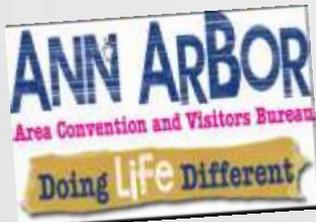


# MiSGMP 2017 ANNUAL EDUCATION CONFERENCE

## MiSGMP MARCH MADNESS... BRING YOUR BEST GAME

MARCH 7, 2017 AT 5PM THROUGH  
MARCH 9, 2017 AT 12PM



**Holiday Inn**  
Near the University of Michigan  
Ann Arbor, Michigan  
Overnight Rooms: \$75



## TUESDAY, MARCH 7, 2017

3:00pm – 6:30pm	<b>Conference Registration Open</b> <i>Sponsored by Boyne Resorts</i>
4:00pm	<b>Board Bus for Trip to the Big House</b> (Casual - Wear Your Favorite Team's Gear!)
4:40pm – 6:00pm	<b>Tour of the "Big House" and Educational Program "Security at Large Events"</b> <i>Sponsored by Ann Arbor Area Convention &amp; Visitors Bureau</i> Plop 109,000 people into a half mile wide hole in the ground and you get "The Big House". Our tour and program will take us from the top of the press box to the 50 yard line with spectacular views and lots of memories. But with all these people Fall Saturday's have become a security concern. Security measures resulting from September 11, 2001 turned the Big House into a big fortress for most of the year. We will hear how the staff of the stadium handles security at the football games and other large events, and learn how these measures may be applicable to the events we plan.
6:00pm – 8:00pm	<b>Welcome Reception/Dinner: Bring Your Best Game - Tailgate Time!</b> Wear your favorite team's shirt and join us for a tailgate-themed evening complete with all the games: corn hole, ladder ball, basketball shot-out, etc. And of course no tailgate is complete without wings, burgers and beverages!
8:00pm	Entertainment

*Turn-down Service Sponsored by Bavarian Inn Lodge*

## WEDNESDAY, MARCH 8, 2017

8:00am	<b>Registration Open</b> <i>Sponsored by Boyne Resorts</i>
8:30am – 9:00am	<b>Full Breakfast</b> <i>Sponsored by Traverse City Tourism</i>
9:00am – 9:15am	<b>Conference Welcome</b>
9:15am – 10:45am	<b>ETHICS: EVERY CHOICE HAS A CONSEQUENCE</b> Core Competency: Ethics <i>Sponsored by Greater Lansing Convention &amp; Visitors Bureau</i>  Each choice we make and each step we take provides the foundation for our future. Wherever you are right now—regardless of the circumstance—your choices define who you are and the outcomes you will live. While your employees may be aware of this on some level, do they truly realize the power behind the choices they make on a daily basis? More importantly, what's the risk to your company if they don't? In his unusually authentic style, Chuck reveals the consequences of the unethical decisions he made in his own attempt to build the great American dream for himself and his family. This powerful ethics presentation is filled with unforgettable messages of success and failure, illusions and reality, and choices and consequences.  <u>Learning Objectives</u> <ul style="list-style-type: none"><li>• Learn how easy it is for ethical people to make unethical choices—and what to do about it.</li><li>• Explore the impact of life's choices and how that affects your performance, both personally and professionally.</li><li>• Receive real-world practical examples of how to use ethics and integrity to create success in business and life.</li></ul> <u>About the Presenter</u> Chuck Gallagher In the middle of a rising career, Chuck lost everything because he made some bad choices. He has since rebuilt his career and his life back to immense success. With more vulnerability than the average keynoter, Chuck shares with his audiences his life journey, the consequences of his unethical choices, and how life gives you second chances when you make the right choices.
10:45am – 11:15am	<b>Refreshment Break</b> <i>Sponsored by Radisson Hotel Lansing at the Capitol</i>
11:15am – 12:00pm	<b>STATE OF THE CHAPTER</b> <ul style="list-style-type: none"><li>• <i>Laurie A. Nickson, CMP, MiSGMP President</i></li></ul> <b>MiSGMP COMMUNITY SERVICE PROJECT</b> <ul style="list-style-type: none"><li>• <i>Wendy Shepherd, Executive Director, Mittens for Detroit</i></li></ul>

