

# 2015 Education Programs



## January 21, 2015 11:30 AM *Hotel Business is Booming – What You Should Know* Lansing Center, Lansing, MI



The forecast for 2015 indicates that hotel occupancy will be the highest it's been in 25 years. Average daily rates are projected to have the highest increase in 8 years. And RevPar (revenue per occupied room) will grow in 6.9% in 2015. What does all of this mean? This demand environment will provide hotels with confidence to push higher rates. Learn what you can do to be most prepared with your meetings budgets and how you can have the same confidence when negotiating contracts for the future.

GMS/Core Competency: Facilities and Services

A panel of Michigan State Alumni in the hospitality industry will share their broad range of experience & knowledge as it relates to this boom in the hotel market.

## February 18, 2015 11:30 AM *No One Reads Anymore – Learn the Key Words to Get Your Message Read* Radisson Hotel Lansing at the Capitol, Lansing, MI



Many of us market to our potential attendees or for potential business. Learn what key words to use to ensure people read your information.

GMS/Core Competency: Education/Programming

Speaker: Veronica Gracia-Wing, Associate Strategist, PIPER & Gold Public Relations

## March 18-20, 2015 AEC Holiday Inn, Midland, MI



Rob Coffman, CGMP, National President, SGMP; Deputy Director, Office of Conference, Event and Meeting Services, U.S. Dept. of the Treasury  
“Key Factors for Leading Successful Meetings” &  
“National SGMP Update”

Corbin Ball, CSP, CMP, DES, MS  
“Do More with Less: The Rise of Free or Very Low Cost Web Tools for Meeting Professionals”  
and “The Paperless Conference Binder: How Meeting Professionals Can Use the iPad and Tablets to Eliminate Paper at Events”

Michael Caruso:  
“How to Engage Someone in 15 Seconds”

25<sup>th</sup> Anniversary Celebration

Register for MiSGMP programs online at [www.misgmp.org](http://www.misgmp.org)

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**April 15, 2015 11:30 AM**

## **Cost Savings for Government Meetings –Stretching the Government Dollar**

**Crowne Plaza Grand Rapids Airport, MI**

As planners and suppliers we are always looking for new ways to stretch the government dollar including set-up, AV, evaluation, programming, and food and beverage. Learn successful tricks and tools for maximizing your government meeting monies.

GMS/Core Competency: Financial and Contract Management

Speaker: Michelle Milligan, CGMP, MiSGMP President, Third Circuit Court-Clinic for Child Study

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**May 20, 2015 8:30 AM**

## **4<sup>th</sup> Annual MiSGMP Road Rally**

### **Program: Calling all Meeting Planners and Suppliers –Get Tips for Growing Attendance**

**Mt. Pleasant, MI**

Planners will learn how to grow meeting attendance and hoteliers will learn how to increase occupancy. If planners and suppliers work together they can both benefit in a win-win situation for a successful meeting. Our expert, who has many years of experience with associations and CVB's, will give us useful tools to help us achieve our goals.

GMS/Core Competency: Education/Programming

Speaker: Shari Pash Berger, CHSP, Strategic Solutions for Growth

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**June 17, 2015 11:30 AM**

## **Judge Laurie – Slip and Fall: A Case of Personal Injury and Hotel Liability**

### **(aka Help, I've fallen and I can't get up!)**

**The Amory, Lansing, MI**

A simulated court case with our very own "Judge Laurie" presiding over *Slip and Fall: A Case of Personal Injury and Hotel Liability*. Learn about liability laws, risk management, and hear the issues from the perspectives of the plaintiff and the defendant. Attendees will serve as jurors, deliberating and determining the verdict!

GMS/Core Competency: Logistics

Judge: Laurie Nickson, Michigan Association for the Education of Young Children; Michigan Department of Education

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Additional MiSGMP Event Dates:

July 15, 2015 – Location TBD

August 19, 2015 – Eagle Eye, Bath, MI

September 9, 2015 Awards Banquet and Auction – Crowne Plaza, Lansing

October 21, 2015 – Location TBD

November 18, 2015 – Location TBD

December 16, 2015 – Location TBD

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