget challenges with creative solutions in your production and catering to deliver engagement for your attendees. Richard Aaron, president of BIZBash Media, NYC delivers this presentation the hot new trends in food, décor and production with the freshest ideas to help you weave these concepts into your planning. You will leave this session understanding of approaches to true leadership to inspire your team, stakeholders, sponsors and your suppliers to deliver the Events in the most favorable light with maximum engagement.</p> <p>After participating in this session you will be able to:</p> <ul style="list-style-type: none"> • Learn tips to create more effective branding of themes • Capture the latest trends in production, décor, and entertainment. • Enhance your leadership creativity in the planning process
03/05/17	3:30 pm - 4:30 pm	Wildhorse Resort	1 CIC Approved	Christie Blake & Anne Hallinan	Domain G: Meeting or Event Design	Cowboy Up - How to Start Your Own Event: Have you been planning events for others for years? Have you ever dreamed about breaking out and starting your own event? Come join us for this informative and inspiring session on how to navigate through the process of becoming the owner of your own event. We will discuss challenges and best practices for how to do it right the first time!

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03/05/17	3:30 pm - 4:30 pm	Wildhorse Resort	1 CIC Approved	Ron Engeldinger & Dave Peterson	Domain I: Marketing	How to Work With the Media to Promote you Event, Property, or Service: Whether you plan events or you supply services, promoting what you do is essential. While we live in a digital age, print media still carries a major impact. How do you effectively get the word out about what you do? In this session, you will learn how to select the best media platform, leverage your marketing budget for greatest effectiveness and effectively communicate with your media partners.
03/05/17	2:15 pm - 3:15 pm	Wildhorse Resort	1 CIC Approved	John Chen	Domain B: Project Management	Meeting Planner Team Building Fails: Have you had a meeting go sideways? Have you had a teammate or partner fail during an event? Do you want to know the fixes for the most common meeting planner fails? Then you need to be at Meeting Planner Team Building Fails. Facilitated by 2 decade, award winning event professional John Chen, he will show you the most common meeting planner fails. John will share his experience of working with over 1,600 teams and give the top meeting planner fails and the immediate fix that the top teams uses. You will not only learn, you will DO the fixes as this session is designed with "learning by doing" to demonstrate how valuable these fixes are in your every day work. Stop failing and start fixing your team NOW!
01/24/17	11:30-12:30	Crowne Plaza Airport	1 CIC approved	Josh Grimes	SKILL 5.02 – MANAGE CONTRACTS	Room Block Poaching; Airbnb; Guns in Meetings – Just some of the latest challenges facing the meetings industry. With meetings booming, market forces allow hotels to pick and choose clients and impose tough contract terms. Social unrest and changing laws affecting gun rights, religious expression and other areas of everyday life are causing some prospective meeting attendees to stay home. And Airbnb, Uber, and tech innovations are impacting room blocks, meeting space costs, and guests' privacy. All of these factors will confront meeting professionals with increasing frequency in the coming years. This program is an interactive and thought-provoking review of the year's hottest issues.
10/25/16	11-1:30	Embassy Suites Seattle	1 CIC approved	Janine Driver	Domain F: Stakeholder Management	YOU SAY MORE THAN YOU THINK! Successful Negotiating and Building Rapport & Trust Begins with YOU & YOUR Body Language! • Wouldn't you agree that in America there's a growing diversity of people, and to be the BEST meeting professional, you need to master your ability to successfully communicate to a NEW and different universe? • Don't you, as a meeting professional, want to know with 100% certainty that you, and your support team, are using the best body language to match your message and intent--ultimately leaving your guests feeling welcomed and your stakeholders feeling understood? • Wouldn't it rock your world if you could kiss good-bye to significant obstacles when negotiating contracts with your clients, hotels, and industry vendors? Research proves that all human beings are programmed to be meaning-making machines, and unfortunately most of what you know about body language and reading people is simply not true--and it's not your fault. During this exclusive training session, Meetings Focus Live participants will unlock the subtle intricacies of a person's unique communications fingerprint through using the same techniques taught to the CIA and FBI and how they can be applied, specifically, to the meetings industry by noted meetings industry speaker and television personality Janine Driver. During this fast-paced, video-packed, fun, interactive presentation, Meetings Focus Live! attendees will GET EXCITED, as they are INSPIRED to look at the world in a different way and leave with a new understanding of these skills: • Recalibrate your thinking about the meaning of hospitality when you learn how to spot & easily identify the 7 Universal Micro-Expressions & master the art of what to say next to motivate and inspire stakeholders to be fully engaged with the event. (CMP-IS Domain F Skill 13 Stakeholder Management) • Avoid conflict by learning to decode the 9 ways your body language hurts your brand, your business, and your bottom line and model, and affirm respectful communication. (CMP-IS Domain E, Skill 12 Manage Workforce Relations, Sub Skill 12.01 Supervise Staff & Volunteers) • Improve your negotiating skills by understanding how to identify what the other party needs to obtain from the negotiation and what they are willing to concede. Decipher the secrets to "Statement Analysis" by identifying verbal "hot spots" that indicate when your subjects can be more flexible than they are letting on. (CMP-IS Domain B, Skill 5 Manage Meeting or Event Project, Sub Skill 5.02- Manage Contracts)
09/15/16	1:30 pm - 2:30 pm	Meydenbauer Center	1 CIC Approved	Tim Carr	Domain J: Professionalism	Sales Professional Town Hall: The Town Hall is a casual forum for participants to gain feedback on their own unique programs, initiatives, challenges and typical industry problems in a medium to talk through possible solutions with fellow experts in our field. Town Halls provide learning potential from other knowledgeable, experience industry professions, and constructed to address the questions and issues of the participants of immediate importance. Connections and contacts amongst attendees and facilitators, built during a Town Hall, provide specialist resources for future tests and trails we may face long after the Town Hall has concluded. The success of a Town Hall hinges upon active participation, and so we ask that attendees should come prepared and willing to actively participate by providing relevant issues, questions and challenges they are facing.

