

**Get Your**

**GAME  
ON!**

*Work Smarter*

*Work Faster*

*Work Better*

March 26-28<sup>th</sup>, 2014  
Ann Arbor Marriott Ypsilanti at Eagle Crest

***The MiSGMP  
2014 Annual  
Education  
Conference***



## Wednesday, March 26 Wednesday's Events Sponsored by the Ann Arbor and Ypsilanti CVB's

3:00 pm Registration Opens (Sponsored by Kettunen Center) *HOTEL LOBBY*

4:30 pm Board Bus for Trip to the Big House **WEAR YOUR FAVORITE TEAM'S GEAR!** *LOBBY*

5:00 pm Tour of the "Big House" and Educational Program "**Security at Large Events**"

Plop 109,000 people into a half mile wide hole in the ground and you get "The Big House". Our Wednesday evening tour and program will take us from the top of the press box to the 50 yard line with spectacular views and lots of memories. But with all these people Fall Saturday's have become a security concern. Security measures resulting from September 11, 2001 turned the Big House into a big fortress for most of the year. We will hear how the staff of the stadium handles security at the football games and other large events and learn how these measures may be applicable to the events we plan.

6:30 pm Board Busses for trip from Stadium to Corner Brewery (Arbor Brewing Company) *720 Norris Street Ypsilanti*

7:00 pm Dinner. *No bus service from the Marriott to the Brewery*

8:15 pm Return to Hotel *Busses will depart from the Corner Brewery to the Marriott Hotel at 8:15pm and again at 9:15pm*

9:00 pm Hospitality Suite (Sponsored by the Great Lakes Bay Area CVB) *Room 622*

## Thursday, March 27

7:30 am Registration Opens (Sponsored by Kettunen Center) *ATRIUM*

8:00 am Continental Breakfast (Sponsored by Boyne Mountain) *ATRIUM*

8:30 am "**You CAN Teach a Pig to Sing**" Mary Jane Mapes (Sponsored by the Greater Lansing CVB) *AUDITORIUM 2*

Mary Jane shares her innovative, laugh-out-loud insights for instantly connecting and getting along with anyone, anytime, and anywhere. And by anyone, she means even those PIGs (Particularly Irritating Guys or Gals) – whether they are customers, team members, colleagues, peers, staff, or members of your own family. During this perspective-shifting signature program packed with memorable stories, everyone in the audience will sit in rapt attention to laugh and learn about winning ways to turn around the most reticent, resistant, or reluctant person and get them working with you instead of against you to create extraordinary results. **(GMS APPROVED: LEADERSHIP)**

10:15 am Break (Sponsored by DoubleTree Bay City Riverfront) *ATRIUM*

10:30 am **PLANting the Social Media Tree** Dan Fuoco, Metro Detroit CVB (Sponsored by Ann Arbor CVB) *AUDITORIUM 2*

Social media is like planting a tree - it takes persistence, patience and a plan for you to see results. In this session we will talk about ways to battle social fatigue, how and what to post on social media, talking to the right audience, making your audience work for you, the best times to post and most importantly, creating a plan to help you in the future. Our speaker will help you identify weaknesses and provide suggestions for success. **(GMS APPROVED: TECHNOLOGY)**

12:00 pm Lunch (Sponsored by Metro Detroit CVB) *and Committee Speed Dating! BENTLEY'S RESTAURANT*

1:15 pm **Mobile Apps for Meetings – Top Ways Smart Phones are Revolutionizing Events and Generating New Revenues** Greg Nasto, Mousetrap Mobile (Sponsored by Mission Pointe) *AUDITORIUM 2*

You have a smart phone, but are you using it to power your meetings? The average attendee now carries 1.75 mobile devices at events, Learn how to take advantage of mobile apps to better communicate with your audience before, during and after your meeting, create interaction, real-time feedback, generate new revenues and more... Come find out how to use these powerful tools to revolutionize your next meeting or event. **(GMS APPROVED: TECHNOLOGY)**

