

THE MISGMP 2014 ANNUAL EDUCATION CONFERENCE

GET YOUR

GAME  
ON

*Work Smarter*

*Work Faster*

*Work Better*

MARCH 26-28<sup>TH</sup>, 2014

MARRIOTT YPSILANTI AT EAGLE CREST

## CONFERENCE DETAILS

## WEDNESDAY MARCH 26, 2014

- 4:00 pm Registration Opens (Sponsored by Kettunen Center)
- 4:30 pm Board Bus for Trip to the Big House (Sponsored by the Ann Arbor CVB)
- 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 to Crosstown Cafe
- 7:00 pm Dinner (Sponsored by the Ypsilanti CVB)
- 8:30 pm Return to Hotel

## CONFERENCE DETAILS

## THURSDAY MARCH 27, 2014

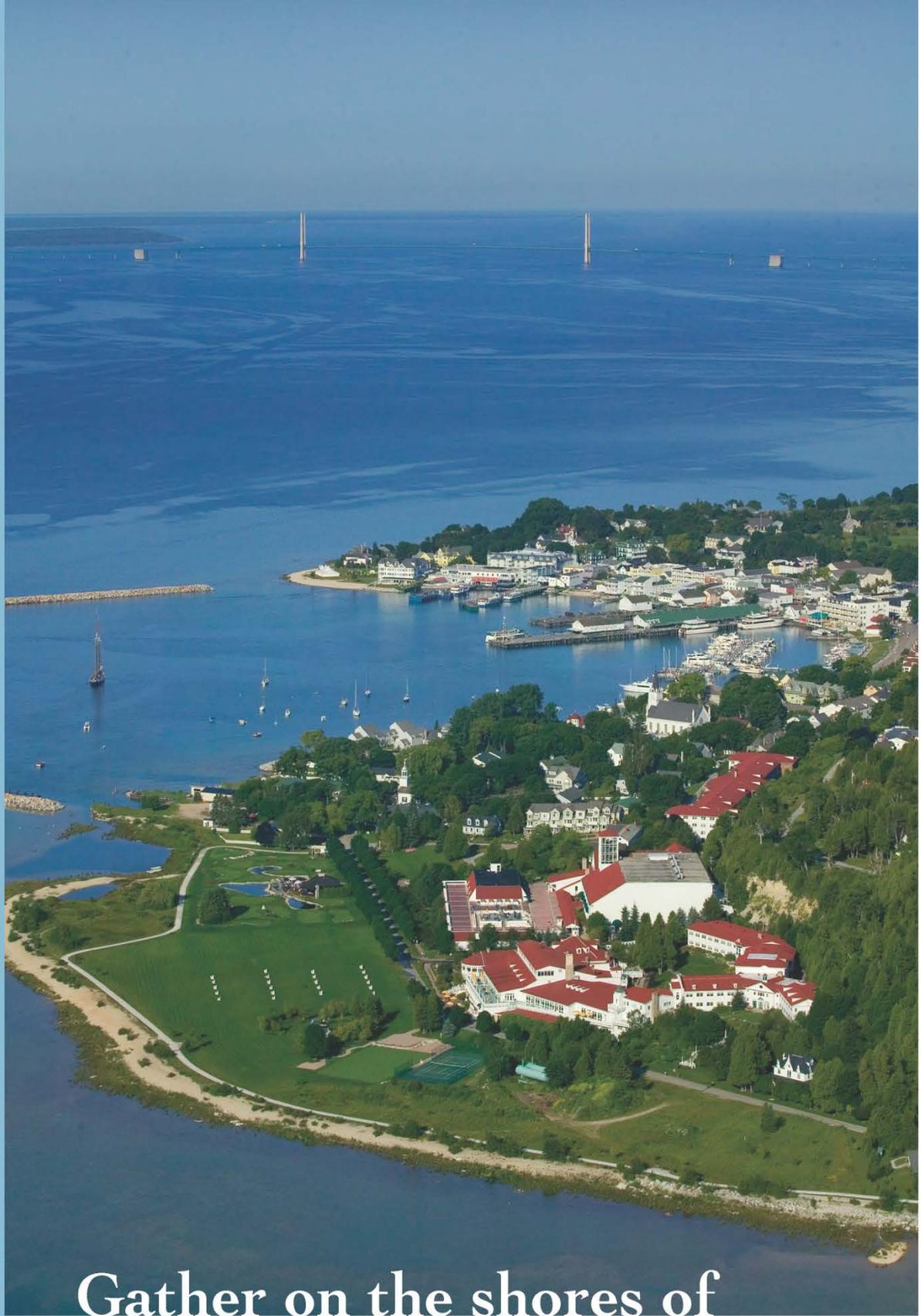
- 7:30 am Registration Opens
- 8:00 am Continental Breakfast (Sponsored by Boyne Mountain)
- 8:30 am "**You Can Teach a Pig to Sing**" Mary Jane Mapes (Sponsored by the Greater Lansing CVB)  
Mary Jane shares her innovative, laugh-out-loud insights for instantly connecting and getting along with anyone, 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.
- 10:15 am Break (Sponsored by DoubleTree Bay City Riverfront)
- 10:30 am **PLANting the Social Media Tree** Dan Fuoco  
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.
- 12:00 pm Lunch/State of the Chapter Address MiSGMP President Michelle Milligan (Sponsored by Metro Detroit CVB)
- 1:15 pm **Mobile Apps for Meetings – Top Ways Smart Phones are Revolutionizing Events and Generating New Revenues** Greg Nasto  
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 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.
- 2:45 pm Break (Sponsored by Ann Arbor CVB)
- 3:00 pm **Generational Differences** Paddy Laske (Sponsored by the Kalamazoo CVB)  
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.
- 5:30 pm Reception 6:15 pm Dinner 7:15 pm - ? Entertainment (Sponsored by the Mt. Pleasant CVB and Comfort Inn)
- 9:00 pm Hospitality Suite (Sponsored by the Great Lakes Bay Area CVB)

## CONFERENCE DETAILS

## FRIDAY MARCH 28, 2014

- 8:00 am Full Breakfast
- 9:00 am General Session TBA
- 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.
- 12:30 pm Send-off Break (Sponsored by the 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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# MiSGMP THANKS ALL OUR SPONSORS

Commitments as of 2/7/14



Hotel Information



Ann Arbor Marriott Ypsilanti at Eagle Crest  
1275 S Huron Street Ypsilanti, Michigan 48197

Conference Overnight Rates \$75 per person

## Reservation Options

1

Call 734-487-2000

2

Paste this link in your browser: <http://tiny.cc/ws5lax>

3

Scan this code with your phone to get the conference reservation page

