

MEETINGS INDUSTRY COUNCIL OF COLORADO



2007 EDUCATIONAL CONFERENCE AND TRADE SHOW

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MARCH 21, 2007

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PROGRAM OVERVIEW

7:30 am – 8:30 am

REGISTRATION/ CONTINENTAL BREAKFAST

8:30 am – 9:45 am

CONCURRENT BREAKOUT SESSIONS (5)

AUDIO/VISUAL - A TO Z PRESENTATION TECHNOLOGY THAT WORK\$

Robert E. Walker

Telluride Meeting Room

RAISE YOUR PROFILE – RAISE YOUR PROFITS!

David Avrin

Vail Ballroom

SLASH THE COSTS OF YOUR HOSTED LIQUOR FUNCTIONS

Bruce Harris, CMP

Steamboat/ Silverton Ballroom

THE CARLA CONCEPT™: HOW TO RAISE AN ISSUE, PROVE YOUR POINT AND COMMUNICATE WITH CONFIDENCE & CLARITY

Laura Benjamin

Breckenridge Ballroom

DUDE! MEETING PLANNING FOR THE EMERGING GENERATIONS

Jeff Vankooten

Aspen Conference Theatre

9:45 am – 10:00 am

BREAK

10:00 am – 11:15

CONCURRENT BREAKOUT SESSIONS (5)

IS YOUR “BUT” TOO BIG? HOW TO GET OUT OF YOUR OWN WAY TO MAXIMIZE YOUR SUCCESS

Ava Diamond

Breckenridge Ballroom

LEVERAGING LEGAL CONTRACTS DURING CONTRACT NEGOTIATIONS

Kelly F. Bagnall

Aspen Conference Theatre

HOW TO GET THE BEST DEALS IN A SELLERS MARKET

Brian D. Stevens

Steamboat/ Silverton Ballroom

10:00 am – 11:15

CONCURRENT BREAKOUT SESSIONS (CONTINUED)

PRESENTATION SKILLS: HOW TO PRESENT YOUR IDEAS WITH POWER, PUNCH AND PIZZAZZ

Sue Hersbkowitz-Coore, CSP

Vail Ballroom

BEFORE THE CURTAIN GOES UP

Robert E. Walker

Telluride Meeting Room

11:30 am – 1:15 pm

LUNCH/KEYNOTE SPEAKER

MEASUREMENT

Martin P. Smith

1:15 pm – 3:15 pm

TRADE SHOW

1:30 pm – 3:00 pm

BREAK OUT SESSION FOR SUPPLIERS

THE STATE OF THE INDUSTRY FOR HOSPITALITY SALES PROFESSIONALS IN 2007

FRAN BRASSEUX; ILENE KAMSLER, CAE;

TIM LITHERLAND, CMP; BARB TAYLOR CARPENDER, CMM

STEAMBOAT/ SILVERTON BALLROOM

3:15 pm – 3:45 pm

BREAK

3:45 pm – 4:45 pm

POWER HOUR BREAKOUT SESSIONS (2)

RESILIENT THINKING... MOVING THROUGH CHANGE WITH LAUGHTER

June Cline

Breckenridge Ballroom

PUBLICIZING YOUR EVENT ONLINE

Dave Taylor

Steamboat/ Silverton Ballroom

4:45 pm – 5:30 pm

RECEPTION/DOOR PRIZES AND ENTERTAINMENT



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2007

EDUCATIONAL CONFERENCE AND TRADE SHOW

7:30 - 8:30 AM - REGISTRATION / CONTINENTAL BREAKFAST

8:30 - 9:45 AM - 1ST CONCURRENT BREAKOUT SESSIONS (5)

Robert E. Walker

Vice President - Creative Services

AVW-TELAV Inc.

