

MEETING PLANNING MONOPOLY

The 2013 MiSGMP Annual Education Conference
April 29 – May 1, 2013
Park Place Hotel Traverse City, MI
(231) 946-5000

Overnight Rates: \$75.00 Room Block held until 4/22/2013

Event Registration:

\$15 MiSGMP Planner Members \$75 Non-Member Planners

\$150 MiSGMP Suppliers \$175 Non-member suppliers

Complete details at www.misgmp.org



Monday, April 29, 2013

6:15 pm Traverse City Commons – Tour/Unique Venues Presentation

7:30 pm Dinner at Hagerty Center /Presentation "**Sustainable Engagement**" **Nate Glidden, Director, Hagerty Center**
Government groups lead the way in sustainability practices. This presentation will provide real world examples and incite-full ideas for planning your next sustainable event. Learn about socially responsible practices and the leadership tools that government planners can use to help lead the hospitality industry toward the support of their local farmers, brewers and entrepreneurs.

Tuesday, April 30, 2013

8:00 am Continental Breakfast

9:00 am **High Stress or High Impact: The Choice Is Yours** **Dr. Sherene McHenry**
In today's fast paced, get it done yesterday world of government meeting planners and suppliers, passion and productivity can take a hit. Whether you find yourself stressing out, worrying about the future, trying to do more and more with fewer and fewer resources or regularly dealing with difficult people, you can strategically set yourself and those you serve up for long-term success by picking proactive attitudes and behaviors that will help you get more of what you need and want on a daily basis.

10:45 am **Creative Food and Beverage Concepts** **Nick Hussein**
More than many others, government meeting planners need to know how to control their food costs. This session will focus on how meeting planners and chefs can work together to control costs and develop menus that meet the government cost requirements as well as the addressing the needs of varying ethnic and cultural diets and those with special needs.

12:00 pm **Lunch/State of the Chapter Address** **Michelle Milligan, MiSGMP President**

1:15 pm **Shades of Gray: Critical Conversations About Industry Ethics©** **Joan Eisenstodt**
No, no, not that "shades of gray"! In this interactive session, we'll explore the shades of gray of what to do to ensure industry standard practices are ethical practices such as drawings for prizes at trade shows, gifts and entertaining or being entertained, and other issues you feel are important. APPROVED – GMS CATEGORY: ETHICS

3:00 pm **How Events Sparkle in "Pure Michigan" Style** **Kelly Brennan, CMP. CMCE**
The hospitality world is completely different in the political sector and so are the events! This session will focus on planning events for high-level government officials and utilizing the unique facilities available to them. Kelly Brennan, Residence and Events Director for the Governor & First Family of Michigan, will focus on the planning meetings in the challenging environment brought on by these economic times, the roadblocks she faces and the steps she takes to adjust to our industry's fluctuating lifestyle. Along the way she will provide some tools and techniques that you can use in your meetings for government attendees at any level.

Wednesday, May 1, 2013

8:00 am Breakfast

9:00 am **Risky Business: Preparing For Meeting Contingencies©** **Joan Eisenstodt**
At meetings, the unimaginable – illness, death, fire, hurricanes, terrorist strikes and the "paper cuts" (lost shipments, speaker cancellations, running out of food) happen. Yet planners and their venue and vendor partners are unprepared for simple contingencies or greater emergencies. Why do we continue to believe that "it" won't happen to our meeting? at "that" facility"? What keeps us from preparing for contingencies beginning with destination and site selection through the follow up to a meeting or event? As "Katrina General", Lt. Gen. Russel Honoré (US Army ret.) said: "We must create a culture of preparedness." APPROVED – GMS CATEGORY: LOGISTICS

10:45 am **What Do You Mean You Can't Give Me Prime Rib for \$7.25!?** **Tim Gard**
Planning a meeting for 10 or 1000 government or association attendees can be very stressful. Making sure the meeting rooms are set, AV is up and running, the special diet orders have been placed, and your speakers have shown up can cause the calmest person to live on a tightrope. And we haven't even mentioned the additional red tape involved in planning with the restrictions placed on government meetings. To send you on your way with some tips to handle all this stress, we have contacted the one person in the meeting industry who can help us relieve all this tension by using a technique we can all master – humor! Portraying the daily (and often overwhelming) challenges found in these hectic times, Tim Gard offers his powerfully humorous approach to stress-diffusion, proven effective in both professional and personal encounters! Re-awaken your fancy for fun as you enjoy Tim's stories, learn how to use his unique Stress Buster Tools, and learn a new way to look at life... with your own Comic Vision®! APPROVED – GMS CATEGORY: LEADERSHIP