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09/15/16	1:30 pm - 2:30 pm	Meydenbauer Center	1	Troy Anderson	Domain B: Project Management	New Age Networking and Prospecting: Are you tired of leaving voicemails and not getting called back? Are you tired of sending emails and feeling unsure they are not getting past the junk mail folder, or even worse, deleted without being read? Are you tired of going to networking events and watching all the cliques in the room form leaving you alone in the corner? In this session we have an open ended discussion about the new age methods of networking and prospecting new business. Whether you are looking to learn new ideas or share your success stories, we encourage you to join the discussion so we explore the new age of networking and prospecting.
09/15/16	10:00 am - 11:00 am & 11:15 am - 12:15 pm	Meydenbauer Center	1 CIC Approved	Jim Spellos	Domain G: Meeting or Event Design	5 Pillars of Tech Disruption: The Hot Technologies morning session provides attendees the opportunity to learn about, discuss and share how technology is changing the hospitality industry, and what they do as sales professionals within the industry. A baseline overview will be provided about the various critical areas of technological disruption that both meeting planners and sales professionals can use, with tools demonstrated to show specific applications. The attendees are encouraged to share what they have observed are best practices in these areas, and actively participate in the conversation about which technologies will be most important for them, and how those technologies will affect their careers as hospitality sales professionals.
09/15/16	11:15 am - 12:15 pm	Meydenbauer Center	1	Robb Monkman	Domain C: Risk Management	How to Stay Safe on the Road: This session will focus on reducing the risks facing employees who are engaged in frequent travel. The threats facing employees vary widely depending on the size of the company, the industry it belongs to and the individual executive's profile. In today's world, executives engaged in frequent global travel are prime targets for criminal activity such as kidnapping, carjacking, and the need to be prepared for medical emergencies and natural disasters is top of mind. Learn what tools and steps employees can take to stay safe on the road
09/15/16	11:15 am - 12:15 pm	Meydenbauer Center	1	BEST	Domain C: Risk Management	Human Trafficking: Human trafficking is a crime that can impact the businesses of your vendors and customers--and even your own business. BEST has recently launched a new online training with videos and interactive questions, which will provide content for our discussion in this session. The session will provide employees with the knowledge and skills to help protect your organization from the risks that sex trafficking and buying pose. The session will also enable you to feel good about the positive difference that your organization can make it the community. You will learn: <ul style="list-style-type: none"> • What sex trafficking is • How sex trafficking and sex buying impacts your business • Steps to proactively prevent illegal activity • Indicators of sex trafficking and buying • Recommended actions to take if you or your staff see indicators of sex trafficking or buying • Ways to increase your impact by influencing vendors and suppliers
09/15/16	10:00 am - 11:00 am	Meydenbauer Center	1	Red Cross	Domain C: Risk Management	First Aid and CPR Training: Knowing how to save someone's life at your event is important. Join us for a session led by The Snohomish County American Red Cross as they educate us on the do's and don'ts of CPR. It is important that you are able to act on emergency situations that come up at your event. Your knowledge of basic CPR could be the difference that someone needs to survive.
09/15/16	11:15 am - 12:15 pm & 1:30 pm - 2:30 pm	Meydenbauer Center	1 CIC Approved		Domain C: Risk Management	Active Shooter Awareness: This seminar will address the realities of workplace active shooter events, and the real world police and emergency services response. The identification of potential threats and how to prepare for those threats will be discussed, as well as how to employ lifesaving measures when faced with acts of violence. Attendees will leave with a better understanding of the abilities and limitations of emergency services, and what they can do to prepare for and survive a workplace active shooter event.
09/15/16	1:30 pm - 2:30 pm	Meydenbauer Center	1 CIC Approved		Domain G: Meeting or Event Design	The Future of Wearables at Events: Hear about the latest in meeting technology trends regarding "wearables". How can wearables be incorporated into your event? You'll learn about types of wearables, RFID, cashless payments and beacon technologies and how to use the data in your planning. Bonus: experience cashless payments firsthand at the post summit reception!
09/15/16	10:00 am - 11:00 am	Meydenbauer Center	1 CIC Approved		Domain G: Meeting or Event Design	Design with Umph and Intention: What if your conference or trade show floor transcended the traditional form? Start designing with intention to set the stage for your most successful event ever! This session will explore how trends in décor and activations will inspire memorable event experiences for attendees and exhibitors.

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09/15/16	10:00 am - 11:00 am and 11:30 am - 12:30 pm	Meydenbauer Center	1 CIC Approved		Domain I: Marketing	Digital Advertising Innovation: Generate New Revenue and Acquire New Attendees: An in-depth yet high level look into the digital advertising world. Learn ad blockers effect on digital ad serving, new digital media techniques to acquire attendees and how to monetize your online audience data to generate new revenue. Leave this session with a powerful understanding on how to grow your events attendance and revenue using new innovations in digital ad tech!