AUDIO/VISUAL -

A TO Z PRESENTATION TECHNOLOGY

THAT WORK\$

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 MPI

ROCKY MOUNTAIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL

In this workshop, you'll gain an insight into a broad range of presentation technologies and processes... from the smallest meeting room or exhibit to a grand general session or special event. Trends, toys and techniques that can take the anxiety out of making sure every speaker's presentation goes well and doesn't blow your budget. Additionally, you'll discover the tips, the terms and the best practices of some of the most successful meetings in the country... and how they manage speakers, presentations and delivery of the program content.

David Avrin

President

The Visibility Coach

**RAISE YOUR PROFILE – RAISE
YOUR PROFITS!**

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NATIONAL SPEAKERS ASSOCIATION

Noted author and speaker David Avrin says: "The greatest enemy of success in business is anonymity." It's quite simple, if people don't know who you are, they can't buy what you're selling. In this energetic, informative and often irreverent and humorous presentation, marketing, public relations and branding guru David will show meeting professionals and other industry experts how to stand out in their competitive category by crafting a compelling message, a memorable brand and a news-worthy persona. David will also show participants how to successfully generate press coverage to raise their profile and become top-of-mind with their top prospects.

Bruce Harris, CMP

Founder & Chairman Emeritus

Experient

**SLASH THE COSTS OF YOUR HOSTED
LIQUOR FUNCTIONS**

sponsored by 

Learn how to select the liquor plan that will save you the most money. You will learn how to save 25-40% on your hosted liquor functions. The mystery of how bartenders "count out" your liquor will be revealed and you'll learn how to do 'liquor inventorying' so that you can take back control of your group's receptions. This will be a "Hands on" session that will also be loaded with fun.



Laura Benjamin

Laura Benjamin International Inc.

THE CARLA CONCEPT™: HOW

TO RAISE AN ISSUE, PROVE YOUR

POINT AND COMMUNICATE WITH

CONFIDENCE & CLARITY

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The CARLA Concept™ will help you communicate with confidence and clarity, make better decisions and get faster results! It's easy to remember, simple to use and has helped thousands of parents, managers, teachers, salespeople, trainers and business owners get better results in 5 simple steps!

You will learn how to:

- boost confidence before the BIG meeting
- raise an issue without being labeled "not a team player"
- prepare for a difficult discussion
- raise your credibility "credit rating"
- shorten the line outside your office door
- pitch a persuasive point
- coach others without feeling like "the bad guy"
- justify expenses or ask for donations
- brief the boss clearly and concisely
- strengthen decision-making and self-determination skills
- conduct a gap-analysis to streamline execution
- identify "best practices"

Jeff Vankooten

Senior Consultant

**The Center of Generational
Studies**

**DUDE! MEETING PLANNING FOR THE
EMERGING GENERATIONS**

sponsored by



NATIONAL SPEAKERS ASSOCIATION

How will your meetings morph as today's emerging professionals mature into the workplace? What will they expect? How will they act? How will you handle it? Join Jeff Vankooten from the Center for Generational Studies as he examines the ways future meetings will HAVE to change to attract and engage these young workers. Walk away with a list of strategies and critical questions that will help you stay ahead of the curve in the meetings industry.



9:45 - 10:00 AM - BREAK



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— Executive Director,
Medical Association



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2007 EDUCATIONAL CONFERENCE AND TRADE SHOW

10:00 - 11:15 AM - 2ND CONCURRENT BREAKOUT SESSIONS (5)

Ava Diamond

Diamond Success Group

IS YOUR "BUT" TOO BIG? HOW TO GET OUT OF YOUR OWN WAY TO MAXIMIZE YOUR SUCCESS

Would you like to "kick it up a notch" and become even more successful? Do you sometimes find yourself avoiding taking risks when you need to think without limits and go full force? This program will help you get out of your own way so you can: crash through self-imposed barriers that hold you back; feel confident, focused, and powerful in any situation; develop a mindset that says "no" to excuses and "yes" to taking confident action; power-up your thoughts, words, and actions to increase your results.



