



A Celebration of Success

March 18 – 20, 2015
Holiday Inn of Midland
Midland, MI



March 18, 2015	
12:00pm – 5:00pm	Meeting Planner Bonus (<i>Sponsored by Michigan's Great Lakes Bay Region</i>) Meeting Planners!!! An exciting event awaits you in Michigan's Great Lakes Bay Region as we share an afternoon of education with the Future Generation of Meeting Professionals. Northwood University School of Hospitality and Julie Tkach, PH.D., CDM, CFPP, Department Chair and Assistant Professor of Hospitality Management, will host an educational program for Government Meeting Professionals with the opportunity to get face to face with the university's meeting planning students. There is no cost to attend but you must register for this bonus event.
6:00pm – 7:30pm	Conference Registration Open (<i>Sponsored by Boyne Resorts</i>)
7:30pm – 9:30pm	Conference Welcome Event (<i>Sponsored by Great Lakes Bay Regional Convention & Visitors Bureau & Holiday Inn of Midland</i>)
<i>Member Planner Guest Rooms Sponsored by Great Lakes Bay Regional Convention & Visitors Bureau</i>	
<i>Turn-down Service Sponsored by Experience Grand Rapids</i>	

March 19, 2015	
7:30am	Registration Open (<i>Sponsored by Boyne Resorts</i>)
8:00am – 8:30am	Continental Breakfast (<i>Sponsored by Shanty Creek Resorts</i>)
8:30am – 9:30am	"Conference Welcome" and "How to Engage Someone in 15 Seconds" (<i>GMS Approved: Leadership</i>) (<i>Sponsored by Greater Lansing Convention & Visitors Bureau</i>) - Michael Angelo Caruso, International Communication Expert You never get to make a second first impression. This program is perfect for salespeople, customer service representatives, meeting professionals and leaders of all stripes. Meeting professionals must cultivate successful relations with potential attendees and learn how to promote your organization and your training event. Hotel suppliers can learn how to "sell" without seeming like you're "selling." Michael Caruso covers how to: execute the perfect handshake; diffuse an angry customer; smile every time you walk into a room; keep your body language from working against you; meet 60 people in 60 minutes at your next networking event; read people better and faster; and much more! <u>Learning Objectives:</u> - Learn how to sell without seeming like you're selling (selling/promoting your venue or your training event) - Demonstrate how to show the value of your training event or venue in the first ten words you say to someone - Learn how to present value to customers and prospects - Identify ways to improve your organization's reputation, build your brand, and generate referrals <u>About the Presenter:</u> Michael Angelo Caruso is an internationally recognized author, speaker, trainer and facilitator. He is a valued communication consultant to companies and organizations all over the world, teaching presentation skills utilizing his unique background in the technology sector and the entertainment business.
9:30am – 10:00am	Refreshment Break (<i>Sponsored by Ypsilanti Area Convention & Visitors Bureau</i>)
10:00am – 12:00pm	"Goal Driven Social Communications" (<i>GMS Approved: Technology</i>) (<i>Sponsored by Ypsilanti Area Convention & Visitors Bureau</i>) - Nicole Sunstrum, Director of Social Media, University of Michigan Social Media is no longer new; it's time to create a long-term strategy that ensures your organization's time spent on these platforms produces results. This session is made for anyone who posts to social media on behalf of their organization, regardless of role. Learn to nurture a successful and engaging presence based on reliable metrics, and how to maximize time and investment in your online marketing and communications efforts. This session will provide you a set of practical, proven tools that you can apply immediately to your existing communications efforts. <u>Learning Objectives:</u> - Learn how, when and what to post - Explore measurements, assess strategy, and explore advanced tools - Determine what matters and how to drive engagement - Evaluate which platforms are worth your time and what you should be looking for - Hear best practices and review successful cross-platforms campaigns