09/15/16	2:30 pm - 3:45 pm	Meydenbauer Center	1.25 CIC Approved	Judi Holler	Domain J: Professionalism	<p>What's Your Competitive Edge? The 3 Step System to Building a Personal Brand that Creates Career Stability: Through personal stories, Improv games and over 20 years of experience in the hospitality industry, this interactive session will help attendees understand why an ethical personal brand is critical to success, growth and stability. Attendees will learn The Brandprov System framework and will take-a-way the following:</p> <ol style="list-style-type: none"> 1. How to take responsibility for your actions and make smart decisions 2. How to be honest and ethical in your approach to building relationships and a network 3. Ways to demonstrate leadership and work with a variety of diverse colleagues 4. Productivity tips to help you manage your time and stress effectively 5. Tools to help you make decisions that will help you solve problems 6. Ideas to help you stay relevant in the meetings industry 7. How to promote yourself and project a professional image internally and externally 8. Why continual development is important and ways to get make it a priority
09/15/16	9:00 am - 10:30 am	Meydenbauer Center	1.5 CIC Approved	Michael Dominguez	Domain A: Strategic Planning	<p>Demand, Drones, and Disruptive Driving Forces in Meetings & Events: As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in the Meetings Environment. Our meeting's world has become much more complex with a variety of issues from room piracy, cyber security, meetings advocacy and Health & Wellness leading the charge. In this dynamic session, industry veteran Michael Dominguez shares the latest trends in the hotel industry and how they affect your meetings and incentives. Gain a better understanding of the economic environment, how structural changes will have an impact in 2016 and beyond, identify ways to optimize your relationships with hotels as well as your key stakeholders. We will also explore the internal and external forces that will continue to pressure meeting design, content decimation and the need to understand we no longer have attendees, but rather participants in meetings</p> <p>Learner Objectives:</p> <ul style="list-style-type: none"> Ø Understand Pricing demands in today's meeting market Ø Review industry forecast for major North American Markets Ø Understand the need for change and rapidly changing technology Ø Understand behavior changes in audiences of the future Ø Review the future of Meeting Room design and the influences behind the trends
08/23/16	11-1:30	Fairmont Olympic Hotel	1 CIC approved	Jenn Houtby-Ferguson	Domain C- Risk Management	<p>Hoteliers must understand their role, the role of their suppliers/venues and local government to both prepare for and respond to a crisis. Managing/ mitigating risk as well as having an effective emergency response plan and communications strategy in place are key competencies for today's tourism industry professionals. However research shows this is an area where planners and suppliers are ill prepared and are uncertain as to how to prepare.</p> <p>"Crisis management, disaster recovery and organizational continuity are critical areas of competence for managers of individual businesses and entire destinations" Racherla & Hu, 2009, p. 561</p> <p>Session Takeaways/ Deliverables: o It happened to me! Discussions from the front line (panel) o What is emergency preparedness and why it matters to meetings & events o Who is responsible? Our legal and moral obligations as event professionals o Questions to ask your suppliers/ venues/ planners o Hazard identification (natural disasters, terrorism and workplace threats) o Key components of an Emergency Response Plan or Disaster Management Plan o Where to go for help? (Additional resources) Proposed Session Description Are you ready? In today's changing world, managing risk is key competency for the tourism industry. From natural disasters to terrorism, hoteliers, venues, and destinations must all understand their role, the role of their suppliers and local government to both prepare for and respond to a crisis. Do you have an effective emergency response plan and communications strategy? What questions should you ask when planning or hosting an event? Be prepared, not scared. This eye-opening session is a must for all industry professionals.</p>

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07/26/16	2-4pm	Tulalip Resort	1	Kirsten Asher		Kristen Asher will divide her talk into 4 parts as she discusses: Top 3 Ways to Boost Your Morning Schedule and Why You Should Keep It Sacred: Today we live in a time where, from the moment we wake till the time we actually fall asleep we are bombarded with announcements, news, needs, memos, emails, calls, texts etc. If you want to be any sort of successful in our day you need to create a morning schedule that works for you and will help keep you sane. The #1 Way to Move Yourself Forward: As I explain in the 10-80-10 system there is more to achieving your goals, many people think it's just about setting goals and hoping to reach them. The most important part of moving forward is aligning your vision with a plan that is both attainable, measurable and fun. The Power of Making a Choice: From bosses to media, from family to everyone else - the power of making a choice can be taken away even if it seems like you're in control. There is a constant flow of information that is making a decision for you - take it back by asking yourself the "why" question. Knowing why you need to move or why you should continue down that path you're going will help you make choices that are for you, not someone else's. DASH Philosophy: Your whole story is all around you. From your past, present and future. Yet humans are constantly get caught up in the past - you continue to revisit a bad time, go over and over a terrible conversation or allow your past to define you and dictate your future. It's time to move away from that. Our journey is still going, sometimes the best remedy is to Pause. Recalibrate. Decide. Adjust and Go!
05/24/16	1-4pm	Pan Pacific, South Lake Union Discovery Center	1	Jay Gubrud		More than ever, today's meetings and events environment requires working together as a team and getting closer to customers and suppliers. Rev Up the Supplier/Planner Relationship will introduce a progressive thoroughfare for people to further improve personal and professional productivity. It will illustrate specific strategies and a powerful approach for people to connect with colleagues and clientele, alike. This program works best when both suppliers and planners attend!
04/26/16	11:30-12:30	Meydenbauer Center	1 CIC approved	Lynne Wellish	Domain B: Project Management	"Could you just do one more thing?" After this session planners and suppliers will learn to prioritize goals, objectives, and resources. They will be able to identify specific, realistic, measurable, and achievable tasks as a Project Manager. Estimate, determine, and assign tasks to specific individuals. Assign and Determine critical dates and timelines. Monitor and budget all resources.
03/15/16	10:30 am - 11:45 am	Sunriver Resort	1.25 CIC Approved	Jenny Stanfield	Domain G: Meeting or Event Design, 1.25 CE's	Experiential Event Design Pop Trivia: This session will engage attendees in a trivia style learning environment that highlights event design and audience participation techniques. Attendees will learn how to make an interactive event impact ROI, attendee morale and engagement.
03/15/16	10:30 am - 11:45 am	Sunriver Resort	1.25 CIC Approved	Kelsey Dixon and MacKenzie Davies	Domain I: Marketing, 1.25 CE's	Event Marketing 101: This session will showcase marketing and promotion strategies in the digital world. Attendees will learn about online platforms, their benefits and how to engage attendees in the online atmosphere.
03/15/16	12:00 pm - 2:00 pm	Sunriver Resort	2 CIC Approved	Thom Singer	Domain J: Professionalism, 2 CE's	In Real Life: Connecting with People in a Social Media Crazy World: This closing keynote session will address the art of making personal connections in a digital focused world. Attendees will learn the importance of establishing personal and face to face connections, tactics for doing so despite the ease of digital connection and more.
03/15/16	10:30 am - 11:45 am	Sunriver Resort	1.25 CIC Approved	Melissa Jurcan	Domain D: Financial Management, 1.25 CE's	Event Sponsorship: Developing a Program or Department: This session will discuss the steps to creating a sponsorship program that has value for both sponsors and the organization. Attendees will learn how to create a valuable product for sponsors, how to market the program and how to manage the program.