Kelly F. Bagnall

Brown McCarroll, LLP

LEVERAGING LEGAL CONTRACTS DURING CONTRACT NEGOTIATIONS

This thought provoking session will address common problems in negotiation skills (disorganization, failing to determine deal points, failing to listen, failing to timely respond); basic contracting concepts (offer and acceptance, consideration, basic financial/economic terms, damages versus penalties, merger clauses, mitigation); and most commonly negotiated hotel contract provisions (attrition, minimums, cancellation, insurance, indemnity, choice of law, force majeure, confidentiality, renovation).



Brian D. Stevens

President and CEO

ConferenceDirect®

HOW TO GET THE BEST DEALS IN A SELLERS MARKET

While we are clearly in a "sellers market" in the hotel business for the next 2-3 years; there is light at the end of the tunnel. We will list and describe things that associations and corporations might want to consider to get the best deals for their meetings budgets. We will be looking at ways to change your RPF's to make your meeting more attractive and get the results you need for a successful meeting.

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Sue Hershkowitz-Coore, CSP

High Impact Presentations

PRESENTATION SKILLS: HOW TO PRESENT YOUR IDEAS WITH POWER, PUNCH AND PIZZAZZ

sponsored by Rocky Mountain chapter



Presentation Skills is a time-efficient way to help your team members become more proficient presenters. A 60 minute overview of tips, secrets and principles will help even the most frightened presenter feel more confident the next time they represent the company at an industry meeting. This program, depending on the number of attendees, will give you a bit of practice using the skills and a thorough understanding of how they can connect with their listeners, and compel them to act. Whether you present to 2 or 2,000, this session will help them to present more powerfully.

Robert E. Walker

Vice President - Creative Services

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BEFORE THE CURTAIN GOES UP

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ROCKY MOUNTAIN CHAPTER

MEETING PROFESSIONALS INTERNATIONAL



Accomplishing a smooth-running and effective general session, product introduction or sales meeting involves much more than what occurs at the convention center or hotel. Determining the message, the environment and how an event supports or further develops your brand are all considerations that the meeting manager, marketing director and/or CEO need to consider when planning for a major event or meeting.

This workshop deals with the processes for planning a successful event... from the message and design, to theme development, speaker selection, entertainment and media application... all factoring into achieving a desired goal and providing a return on your meeting dollar. In addition to the process, we'll review ways to more effectively and efficiently meet or exceed the expectations of your audience.

11:15 - 11:30 AM - BREAK

decor 'N more

events * stage sets * design



Photo by: Steve Crecelius Wonder Works Studio



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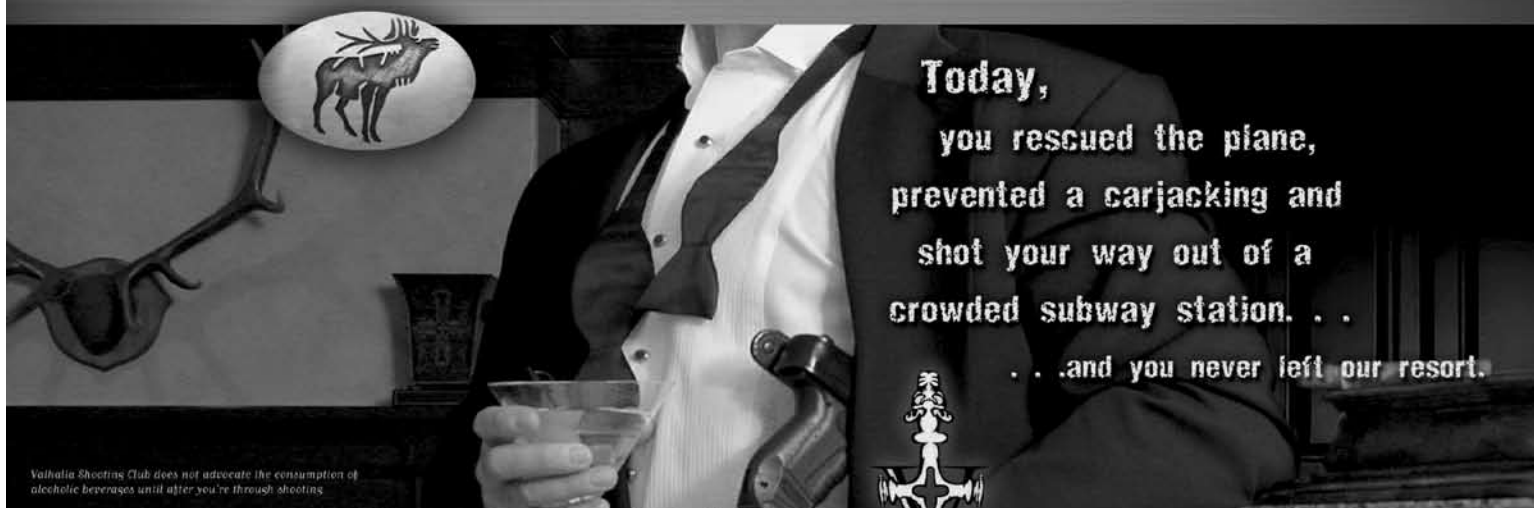
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2007