12:00pm – 12:45pm	<b>Lunch</b> <i>Sponsored by DoubleTree By Hilton Bay City-Riverfront</i>
1:00pm – 2:30pm	<p><b>EFFECTIVE COMMUNICATION: WHAT'S YOUR STRONG SUIT?</b>  Core Competency: Leadership  <i>Sponsored by Detroit Metro Convention &amp; Visitors Bureau</i></p> <p>Have you ever asked why is it that those folks in sales just don't seem to listen to reason when it comes to accountability and operational responsibility? Or have the folks in sales ever said, those folks in accounting just don't get it? What about senior management just being too demanding expecting more than is humanly possible? The challenge with many diverse folks that together create the fabric of a company centers around the ability to understand each other and use information to create results. According to Queens University of Charlotte, "39% of surveyed employees believe that people in their own organization don't collaborate enough." Although this isn't the largest percentage of people, it goes to show that there are quite a few who feel that business communication within their company is not what it could be. A Salesforce study turned up another interesting statistic: "86% of employees and executives cite lack of collaboration or ineffective communication for workplace failures." This is a huge number that proves the importance of effective workplace communication. Without this, the end result is often a workplace failure – and that's not something that anybody wants to think about. "What's Your Strong Suit?" is an interactive program that connects the dots between our natural personality profiles and our methods of communication.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> <li>• To evaluate using a simple process of what their natural communication style is and how that relates to their model of the world.</li> <li>• To understand the positives, negatives and natural tendencies of the four major communication styles.</li> <li>• How to apply the communication styles to interpersonal interaction to improve workplace communication.</li> <li>• Understand how the natural tendencies of others outside of your learning and communication style impacts decision making.</li> </ul> <p><u>About the Presenter</u>  Chuck Gallagher (see presenter information above)</p>
2:30pm – 3:00pm	<b>Refreshment Break</b> <i>Sponsored by Radisson Plaza Hotel Kalamazoo</i>
3:00pm – 4:30pm	<p><b>SOCIAL MEDIA &amp; THE MEETING PLANNER</b>  Core Competency: Technology</p> <p>Explore practical information and takeaways that will aid meeting planners and suppliers in utilizing social media to enhance their businesses. Leave with a better understanding as to how social media can be leveraged to enhance relationships, increase brand awareness, and grow conversion at meetings.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> <li>• To increase website traffic by adding social media content</li> <li>• How to boost your social media presence and brand awareness</li> <li>• How to use social media as a launchpad for announcing exciting updates to programs/venues</li> </ul> <p><u>About the Presenter</u>  Brian V. Matson, Senior Director of Strategy &amp; Education, TwoSix Digital  Brian has been a part of the travel and tourism industry since 2003 and was the long-time Marketing Director at the Fargo-Moorhead CVB where he pioneered several digital and social media promotional programs that included various forms of content development and distribution. He's a well-recognized speaker at state and national conferences and is known for his entertaining presentation style that makes his talking points stick with attendees. He's a great asset to the development of any tourism organization's marketing initiatives due to his vast experience working directly with destinations and resorts, along with his vast knowledge of digital marketing. Brian's true passion is education and he has worked with several organizations – large and small – on specific education initiatives to advance tourism industry partners in the areas of digital and social media marketing. In his spare time he enjoys keeping his finger on the pulse of the latest technological advancements, social media trends and developing the art of storytelling. He's a self-described "news junkie" and is never far behind the latest news of the day.</p>
5:00pm	<b>Networking Reception</b>