03/15/16	10:30 am - 11:45 am	Sunriver Resort	1.25 CIC Approved	Tracy Stuckrath	Domain G: Meeting or Event Design, 1.25 CE's	Turning Special Requests into Delicious Menus: This session will focus on the importance and responsibility of accommodating dietary restrictions when making food and beverage choices for meetings and events. Attendees will learn how to work with venues to create menus that make sense for the attendee demographic, while also saving money.
03/15/16	9:00 am - 10:15 am	Sunriver Resort	1.25 CIC Approved	Tracy Stuckrath	Domain G: Meeting or Event Design, 1.25 CE's	Being a Meeting Planner is No Piece of Cake: This keynote session will focus on the importance of healthy selections in food and beverage menus. Meeting planner professionals will learn how to keep their own health in good standing despite demanding on-site needs, along with their attendees, by making health-conscious menu selections for their programs.
03/14/16	4:00 pm - 5:15 pm	Sunriver Resort	1.25 CIC Approved	Jordan Schwartz	Domain C: Risk Management, 1.25 CE's	Lockdown: Online Security for the Hospitality Professional: This session will address current cybersecurity concerns as they relate to the hospitality industry and event professionals. Attendees will learn the top five security risks, steps to securing data and the difference between security and privacy.
03/14/16	4:00 pm - 5:15 pm	Sunriver Resort	1.25 CIC Approved	Ruth Walters	DOMAIN B: Project Management, 1.25 CE's	Adventures in Contracting: This session will focus on contracting between meeting planners and venues. Topics will include contracting challenges from both sides, the importance of contracts, current industry trends and real life case studies.
03/14/16	4:00 pm - 5:15 pm	Sunriver Resort	1.25 CIC Approved	Courtney Stanley	Domain J: Professionalism, 1.25 CE's	Shift Your Stress: Work Smarter, Not Harder: This session will discuss strategies for consolidating tasks, increasing work place efficiency and reducing stress using technology tools. Attendees will learn to select tools, streamline marketing efforts and effectively use technology designed for project management.
03/14/16	4:00 pm - 5:15 pm	Sunriver Resort	1.25 CIC Approved	Shelby Sewell	Domain G: Meeting or Event Design, 1.25 CE's	Food Trends, Iron Chef Style: This session will be a live cooking demonstration of up and coming food trends. Attendees will watch as Chef Shelby Sewell narrates a live demonstration by two chefs creating current food trend items. Chef Sewell will highlight regional ingredients and cuisine trends on the rise.

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03/14/16	2:15 pm - 3:30 pm	Sunriver Resort	1.25 CIC Approved	Fiona Pelham	Domain A: Strategic Planning, 1.25 CE's	Sustainable Events: This session will focus on the importance of integrating sustainability into your events. Attendees will learn the benefits of thinking sustainably, ways to make events more sustainable and more.
03/14/16	2:15 pm - 3:30 pm	Sunriver Resort	1.25 CIC Approved	Panel Presentation	Domain H: Site Management, 1.25 CE's	Opening the Special Venue Playbook: This 4-person panel is comprised of representatives of special venues such as museums, art galleries, stadiums and more. Attendees will learn the benefits and potential obstacles to consider when using a special venue for meetings and events.
03/14/16	2:15 pm - 3:30 pm	Sunriver Resort	1.25 CIC Approved	Carolyn Browning	Domain J: Professionalism, 1.25 CE's	The CMP Adventure: This session will discuss what the CMP is and how it can be a benefit to any meeting planner's career. Attendees will learn about the 6-step certification process, identify the areas covered by the exam and learn study options.
03/14/16	12:30 pm - 2:00 pm	Sunriver Resort	1.5 CIC Approved	Fiona Pelham	Domain J: Professionalism, 1.5 CE's	State of the Industry & Chapter Leadership Panel: This Keynote session will focus on the state of the industry and the MPI organization, as told by the current Board of Directors Chair. It will be followed by a 4-person panel moderated by Fiona, comprised of Washington, Oregon and British Columbia Chapter Presidents and Past Presidents discussing the local state of the industry.
03/14/16	11:15 am - 12:30 pm	Sunriver Resort	1.25 CIC Approved	Paige Hendrix Buckner	Domain: F - Stakeholder Management, 1.25 CE's	The Importance of Gratitude in Business: This session will explain the importance in showing clients and partners gratitude in business. Attendees will learn to identify ways to show gratitude, the benefits and how to create a gratitude strategy.
03/14/16	11:15 am - 12:30 pm	Sunriver Resort	1.25 CIC Approved	Carolyn Browning	DOMAIN B: Project Management, 1.25 CE's	Navigating the RFP Mess: This session will show how meeting planners can get back to strategically targeting RFPs while using some of the newer tools available. Attendees will review elements for targeted site searches, learn 3 ways to use a CVB and gain insight into how RFP's are evaluated.
03/14/16	11:15 am - 12:30 pm	Sunriver Resort	1.25 CIC Approved	Jenn Houtby-Ferguson	Domain C: Risk Management, 1.25 CE's	Navigating Emergency Preparedness and Crisis Communications: This session will discuss emergency preparedness and crisis communications in events and the role that meeting professionals play in ensuring attendee safety. Attendees will learn why emergency preparedness matters, key components of an emergency response plan, and best practices.
03/14/16	9:45am-11:00am	Sunriver Resort	1.25 CIC Approved	Jenny Stanfield	Domain E: Human Resources, 1.25 CE's	Why Gen Y: How Millenials are Changing the Meetings Industry: In this session, participants will learn the defining characteristics of Generation Y straight from the source as a dynamic, young meeting professional dives into new ideas about how the meetings industry is and should be adapting.
03/14/16	9:45am-11:00am	Sunriver Resort	1.25 CIC Approved	Corbin Ball	Domain G: Meeting or Event Design, 1.25 CE's	Top Technology Trends Transforming the Events and Tradeshow Industries: This session will highlight technology changes and trends that will affect the event industry in the coming future. Attendees will understand the important technology trends, receive access to tools and ideas and learn steps to prepare for the changes in order to be efficient and effective.