2:45 pm Break (Sponsored by Ann Arbor CVB) *ATRIUM*

3:00 pm **Generational Differences** Paddy Laske (Sponsored by Discover Kalamazoo) *AUDITORIUM 2*

For the first time in American history we have four different generations working side-by-side in the workplace. Today, there are more obvious 'differences between these generations. Each generation has a different set of values, its own distinct attitudes, behaviors, expectations, habits and motivational buttons. And each generation thinks that their way is the right way. This highly interactive session will have participants engaging in a fun, yet insightful exercise to increase understanding and sensitivity to the different generations. Participants will learn what strategies can be applied for effective cross-generational communications. **(GMS APPROVED: EDUCATION/PROGRAMMING)**

5:00 pm Reception (Sponsored by Traverse City Tourism, Park Place, Grand Traverse, West Bay Beach) *ATRIUM*

5:45 pm Wine Wall Raffle *ATRIUM*

6:30 pm Dinner (Sponsored by Traverse City Tourism, Park Place, Grand Traverse, West Bay Beach) *ELIZABETH ANN*

7:15 pm Entertainment :Toppermost Beatles Tribute (Sponsored by Mt. Pleasant WOW! and Comfort Inn and Suites Mt. Pleasant)

9:00 pm Hospitality Suite (Sponsored by the Great Lakes Bay Area CVB and MiSGMP) *Room 622*

## Friday, March 28

8:00 am Full Breakfast (Sponsored by Sheraton Detroit Novi) *AUDITORIUM 2*

8:40 am State of the Chapter Address MiSGMP President Michelle Milligan *AUDITORIUM 2*

9:15 am **Common Negotiation Mistakes . And How To Avoid Them** Penny Rosema (Sponsored by Shanty Creek) *AUDITORIUM 2*

Have you ever negotiated a price, closed the deal and thought, "Rats! I could have negotiated a better deal than that!"? If so, you had sensed that there were some common negotiation mistakes you could have avoided if only you knew what they were. This session will provide a dynamic alternative to one-size-fits-all strategies that don't match real world realities and demonstrate how both sides can win with a systematic approach that prepares for the unexpected. You will learn: How to respond to the take it or leave it "bully"! Does the one who makes the first offer really come out ahead? Who has the most power in a negotiation – buyer or the seller? **(GMS APPROVED: FINANCIAL/CONTRACT MANAGEMENT)**