6:30pm	<b>Dinner</b> <i>Sponsored by Ann Arbor Area Convention &amp; Visitors Bureau</i>
8:00pm	<b>Entertainment: Karaoke Night!</b> <i>Sponsored by Mt. Pleasant Area Convention &amp; Visitors Bureau and Mt Pleasant Comfort Inn &amp; Suites Hotel and Conference Center</i>
	<i>Turn-down Service Sponsored by Experience Grand Rapids</i>
<b>THURSDAY, MARCH 9, 2017</b>	
7:30am	<b>Registration Open</b> <i>Sponsored by Boyne Resorts</i>
8:00am – 8:45am	<b>Full Breakfast</b>
8:45am – 10:15am	<p><b>DIFFICULT CONVERSATIONS: HOW TO DISCUSS WHAT MATTERS MOST</b> Core Competency: Leadership</p> <p>Conflict is almost always seen in a negative light. Yet it can offer opportunities for growth. Through active engagement, discover tips for feeling more comfortable with your own behavior in conflict. Review the strategies used by effective mediators who deal with difficult conversations routinely and how best to move the conversation forward. Explore your own conflict styles and practice difficult conversations. Share your experiences managing ‘difficult conversations’.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> <li>• To identify key words and phrases that lead to conflict</li> <li>• Learn strategies to move beyond difficult conversations</li> <li>• Explore your own conflict style</li> </ul> <p><u>About the Presenter</u> Sally Brush, Mediation Coordinator, Washtenaw and Livingston County Dispute Resolution Center Sally has worked in many different environments from beaches to urban centers, and in many different jobs. Much of her career has been spent working with divorcing families, encouraging them to limit their conflicts, so as not to damage their children. Currently, she is a Mediation Coordinator for the Washtenaw and Livingston County Dispute Resolution Center in Ann Arbor, where she works with Small Claims cases in four different Washtenaw County District Court locations, and with over 100 mediators.</p>
10:15am – 10:45am	<b>Break</b> <i>Sponsored by Fetzer Center WMU</i>
10:45am – 12:00pm	<p><b>BUSINESS ETIQUETTE AND PROTOCOL</b> Core Competency: Protocol</p> <p>Do you possess the polished skills and business etiquette knowledge to best represent your company? Event etiquette provides us with guidelines of how to do things correctly and in an acceptable way. Learn the protocol regarding greeting guests, giving business cards, touching, introducing government officials, seating arrangements/precedence, flags, gifts, diplomatic and corporate gifts, VIPs (government, military, civic leaders, celebrities, international), and much more! Learn how to take your business etiquette and protocol to the next level.</p> <p><u>Learning Objectives</u></p> <ul style="list-style-type: none"> <li>• To learn the protocol for business etiquette as related to government meetings and events</li> <li>• Learn the proper customs when working with international guests</li> </ul> <p><u>About the Presenter</u> Marci Lash, Founder and Chief Etiquette Officer, Contemporary Etiquette Institute Marci Lash is a thought leader and authority in the executive development and etiquette industry. She is the founder and Chief Etiquette Officer of the Contemporary Etiquette Institute, a social and business etiquette consulting firm. Internationally recognized for her etiquette expertise, Marci’s experience includes hosting events at the White House, managing a G8 Conference dining event on behalf of Vice President Al Gore and pertinent international dignitaries, and coordinating black tie functions for a variety of organizations including the Detroit Institute of Arts, Ann Arbor Symphony and the American Heart Association. Prior to starting her company, Marci served as a relationship marketing manager for Microsoft Corporation, where she handled C-level executive events. She spent many years at the Detroit Institute of Arts where she handled all media relations and advised museum personnel on the nuances of dealing with celebrities, dignitaries and other VIPs. She holds a Master of Arts in Advertising and a Bachelor of Arts in Journalism.</p>

**CONFERENCE REGISTRATION****[CLICK HERE TO REGISTER NOW!](#)**

Conference fee is per person and includes welcome event, 2 breakfasts, 1 lunch, 1 dinner, all refreshment breaks and materials.

**Full Conference Rates**

Member Planner	\$ 75 per person
Non-Member Planner	\$130 per person (if desired and qualified this includes \$55 for 1-year SGMP Government Planner membership)
Member Supplier	\$150 per person
Non-Member Supplier	\$200 per person

**Wednesday 1-Day Rates**

Member Planner	\$ 50 per person
Non-Member Planner	\$ 85 per person
Member Supplier	\$125 per person
Non-Member Supplier	\$150 per person

**Thursday 1-Day Rates**

Member Planner	\$ 35 per person
Non-Member Planner	\$ 55 per person
Member Supplier	\$ 75 per person
Non-Member Supplier	\$100 per person

**EXHIBIT OPPORTUNITY**

Exhibit opportunities are *only* available to **registered** conference attendees. Exhibit fees are *in addition* to conference registration fees.

Exhibit Hours:	Wednesday, 8:00am – 4:30pm; Thursday, 8:00am – 12:00pm.
Provided:	1 skirted 6 foot table.
Exhibit Fees:	\$150 for members, \$200 for non-members, exclusive of conference registration.
Deadline:	Friday, February 24, 2017
Registration:	<a href="#">Click here for more information!</a>

**HOTEL INFORMATION**

Holiday Inn Near the University of Michigan  
3600 Plymouth Road, Ann Arbor, MI 48105

Hotel Reservations:	734.769.9800 OR click here to make your reservations online: <a href="#">MiSGMP Annual Education Conference</a>
Room Rate:	\$75 plus applicable taxes
Deadline:	Tuesday, February 28, 2017