03/14/16	9:45am-11:00am	Sunriver Resort	1.25 CIC Approved	Thom Singer	DOMAIN B: Project Management, 1.25 CE's	Prepare to Negotiate Anywhere: This session will focus on negotiation strategies that result in deals that satisfy both sides. Attendees will learn when to negotiate, how to identify what they are willing to negotiate and how to implement methods that earn successful agreements.
03/13/16	3:00-4:15 pm	Sunriver Resort	1.25 CIC Approved	Melodie King	DOMAIN A: Strategic Planning, 1.25 CE's	Making Your Event Count: Including Community Service Experiences Into Your Programing: This session will discuss the purposes and benefits of including a community service or social responsibility project into a conference. Attendees will learn how to examine the strategies for selecting a project, identify the logistical considerations and summarize the audience impact.
03/13/16	3:00-4:15 pm	Sunriver Resort	1.25 CIC Approved	Dawn Donahue	Domain G: Meeting or Event Design, 1.25 CE's	Making Your Event an Adventure: This session will cover the importance of developing content and experience that engages both conference attendees and committee members. Topics include Innovative Themes, Selecting Engaging Content and Continuing the Experience Post-Conference.
03/13/16	3:00-4:15 pm	Sunriver Resort	1.25	Courtney Stanley	Domain J: Professionalism, 1.25 CE's	MPI 101: This session will focus on how to maximize the benefits of being a member of MPI. Attendees will learn various ways to volunteer for the chapter, strategies for maximizing networking opportunities and hear real stories of how MPI involvement has enhanced careers in the meetings industry.
03/13/16	3:00-4:15 pm	Sunriver Resort	1.25 CIC Approved	John Chen	Domain G: Meeting or Event Design, 1.25 CE's	Navigate Conference Gamification: This session will explore the interactive element of conference gamification. Attendees will learn what gamification is, how to implement it at events and what value it will add to the conference experience.
02/23/16	2-4pm	EMP	1 CIC approved	Meredith Martini, PlayWorks Group	Domain G: Meeting or Event Design	Learning objectives for the presentation. The audience will leave with:1) At least 3 actionable ideas out of 20+ presented to apply to their meeting, event or client 2) A fresh perspective on why participant driven focus is critical to successful meetings 3) Specific ideas on how to position themselves with key stakeholders and decision makers as a valuable asset to the meetings team

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01/26/16	11:30am - 1:30pm	McCaw Hall	1 CIC approved	Jim Spellos, Hot Technologies		1) Identify the most critical tech tools that are impacting meeting planning and supporting the hospitality industry 2) Understand how to manage the flow of information using social curation tools 3) Recognize how new technologies such as augmented reality are having an impact on the hospitality industry
10/27/15	2-4pm	PJ Hummel & Company Venue, Tin Can Alley	1	Andrea Michaels, President of Extraordinary Events: How to Rise Above Your Competition	Domain G Meeting or Event Design Skill 17 Design Environment Subskill 17.02 select décor and furnishings	She will also share how to implement strategies to differentiate yourself by identifying and executing up and coming trends in the Meetings & Events Industry. PJ Hummel will also share how her company is moving forward with new trends in the industry.
09/11/15	8am-3pm	Bell Harbor International Conference Center	1	You Should be Very Afraid: How Uncertainty, Terror, and Fear Yield Excellence and Achievement, Matthewe Walker	Domain A Strategic Planning Skill 1 Manage strategic Plan for Meeting or event: Subskill 1.02 determine feasibility of meeting or event	You should be very afraid if you miss this session. Matt Walker will share his experience as a mountain guide and an education in behavioral science to provoke you to think about the effects of uncertainty, creating a core value that aligns your values with your actions and engage your stakeholders in thinking about their core values so that all parties are prepared to not only manage adversity but be prepared for uncertain outcomes.
09/11/15	8am-3pm	Bell Harbor International Conference Center	1	Practical Advice for Cybersecurity, Bryan Seely	Domain A Strategic Planning Skill 3 Develop Business Continuity or Long-Term Viability Plan of Meeting or Event Subskill 3.04 Evaluate Effectiveness of Risk Management Plan	Not available
09/11/15	8am-3pm	Bell Harbor International Conference Center	1	The Calm Between the Storms, Jenni Butz	Domain A Strategic Planning Skill 3 Develop Business Continuity or Long-Term Viability Plan of Meeting or Event Subskill 3.04 Evaluate Effectiveness of Risk Management Plan	We can all identify stress in our lives and there is plenty of information available on how to avoid stress, how to manage stress, and how to eliminate stress. Stress, we know. But what about those times in between crises? What if we could grab hold of a way to proactively and intentionally live our lives so that every time a crisis comes our way we wouldn't fall apart like we never saw it coming? This talk will explore practical ways to make the most of the times we aren't consumed with a looming emergency so that we can be ready to face the next one when it does come.
09/11/15	8am-3pm	Bell Harbor International Conference Center	1	Why the future of Meetings Will Always be Face-to-Face, Myra Travin	Domain A Strategic Planning Skill 1 Manage strategic Plan for Meeting or event: Subskill 1.02 determine feasibility of meeting or event	In this session, Myra will outline a step-by-step strategy to not just cope with the pace of continuous information and technology change, but flourish in spite of it, and she'll outline the ways that resiliency is the key to social advancement. As a futurist, she knows that learners who are able to evolve with the requirements of fast-paced industry, information security, and technological transformations will drive the next level of innovation in the meeting and convention management industries. She will give a vision of a bright future led by the most important factor of all—that technology serves people, not the other way around. Relationships are the inspiration for this future, and only people can create them.