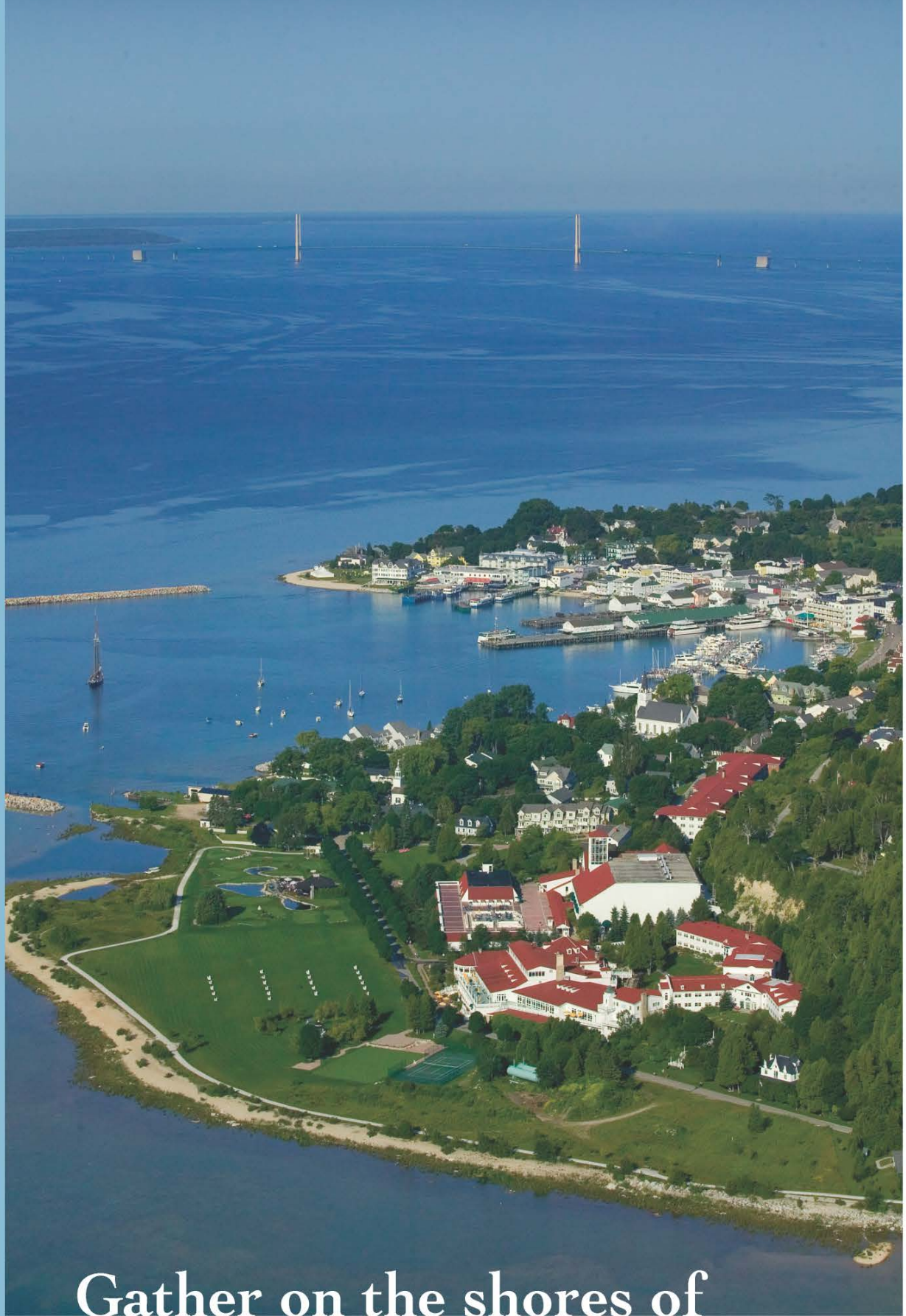
10:45 am **Speeding to Effective Time Mastery: Working Smarter, Not Harder** Dr. Jerry Teplitz (Sponsored by the Ypsilanti CVB)

How do you effectively deal with the constant deadlines, conflicting priorities, meetings, as well as the other time challenges that you are faced with on a daily basis? With this program you will gain an understanding and ability to be a better time manager. You will discover your present time management strengths as well as the areas needing improvement. As a result, you will leave with a strategy and action plan to develop and implement more effective time management skills in your life. **(GMS APPROVED: LEADERSHIP)**

12:30 pm Send-off Break (Sponsored by Crystal Mountain Resort)



Broad, open spaces with stunning views of Lake Huron. A relaxed atmosphere. Award winning culinary creations. Abundant, flexible meeting space. Rustic fireside ambiance. Broad lawns and lush gardens. Rich culture, arts, and activities.



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Mt. Pleasant, Michigan



⦿ All sessions are GMS Approved ⦿ All sessions apply toward CMP recertification

⦿ Dress for all sessions and events IS CASUAL! \* Requires a \$5 donation to the MiSGMP charity for March NAMI-Michigan.

## Upcoming Events

### “What Did That Say Again?”



A discussion on contracts.  
Wednesday, April 16, 2014  
11:30 AM  
McCamly Plaza Hotel  
50 Capital Avenue SW  
Battle Creek

Sponsored by:



### Zoom! Zoom! Zoom!

It's the 3<sup>rd</sup> annual MiSGMP Road Rally  
May 21<sup>st</sup>, 2014, Holiday Inn Gateway Centre, Flint

This year, planners and suppliers will again team up to find the secret clues that will lead them on a journey through the streets of Flint and the surrounding area. Here's your chance to learn more about our suppliers and the Flint area as well. The Road Rally is the MiSGMP Summer fundraiser. So sign up now and ...get your motors running!