

2017 MiSGMP Education Programs



Unlocking the Secrets to Why Hotels are Rejecting My Business

January 18, 2017

Lansing Center

Speaker: Brett Sterenson, Hotel Lobbyists

Explore and be guided through the often-mysterious channels by which hotel operators make decisions on whether or not to accept certain business. Learn about daily business review, arrival and departure patterns, minimum lengths of stay, compression, base, guarantees, food and beverage components, and more. Discover how to better position your business so that it's more appealing for hotels.

Core Competency: Financial/Contract Management

Registration begins at 11:30 am
Lunch: 12:00 pm
Program: 1:00 pm – 2:00 pm

How Social Media Can Increase Your Event's Attendance, Participation & Sales

February 15, 2017

Great Lansing Association
of REALTORS®

Speakers: Ashley Smith, Communication & Creative Designer & Christie Bierlein, Director of Marketing, Frankenmuth Chamber of Commerce and Convention and Visitors Bureau

Events can increase profits and sales, spread awareness about your company and what you do, and establish connections between you and your customers or community. Whether the event is a concert featuring Maroon 5 or an educational conference, it's important to your business and, even if they don't know it yet, your clients. Social media is an incredibly powerful tool to boost event attendance and sales. The results are particularly impressive considering that most social media promotions cost nothing or relatively little, especially when compared with more traditional forms of advertising. Communicate about your event by designating someone (or a team of people) to share highlights, re-tweet others and keep the Twitter conversation hopping (not only for those in attendance but for those who couldn't make it and/or future prospects). Explore how using hashtags lets you reach a previously untapped market. Learn how to live stream and post it on your blog (with links) for others to share. Create session and end-of-day summaries of ideas shared, and information about key participants and their social details, and post these in content and social channels to promote readership. Pass-along re-tweets; curate content and summaries written, shared and tweeted by others; learn how stand out in a sea of social media noise; and know what sets you apart from the competition. Learn how to share without fail!

Core Competency: Technology



Registration begins at 11:30 am
Lunch: 12:00 pm
Program: 1:00 pm – 2:00 pm

MiSGMP Annual Education Conference

March 7-9, 2017

Holiday Inn near the University of MI
Ann Arbor

For more information about programs and events
visit www.MiSGMP.org



Upcoming Education Programs



Balancing Personal vs. Professional Branding

April 19, 2017

Speaker: Amanda Toy, Greater Lansing CVB

Radisson Hotel Lansing
@ The Capitol

Who am I? Who is my organization? How do I apply my personal strengths with my organization's brand? Join Amanda Toy on a journey to dig deep beyond the surface. We live day to day in a whirlwind. When we stop for a moment, we can learn who we are, what we stand for and what other's think of us. Does this match our workplace culture? If it does, you are thriving. If not, what needs to change? Discover how to best work within an organizational brand to bring out your best, build your own brand identity, and take home tools to polish your brand.

Registration begins at 11:30 am
Lunch: 12:00 pm
Program: 1:00 pm – 2:00 pm

Core Competency: Education/Programming

MiSGMP Annual Road Rally!

May 17, 2017

Battle Creek, Calhoun County



The day will begin with breakfast and an education session, followed by an exciting road rally and culminating with lunch and awards! Mark your calendar, you won't want to miss this – details as the date gets closer!



Judge Laurie presents *To Sue or Not to Sue: A Case of ADA Compliance*

June 21, 2017

Crowne Plaza Hotel
Detroit Downtown Riverfront

Speaker: The Honorable "Judge" Laurie A. Nickson

A simulated court case with our very own *Judge Laurie* presiding. Hear about concerns and issues from the perspectives of the plaintiff and the defendant including the reasons, rationale and perceived impact of alleged ADA compliance violations. Attendees will serve as jurors, deliberating and determining the verdict!

Registration begins at 11:30 am
Lunch: 12:00 pm
Program: 1:00 pm – 2:00 pm

Core Competency: Logistics

Mark Your Calendars for the remaining 2017 MiSGMP meeting dates and locations! *Topics & Presenters TBD*

JULY 19, 2017

Location: Holiday Inn Flint–Grand Blanc, 5353 Gateway Center, Flint 48507

AUGUST 16, 2017

HALO TRADESHOW AND MiSGMP MEETING

Location: Eagle Eye Golf Club, 15500 Chandler Road, Bath Township 48808

SEPTEMBER 13, 2017

MiSGMP Annual Awards Banquet and Auction, and Education Session

Location: Crowne Plaza Lansing West, 925 S. Creyts Road, Lansing 48917

OCTOBER 18, 2017

Location: Holiday Inn Kalamazoo West, 2747 S. 11th Street, Kalamazoo 49009

NOVEMBER 15, 2017

Location: Greater Lansing Association of REALTORS®, 4039 Legacy Pkwy, Lansing 48911

DECEMBER 13, 2017

Location: Kellogg Hotel and Conference Center, 219 S. Harrison Road, East Lansing 48824