08/25/15	11:30-1:30	Lynnwood Convention Center	1	Deborah Gardner, CMP: Naked Negotiating: Exposing WIN-WIN Advanced Negotiating for Success	Domain B Project Management Skill 5 Manage meeting or event Subskill 5.02 Manage Contracts	In the world of business, there are simple negotiations like price, terms and concessions that are easy to define, and the outcome of the process is almost predetermined. However, in today's hypercompetitive global economy, the scope and significance of negotiations can involve intense, high-stakes interactions revolving around a series of complex daily issues. When facing these more sophisticated situations, negotiators need highly developed formulas and strategies that are often the difference between getting what you want and settling for what the other side will give you. Taking up where Deborah's acclaimed "Naked Negotiating: Who Has The Power Within Today's Hospitality Profession" left off in 2013 for MPIWSC, this program is designed to provide practical help to enable meeting professionals to grasp the mindset of an expert negotiator. Even a seasoned negotiator will develop greater confidence and skills that are required to create a win-win negotiation for success. Level the playing field through a highly interactive, engaging, practice-driven process that provides hands-on experience in how to effectively execute today's negotiations. Learning Objectives: 1. Discover the logic and importance behind negotiating formulas 2. Uncover the 3 most effective ways to create value for you and the other side 3. Discuss your negotiating challenges while hearing a wide range of answers so you always look good naked
07/28/15	11:30-1:30	Sorrento Hotel	1	Dahlia El Gazzar: From Thick to Thin: Put Your Binder On A Diet	Domain B Project Management: Skill 5 Manage Meeting or Event Sub; Skill 5.01 Manage Critical Path; Sub Skill 5.03 Manage Implementation of Meeting or Event	

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05/26/15	11:30-1:30	Microsoft	1	Back to the Future - Evaluating Hospitality in Trends in Culinary, Event Services & Technology in Large Corporations like Microsoft: Speakers - Mark Freeman, Microsoft Senior Manager - Global Dining Services; Heather Halsey, Sr. Customer Advocate; Jessica Schilke, Urban Farming Specialist; Mark Taylor, Sr. Director of AV Engineering; Craig Tarrant, Director of Culinary; Andrew Wilson, Sr. Director of Catering.	Sustainable Culinary Trends - Domain G skill 16; Event Planner Program Evolution - Domain G skill 18; Learn Microsoft's current culture/state, needs/expectations and rhythm of business - Domain H skill 22, skill 23	When facing these more sophisticated situations, negotiators need highly developed formulas and strategies that are often the difference between getting what you want and settling for what the other side will give you. Taking up where Deborah's acclaimed "Naked Negotiating: Who Has The Power Within Today's Hospitality Profession" left off in 2013 for MPIWSC, this program is designed to provide practical help to enable meeting professionals to grasp the mindset of an expert negotiator. Even a seasoned negotiator will develop greater confidence and skills that are required to create a win-win negotiation for success. Level the playing field through a highly interactive, engaging, practice-driven process that provides hands-on experience in how to effectively execute today's negotiations.
04/21/15	11:30-1:30	Bellevue, Spokane, Blaine	1	Inhospitable to Human Trafficking: Speakers - Michelle Guelbart, MSW, Director of Private Sector Engagement, End Child Prostitution & Trafficking; Mar Smith Brettman, PhD, Executive Director, Businesses Ending Slavery & Trafficking; Valiant Richey, Senior Deputy Prosecuting Attorney, King County Prosecuting Attorney's Office	Domain C Skill 6; Domain E Skill 11, 12; Domain H Skill 23; Domain J Skill 30	
03/01/15	3:00 - 4:00pm	Great Wolf Lodge	1	Cynthia Lydum, Christina Devlin, "The Power Move from Logistician to Strategist"	Domain A: Strategic Planning	Learning Objectives:
03/01/15	3:00 - 4:00pm	Great Wolf Lodge	1	Janelle Cornett & Patrick Smyton, "Revenue Rules: How Planner and Supplier Decisions are Impacted by Revenue Results"	Domain F: Stakeholder Management	1. Discover the logic and importance behind negotiating formulas
03/01/15	3:00 - 4:00pm	Great Wolf Lodge	1	Courtney Stanley, "MPI 101: An Intro to Industry Success"	Domain J: Professionalism	2. Uncover the 3 most effective ways to create value for you and the other side
03/01/15	4:15 - 5:15pm	Great Wolf Lodge	1	Cathy Mason, "Take Action: Create or Improve Your Organization's Crisis Management Plan	Domain C: Risk Management	3. Discuss your negotiating challenges while hearing a wide range of answers so you always look good naked
03/01/15	4:15 - 5:15pm	Great Wolf Lodge	1	John Chen, "Get In the Cascadia Game!"	Domain I: Marketing	
03/01/15	5:30-8:30pm	Great Wolf Lodge	1.5	Ross Bernstein, "The Champion's Code: Ethics & Life Lessons from the Sports World to the Meeting Planning World"	Domain J: Professionalism	
03/02/15	8:00 - 9:30am	Great Wolf Lodge	1.5	Cindy Novotny, "Unleash Your Inner Lion!"	Domain J: Professionalism	
03/02/15	11:15am-12:30pm	Great Wolf Lodge	1	Cindy Novotny, "Designing an Internal Trust Campaign"	Domain J: Professionalism	
03/02/15	11:15am-12:30pm	Great Wolf Lodge	1	Matthew Donegan-Ryan, "The Mobile Race: Is Your Event Keeping Pace?"	Domain I: Marketing	
03/02/15	11:15am-12:30pm	Great Wolf Lodge	1	Ruth Walters, "The Fine Art of Inking a Great Deal"	Domain B: Project Management	
03/02/15	12:45pm-2:15pm	Great Wolf Lodge	1.5	Les (Pee Wee) Harrison, "The Perfect Assist"	Domain E: Human Resources	
03/02/15	2:45-4:00pm	Great Wolf Lodge	1	Les (Pee Wee) Harrison, "How to Close Without Sounding Like a Salesman"	Domain B: Project Management	
03/02/15	2:45-4:00pm	Great Wolf Lodge	1	Chef Shelby & Chef Jonathan Zimmer, "Score Big with Fan Favorite F&B!"	Domain G: Meeting or Event Design	
03/02/15	2:45-4:00pm	Great Wolf Lodge	1	Ruth Walters, "The Fine Art of Inking a Great Deal"	Domain B: Project Management	
03/02/15	4:15-5:30pm	Great Wolf Lodge	1	Janelle Cornett & Patrick Smyton, "Revenue Rules: How Planner and Supplier Decisions are Impacted by Revenue Results"	Domain F: Stakeholder Management	
03/02/15	4:15-5:30pm	Great Wolf Lodge	1	Cathy Mason, "Take Action: Create or Improve Your Organization's Crisis Management Plan	Domain C: Risk Management	

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03/02/15	4:15-5:30pm	Great Wolf Lodge	1	Dawn Rasmussen, "Build a Game-Changing LinkedIn Profile!"	Domain J: Professionalism	
03/03/15	10:30am-11:45am	Great Wolf Lodge	1	Courtney Stanley, "Generation Intervention: Up Your Gen Game"	Domain E: Human Resources	
03/03/15	10:30am-11:45am	Great Wolf Lodge	1	Heather Halsey, Mary Fleming, "The Apple Cup Panel – Planner & Supplier Needs in the Tech Industry"	Domain G: Meeting or Event Design	