	<p><i><u>About the Presenter:</u> Nicole Sunstrum is a best-in-class trainer with an equally impressive social media resume. Currently she is the Director of Social Media at the University of Michigan where she is innovating the way one of the world's top Universities strategically approaches all interactive communications. Prior to her current position, Sunstrum was responsible for managing a unified presence and strategy for the State of Michigan among an external audience of six million and internally over 46,000 employees. Her primary statewide presence ranked as the third largest in the nation. Nicole possesses a Bachelor of Science degree from Grand Valley State University and a Master's degree from Aquinas College. She is a certified teacher, elected public official and is actively involved in her community where she chairs promotions and events.</i></p>
12:00pm – 1:00pm	<p>Lunch (Sponsored by DoubleTree by Hilton Bay City – Riverfront)</p>
1:00pm – 1:30pm	<p>“National SGMP Update” (GMS Approved: Leadership) (Sponsored by Discover Kalamazoo)</p> <ul style="list-style-type: none"> - Rob Coffman, CGMP, National SGMP President; Deputy Director, Office of Conferences, Events and Meeting Services, U.S. Department of the Treasury <p>During this session you will receive information on SGMP national initiatives as well as updates on overall financial and operational initiatives directly from SGMP’s national president Rob Coffman, CGMP. He will also share information regarding the upcoming National Education Conference (NEC) and the Joint Leadership Meeting (JLS) to be held in Minneapolis, MN in April. There will also be an opportunity for questions and answers during the session.</p> <p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> - Learn about SGMP national initiatives and programs, including NEC, CGMP, Financial Updates, Membership Contest and much more - Opportunity to ask questions in person directly to the national president - Share best practices and simple tools <p><i><u>About the Presenter:</u> Rob Coffman, CGMP, is currently serving as National President for SGMP. Rob has almost 25 years of experience in the hospitality and meetings/events industry and has worked in the Office of Special Events for the U.S. Department of the Treasury since 2003. He has been an SGMP member for 17 years and in 3 different membership categories—supplier, contract planner and government planner.</i></p>
1:45pm – 2:45pm	<p>“Key Factors for Leading Successful Meetings” (GMS Approved: Leadership) (Sponsored by Discover Kalamazoo)</p> <ul style="list-style-type: none"> - Rob Coffman, CGMP, National SGMP President; Deputy Director, Office of Conferences, Events and Meeting Services, U.S. Department of the Treasury <p>Have you ever been invited to a meeting and not sure why? Have you ever set up a meeting and were not sure who to invite? Are you tired of going to meetings where the same topics are discussed and nothing is ever accomplished? This program will highlight common meeting pitfalls and ways to overcome them. We will focus on key areas that together can set the foundation for a productive meeting, with engaged attendees and positive outcomes.</p> <p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> - Review common pitfalls that make meetings a waste of time and unproductive - Learn several key components to make your meetings successful, engaging and productive - Share best practices and simple tools
2:45pm – 3:15pm	<p>Refreshment Break (Sponsored by Radisson Plaza Hotel Kalamazoo)</p>

3:15pm – 4:30pm	<p>“Special Dietary Needs: How to Keep the Customer and the Kitchen Happy” <i>(GMS Approved: Logistics)</i> <i>Panel Presentation:</i></p> <ul style="list-style-type: none"> - <i>Debbie Kopkau, MBA, CAE, CMP, Certification Director, Michigan School Business Officials; Director of Operations, Michigan Institute for Educational Management</i> - <i>Laurie A. Nickson, CMP, GMS, Director of Professional Programs, Michigan Association for the Education of Young Children</i> - <i>Executive Chefs</i> <p>Meeting dietary restrictions isn't as simple as it used to be. In today's world, meeting planners and hotels are dealing with attendees who are requiring gluten-free, vegan, ovo-lacto vegetarian, low-fat, low-carb, religious practices, medical conditions, food allergies and dietary preferences. How do you provide healthy, delicious meals for ALL your attendees while catering to their dietary restrictions and not breaking the bank? Hear recommendations from hotel chefs and meeting planners. This will be an interactive session so bring your questions and your suggestions!</p> <p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> - Understand different dietary requirements vs preferences - Learn how to meet the dietary needs of attendees without breaking your budget - Hear ideas how to use your registration process to obtain necessary dietary information
5:00pm	<p>Networking Reception <i>(Sponsored by Mission Point Resort)</i></p>
5:45pm	<p>Wine Wall Raffle <i>(Sponsored by Greater Lansing Convention & Visitors Bureau)</i></p>
6:30pm	<p>25th Anniversary Dinner Celebration <i>(Dress is formal attire)</i></p> <ul style="list-style-type: none"> - <i>Steve Bowers, Founder, MISGMP</i> - <i>Michelle Milligan, President MiSGMP</i> - <i>Rob Coffman, President, National SGMP</i> <p>Evening Entertainment <i>(Sponsored by Mount Pleasant Area Convention & Visitors Bureau and Mount Pleasant Comfort Inn Hotel & Suites and Conference Center)</i></p> <ul style="list-style-type: none"> - “Jedi Mindtrip” – a Michigan-based band that packs the dance floor with your favorite 70's, 80's, and 90's rock!
<p><i>Member Planner Guest Rooms Sponsored by Great Lakes Bay Regional Convention & Visitors Bureau</i> <i>Turn-down Service Sponsored by West Bay Beach – A Holiday Inn Resort</i></p>	

