

MISGMP EDUCATION EVENT DATES AND INFORMATION – JULY THRU SEPTEMBER 2017

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 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 it 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 e-mail; 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 for come and we will lean on 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 feeling confident about their plan for potential problems.

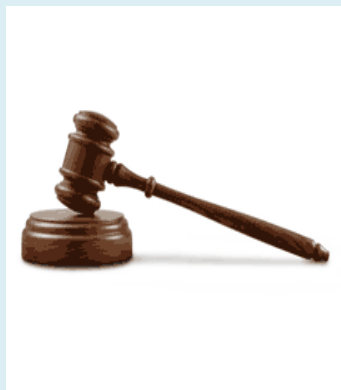
Core Competency: Logisitcs

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



No MiSGMP Meeting in January 2018!

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
Amanda Peppo, Sales Manager, The Royal Park Hotel
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





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

Date and Location TBD

JUNE 2018 – NEW...KNOWLEDGE QUEST!!! DATE AND LOCATION TBD

No MiSGMP Meeting in July 2018!

AUGUST – DECEMBER 2018 MEETING DATES

AUGUST 15, 2018

LOCATION TO BE DETERMIND

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