03/03/15	10:30am-11:45am	Great Wolf Lodge	1	Cathy Kretz, Drew Mahalic; Moderated by: Felicia Rahm, "Civil War Panel: The Impact of Sports Travel"	Domain A: Strategic Planning	
03/03/15	12:00 - 1:30pm	Great Wolf Lodge	1,5	Rudy Ruettiger, "RUDY RUETTIGER - THE JOURNEY TO THE MOVIE: Overcoming Obstacles and Staying On Track To Reach Your Goals"	Domain A: Strategic Planning	
02/17/15	2:30 am-5:30 pm	Safeco Field	1	Judi Holler, Broandprov: The Art of Authenticity	Domain A Skill 1 Subskill 1.01, Subskill 1.03	Through personal stories, Improv games and over 20 years of experience in the hospitality industry, Judi helps attendees understand why an authentic and intentional personal brand is critical to success in life AND business. Attendees will take-a-way the following: The framework Judi has used to build her personal brand from scratch; Creative ways to generate new leads and retain customers; An understanding of why your personal brand is the best job security on the planet; A personalized value proposition statement you can use immediately; A look inside my personal toolbox for tips on productivity, branding, and motivation; A chance to improvise!
01/27/15	11:30am-1:30pm	Seattle Hilton	1	Ethics - A Discussion in Shades of Gray, presented by Terri Breining, CMP, CMM. Terri is the Principal with Breining Group, LLC, a firm focused on consulting, facilitation and training in the meeting industry. She has been in the meeting planning industry since 1976, and has been responsible for producing thousands of meetings around the globe. A very active member of Meeting Professionals International (MPI), Terri has served at both the local and international level, including as MPI's Chairwoman of the Board. Terri was given MPI's highest honor when recognized as International Planner of the Year in 2000, and she has been included on lists of "Most Influential People in the Meeting Industry" by both Meeting News and Smart Meetings Magazine.	Domain E Skill 12;F 13;H 20;J 30	All of us will deal with ethical dilemmas from time to time. The program focuses on the personal elements of making decisions that are appropriate for us personally and professionally. This thought provoking and highly interactive session will include discussion on some of the ethical dilemmas inherent in the meeting industry, and we will explore the tools available for use when faced with tough decisions, both in business and in everyday life. After participating in this session, you will be able to: 1. Use specific decision-making tools when faced with an ethical dilemma. 2. Identify elements involved with ethical questions.
10/26/14	11:00 am-1:30 pm	Renton Red Lion	1	"The Technotronic Age" by Alex Abrams	A - 1, 2, 3; B - 4; E 11, 12; F - 13, G - 14, I - 24,27	To be successful in the future marketplace, you need to understand the future customer and how you service that future customer profile. The future waits for no one. Statistics reveal that eighty-percent of companies and organizations will no longer exist in the future because they have failed to transform. Those who strategically plan for the future will survive and flourish long term. This presentation will focus on "Futurology 101," providing insight on technology trends and practical tools you need today to prepare for tomorrow; while generating immediate benefits in sales growth and customer satisfaction. Alex Abrams is the CEO of MyFuturist and Founder of The World Futurist Organization, one of the world's foremost authorities on the Internet; he has worked with many advanced technology and software companies. A Science Fiction Author focused on Future Predictions and Trends, Alex remains in the forefront of technology, its impact on society, and strategic use of technology. Alex is one of the first broadcasters to stream live radio through the Internet with his talk radio show "The Technotronic Age." As a consultant, Alex has assisted many large organizations such as: General Electric, Weyerhaeuser, Microsoft, Chrysler, the U.S. Government, many Dot.coms and Universities

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09/16/14	8:00am-9:15 am	Washington State Convention Center	1	Opening Session - Face Off Planner/Supplier Rumble - speaker: Shawna Suckow, CMP	Domain E Skill 10,11,12; Domain F Skill 13; Domain H Skill 20,21,22,23; Domain J Skill 30	Interaction, collaboration between planners & suppliers, candid exchange of solutions. Let's Get Ready to Rumble! introduces 2-3 planner panelists and 2-3 supplier panelists to settle into a candid discussion about issues selected right from the audience members via an anonymous poll. The session is a lively, matter-of-fact discussion with the audience encouraged to participate as well. Together, we'll discover: 1) How planners & suppliers think and approach situations differently 2) How planners prefer to be approached and marketed to, and how they make buying decisions 3) How suppliers judge the value of an opportunity, and how planners can make their meetings stand out to potential partners. 4) The biggest pet peeves of each side, and how to improve relationships and collaboration
09/16/14	9:30 am - 10:30 am & 11:00 am - 12:00 pm	Washington State Convention Center	1	Breakout - How to Stage Radically Engaging Events – A Hands-on Experiential Workshop - Speaker: Andrea Driessen, No More Boring Meetings	Domain G Skill 14, 17, 18, 19; Domain I Skill 24,25,26,27,28,29	You've undoubtedly noticed: meetings are undergoing an enormous, permanent evolution. No longer will we tolerate only hearing "the sage on the stage," while sitting—passively—in our seats. So...how do you transform meeting attendees into true participants, who engage in your meeting content and return to work more productive and on fire about your mission? Join us to explore—and experience—practical, powerful tools for improving your events. This co-created "program-on-the-Event-Edge" combines interactive learning (not lecture!) with case studies, peer-to-peer segments, brainstorming, and application for a highly engaging, fast-paced and productive session. Whether you're new to planning meetings, or a seasoned pro; whether a planner or supplier, you'll return to work with use-now ideas. Topics include: 1) Crucial questions that lead to results-based audience engagement. These help elevate and add discipline to the planning process, so events meet crucial goals and deliver significant, memorable value. 2) Fresh meeting formats that take your agenda beyond the normal "keynote + breakout + breakout + keynote." Learn to spice up your "regularly scheduled programming" with engaging conversations and take-aways about what matters most to your audiences. 3) Why our brains don't like boring things—and what to do about it. 4) How to deliver programming that's compelling enough to overcome the second screen (and if you've not heard of the second screen, and what it does to attendees' attention, don't miss this session!)