March 20, 2015

7:30am	Registration Open (<i>Sponsored by Boyne Resorts</i>)
8:00am – 8:45am	Full Breakfast Buffet
8:45am – 9:30am	State of the Chapter Address - <i>Michelle Milligan, CGMP, MiSGMP President</i>
9:30am – 9:45am	Refreshment Break (<i>Sponsored by Crystal Mountain</i>)
9:45am – 11:45am	<p>“Do More with Less: The Rise of Free or Very Low Cost Web Tools for Meeting Professionals” (GMS Approved: <i>Technology</i>) (Sponsored by <i>Detroit Metro Convention & Visitors Bureau</i>) - <i>Corbin Ball, CSP, CMP, DES, MS</i></p> <p>Advances in web technology are driving costs down for a wide range of event planning, tradeshow management and communication tools for meeting planners and suppliers including registration, exhibit floor plan management, booth design, electronic ticketing, polling, collaboration tools, communication tools, mobile apps and much, much more. This session will explore the causes and cover dozens of free or low cost web applications to make increase productivity and reduce costs.</p> <p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> - Understand the drivers that are cutting costs and, in some case, provide them for free - Receive dozens of new ideas, tools and links to free or very low cost applications you can start using today - Learn precautions to take – Are there cases where getting something for nothing is too good to be true? <p><u>About the Presenter:</u> <i>Corbin Ball, CSP, CMP, DES, MS is an international speaker, consultant and writer helping clients worldwide use technology to save time and improve productivity. With 20 years of experience running international technology meetings, he now is a highly acclaimed speaker with the ability to make complex subjects understandable and fun. His articles have appeared in hundreds of national and international publications and he has been quoted in the U.S. News & World Report, Wall Street Journal, the New York Times, USA Today, Fast Company, PC Magazine and others. Corbin serves or has served on numerous hotel, corporate, convention bureau and association boards. He is the only person to have received both the MPI International Supplier of the Year and the MPI International Chapter Leader of the Year awards. Corbin was named as one of “The 25 Most Influential People in the Meetings Industry” for 2012 by Successful Meetings magazine, having received this award four times previously.</i></p>
12:00pm – 1:00pm	Lunch
1:00pm – 3:00pm	<p>“The Paperless Conference Binder: How Meeting Professionals Can Use the iPad and Tablets to Eliminate Paper at Events” (GMS Approved: <i>Logistics</i>) (Sponsored by <i>Detroit Metro Convention & Visitors Bureau</i>) - <i>Corbin Ball, CSP, CMP, DES, MS</i></p> <p>iPads and other tablet computers are light, intuitive, instant-on devices with easy to read screens that are perfect for managing documents before and during events. Coupled with dozens of free or low cost apps these tools are enabling meeting planners during site inspections and events. Planners can trade in their conference “bible” (the large, thick 3-ring binder full paper event specifications, order, contracts, and logistical information) for a much lighter, faster, easier to back up, and easier share way of doing things.</p> <p><u>Learning Objectives:</u></p> <ul style="list-style-type: none"> - Come see what is hot in this area with lots of application demonstrations - Receive dozens of ideas, links, apps and tools to assist in site inspections and tablet based document management and collaboration tools - Learn from each other with the opportunity to share your favorite event-related mobile and tablet app
3:00pm	“Send off” Refreshments (<i>Sponsored by Bavarian Inn Lodge</i>)
3:00pm	Adjourn

CONFERENCE REGISTRATION:

Conference fee is per person and includes welcome event, 2 breakfasts, 2 lunches, 1 dinner, all refreshment breaks and materials.

Planner:	\$ 75 per person
Non-Member Planner:	\$ 130 per person (if desired and qualified this includes \$55 SGMP Government Planner membership for one-year)
Supplier:	\$ 150 per person
Non-Member Supplier:	\$ 250 per person

1-Day Rates are Available for MEMBERS Only:

Planner Thursday Only:	\$ 50 per person
Planner Friday Only:	\$ 35 per person
Supplier Thursday Only:	\$ 100 per person
Supplier Friday Only:	\$ 75 per person

Note: Planner scholarships are available online at www.misgmp.org. Deadline to apply is February 13, 2015.

HOTEL INFORMATION:

Holiday Inn of Midland

810 Cinema Drive, Midland, MI 48642

Reservations: 989-794-8500

Room Rate: \$75+ Indicate "MiSGMP Block" to receive this special rate.

Deadline for Special Rate: Tuesday, March 3, 2015

Attendees are responsible for making their own hotel reservations.

Adjustments will be applied for those who qualify for complimentary rooms.

MEMBER PLANNERS:	All SGMP member planners receive complimentary lodging March 18 & 19 through the Great Lakes Bay Region CVB (GLBR).
NON-MEMBER PLANNERS*:	All non-member planners who attend the GLBR Sponsored Educational Experience from 12pm-5pm on March 18 will receive complimentary lodging through the GLBR CVB the night of March 18. Non-member planners receive the \$75+ room rate for March 19 th . Only SGMP member planners will receive complimentary lodging March 19 through the GLBR CVB. If non-members join the chapter, they will receive complimentary lodging for the conference.
HOTEL SUPPLIERS:	All hotel suppliers receive the \$75+ room rate.

**If non-members join the chapter they can receive complimentary lodging the night of March 19.*

MiSGMP THANKS ALL OUR SPONSORS:

- Bavarian Inn Lodge
- Boyne Resorts
- Comfort Inn Hotel & Suites and Conference Center – Mount Pleasant
- Crystal Mountain
- Detroit Metro Convention & Visitors Bureau
- Discover Kalamazoo
- DoubleTree by Hilton Bay City - Riverfront
- Experience Grand Rapids
- Great Lakes Bay Regional Convention & Visitors Bureau
- Greater Lansing Convention & Visitors Bureau
- Holiday Inn of Midland
- Mission Point Resort
- Mount Pleasant Area Convention & Visitors Bureau
- Radisson Plaza Hotel - Kalamazoo
- West Bay Beach – a Holiday Inn Resort
- Shanty Creek Resorts
- Ypsilanti Area Convention & Visitors Bureau