

## MISGMP EDUCATION EVENT DATES AND INFORMATION – JULY THRU DECEMBER 2018

**JULY 19, 2017**

### ***Finding the Fit: 3 Strategies to Maximize the Multi-Generational Workforce***

**Presenter: Paul Artale**

Building high-performing teams is both a difficult and rewarding task. Today's workforce has seen more multi-generational dynamics than any other workforce in history. With this dynamic comes the potential for increased inter-generational conflict which can lead to a toxic work environment. Paul will lead us through the characteristics of the four generations in the workplace, give tools to recognize the four C's that lead to intergenerational collaboration, and show how to build strategies for using two critical first steps in bridging the divide.

**Core Competency: Leadership**

**Holiday Inn Flint (Grand Blanc Area), 5353 Gateway Center Flint, MI 48507**



**AUGUST 16, 2017**

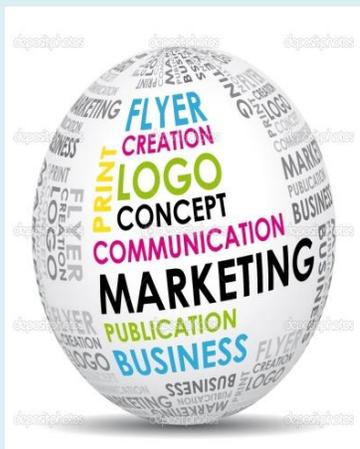
### ***Marketing Your Events and Facilities***

**Presenter: Jamie Samples, Yellow Barn Media**

How do you get the word out? Whether you're drawing attention to or marketing an event or facility, you need to get the word out fast, consistently, accurately and collect the data. Social media does play a part, but the focus of this session is to tie in what you do on social media and with snail mail to email, phone blitzes, texting, and networking. It is important to be clear in your notifications, create excitement, gain attention, and collect information. After all that, it is important to be diligent with your follow-up strategies and make sure people don't forget you and your event/service. We will learn how we can set up a strategy for marketing using email; we will identify a method of collecting customer data, and how to create a customer response and follow-up plan.

**Core Competency: Education & Programming**

**Eagle Eye Banquet Center, 15500 Chandler Rd, Bath, MI 48808**



**SEPTEMBER 13, 2017**

### ***Preparing for the Worst: Disaster Planning***

**Presenter: Bob Thomas, IOM, CAE, CMP, Vice President of Operations, Michigan Chamber of Commerce**

Disaster or emergency planning is critically important to organizations, particularly when they are not in complete control of their environment. This presentation will outline a checklist and we will learn how to quickly identify a disaster and steps to address it, how to develop and follow a checklist for preparing for emergencies at their next event, and leaving you feeling confident about their plan for potential problems.

**Core Competency: Logistics**

**Cronwe Plaza West, 925 South Creyts Road, Lansing, MI 48917**





FEBRUARY 21, 2018

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

**Presenters: Laurie A. Nickson, CMP, Specialist, Office of Great Start, MI Dept. of Education; Director of Professional Programs, MI Association for the Education of Young Children; President, MiSGMP with MiSGMP members as the lawyers, plaintiff, defendant, and witnesses!**

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! We will learn ADA compliance, about impact of possible ADA violations and we will be able to identify and address ADA issues prior to an event.

**Core Competency: Logistics**

**Lansing Center, 333 E. Michigan Ave., Lansing, MI 48933**

**MARCH 7–9, 2018 – MiSGMP 2018 ANNUAL EDUCATION CONFERENCE  
Great Wolf Lodge, 3575 US-31, Traverse City, MI 49684**

APRIL 18, 2018

**New Innovative Technologies for Better and Smart Meetings**

**Presenter: Jason Radmacher, MBA, and CEO, TBD Solutions**

Innovative web services have made meeting and conference planning easier than ever before. Learn how new technologies can make life as a meeting professional less stressful. Explore ways to implement innovative technologies that not only help planners and suppliers, but provide better experiences for attendees.

**Core Competency: Technology**

**Radisson Plaza Hotel at Kalamazoo Center, 100 W Michigan Ave, Kalamazoo, MI 49007**

MAY 16, 2018

**One Gluten-free, High Protein, Low-sugar, Vegetarian Meal with No Tree Nuts, Please!**

**Presenters:**

**Michelle Norton, Association and Government Sales Manager, Shanty Creek Resorts**

**Rachelle Grockau, Sales Manager, Great Wolf Lodge**

**Michelle Khoury, Sales Manager, Soaring Eagle Casino and Resort**

**Robin Goodenough, Director of Sales, Crowne Plaza Lansing West**

**Kate Barber, Sales Manager, Suburban Collection Showplace**

Hear, from a seasoned panel of industry experts, how to provide banquet meals that meet a variety of dietary issues. Whether it's food allergies, religious practices, or gluten-free, vegan, or vegetarian meals, learn how enlisting the expertise of facility staff can help you plan for success. Understand what your responsibilities are under the ADA law and what questions to ask of attendees to get the information needed so informed decisions can be made.

**Core Competency: Facilities and Services**

**Michigan Association of School Boards, 1001 Centennial Way, Lansing, MI 48917**



## KNOWLEDGE QUEST!!!

### Ethics: Is there Really a Grey Area?

**Presenter: Laurie A. Nickson, CMP, Specialist, Office of Great Start, MI Dept. of Education; Director of Professional Programs, MI Association for the Education of Young Children; President, MiSGMP**

Following an overview of the definition of ethics, explore the SGMP Code of Ethics which are guidelines for professional conduct and compliance. Learn how issues of ethics can derail even the best of intentions and irreparably harm one's reputation, personally and professionally. Understand that what some think is OK or expected practice may indeed be ethically questionable. Finally, listen to a panel of planners and suppliers share their perspectives and stories about ethical issues faced specific to the meeting industry.

**Core Competency: Ethics**

**June 20, 2018, Venue to be determined**



## No MiSGMP Meeting in July 2018!

### AUGUST – DECEMBER 2018 MEETING DATES

**AUGUST 15, 2018**

**LOCATION TO BE DETERMINED**

**SEPTEMBER 12, 2018 – ANNUAL AWARDS BANQUET AND AUCTION**

**Crowne Plaza West, 925 South Creyts Road, Lansing, MI 48917**

**OCTOBER 17, 2018**

**MICHIGAN PRINCESS RIVERBOAT, GRAND RIVER PARK, LANSING, MI 48917**

**NOVEMBER 14, 2018**

**MICHIGAN PUBLIC HEALTH INSTITUTE, 2436 WOODLAKE CIRCLE, OKEMOS, MI 48864**

**DECEMBER 12, 2018**

**KELLOGG HOTEL & CONFERENCE CENTER, MICHIGAN STATE UNIVERSITY**

**219 S HARRISON ROAD, EAST LANSING, MI 48824**