09/16/14	9:30 am - 10:30 am & 11:00 am - 12:00 pm	Washington State Convention Center	1	Breakout - Is Data Overload your Kryptonite? Panel Discussion	Domain G Skill 17, 18, 19	Did your company invest in a mobile app in the past year or two? Do you have loads of data but unsure how to maximize what you have? You have a full and complete social media strategy along with a hashtag, a feed and a Facebook presence. Now what? Determining how the data you capture relates to your business at large - via registration, evaluations, or social media interaction - is at the leading edge of the event industry today. Data is not just data – it is actionable. Too much data without a strategy for how to make it useful is like kryptonite to Superman – it can cripple a company's event ROI and a client's expectations. Let our panel of experts provide insights on how to convert the data that is collected, either in real-time action or post-event pipeline. We will address your questions along with tangible solutions for how to think about your client's data needs, how best to capture that data, analyze it and present the benefit so that an event isn't just an event but a moment in time for a company to use in response to their greater goals.
09/16/14	9:30 am - 10:30 am & 11:00 am - 12:00 pm	Washington State Convention Center	1	Breakout - Birds of a Feather: A high-flying, fast-paced learning lab for your most burning questions	Uber/Lyft - Domain G Skill 19 Airbnb - Domain H Skill 20 Net Neutrality/Privacy - Domain C Skill 6 Increasing Event Effectiveness - Domain G, Skill 17, 18, 19 Advances in A/V - Domain G, Skill 15, 17 18 Doing More with Less - Domain D Skill 7, 8, 9 Mobile Apps - Domain G Skill 17, 18, 19	One hour. One room. Top hot topics. Countless ideas. In this highly practical, interactive session, you'll get insights, tools, and solutions for your most common challenges and most burning questions. Join fellow planners, suppliers, buyers, and vendors in our Birds of a Feather discussion...and dive into topics including Uber, Airbnb, net neutrality and more (see list below, and perhaps add your own). This is a powerful, co-created experience in which you can listen, share and participate to your comfort level.
09/16/14	12:45 - 2:00pm	Washington State Convention Center	1.5	Closing General Session - The Power of Influence speaker: Ty Bennett	Domain E Skill 10,11,12; Domain F Skill 13; Domain J Skill 30	Regardless of your company, industry or role, you are in the business of people. And to become more highly valued, influential and successful, you must hone your ability to lead. As Ty will explain, great leadership is the driving force behind growing your business and your career. Based on his highly rated book, The Power of Influence, Ty shares his philosophies and tools for increasing your influence and impact as a leader. How do you become a good leader? Through influence. How do you become a great leader? By using influence and integrity to engage and inspire others. Ty will share his insider's perspective on: 1) Skills for becoming "interested" not "interesting" 2) How to practice the Platinum Rule 3) Fresh ways to invest in your people.

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08/26/14	11:00am-1:30pm	Salty's on Alki	1	Communication 2064: From Mad Men to Teleportation A look at Marketing Yesterday, Today and Tomorrow - Jessica Levin	Domain I - Skill 24, 27, 28; Domain H - Skill n23	Fifty years ago the Mad Men era of advertising was king. TVs were becoming commonplace in homes and print was an effective way to share a message. Fast forward to the 90's when the internet began to weave its way into our lives in ways that we never could have imagined...or could we? When we look at the nature of communication in 2014, we are dealing with a hands-free, wireless world where we share everything from the mundane to the extraordinary and, as a result, we receive messages designed for what's important to us in that moment. So where are we headed? This session will take a look a marketing and communication and will give attendees a glimpse into the future. Where will we be in 10, 20, or even 50 years? How can you get creative and share your message – whatever it is – in the most effective and modern way? The goal of this session is to spark excitement and ideas as to how marketing and events will change and how we can get implement new techniques TODAY. The learning objective is to get people thinking about communication and stimulate the creative juices for better marketing!
07/29/14	11:0am-1:30pm	The Conference Center at the Seattle Tacoma International Airport	1	<p>Airport overview & operations updates Michael Ehl, Director of Airport Operations</p> <p>Security updates Wendy Reiter, Director of Aviation Security & Emergency Preparedness</p> <p>Environmental programs Leslie Stanton, Manager of Environmental Programs</p> <p>Concessions updates Deanna Zachrisson, Manager of Concessions Management</p> <p>Parking Program Jennifer Kipp, Parking Revenue Manager</p> <p>Club International & Club Cascade Jeff Wolf, Manager of Aviation Business Development & Analysis</p>	Domain C - Skill 6; Domain G - Skill 19; Domain H - Skill 23; Domain I - Skill 24	SeaTac Airport & Travel Update Let's face it, travel is part of all of our jobs. Maybe it's what we like most about our industry. Join MPIWSC and Sea-Tac Airport for an update at our July monthly program. Be in the know' for your next event bringing attendees (or yourself) into or out of SeaTac. You will leave updated on the latest happenings at the airport by a panel of management from the Port of Seattle. This information will save you and your attendees' time or headache on your next trip through our airport.