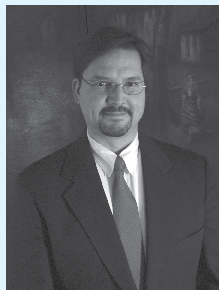
EDUCATIONAL CONFERENCE AND TRADE SHOW

11:30 - 1:15 AM - LUNCH / KEYNOTE

Martin P. Smith, President
ethnoMETRICSsm Corp.

MEASUREMENT

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You've pulled out all the stops to get the event open and attract Exhibitors and Attendees. But now you wonder what do the Exhibitors and Attendees do once the doors open? How do they consume the event? Which cost venues add value to the event and which are not necessary. This innovative six sigma methodology will help you measure and analyze factors that entice Attendees and drive value added behaviors. Improve your show's success, minimize cost and increase your ROI by:

- Identifying stimuli that predictably please the audience
- Understanding how attendees consume and value your event
- Improving interaction between Exhibitors and Attendees
- Measuring the impact of components used together and separately
- Challenging your "gut" feelings by experimenting
- Examining samples of best practices in design and execution

Essential Learning Components (ELCs):

Which elements of my event are working and which aren't? This Seven-Step Plan Helps You Decide!

1. Gain more value from the audience by improving your floor-plan layout.
2. Learn what the purchase experience is and how to change elements of the event to drive the highest possible number of contact interactions and sales.
3. Step outside your comfort zone to experiment with factors in the event space to determine which items attract attendees and move them through the event efficiently.
4. Isolate items that attract attendees into the event spaces and eliminate those that fail to drive contact.
5. Make existing metrics actionable and use measurements to build a model linked to econometric measures like ROI and lifetime value.
6. Examine best practices aimed at improving Exhibitor execution and attendee consumption of the event.
7. Identify key elements of the event space and evaluate the message being delivered by the event and exhibitor behavior.

Martin P. Smith, President, founded ethnoMETRICSsm Corp. as a six sigma based research and analysis firm committed to providing measurement driven customer solutions to business applications. His main areas of focus are marketing factors that influence the purchase experience down to the consumer level and pricing.

Mr. Smith attained the level of Six Sigma Master Black Belt and as such is an expert in analysis and experimentation in complex, chaotic environments.

He has helped corporations develop disciplined marketing, sales, pricing and promotions processes in an effort to increase value, drive revenue higher and therefore maximize ROI. These endeavors have resulted in hundreds of millions of dollars in revenue generation and savings which have been meticulously documented.

He has extensive experience increasing quality due to his view of transactional venues as products produced in the "corporate factory" that affect the reference value of consumers and attendees as they move through their purchasing decisions.

He has a BS in Mechanical Engineering from Illinois Institute of Technology.

He is the recipient of the 2006 ISBM Academic Practitioners award at the Kellogg Business School for work related to Bayesian and Markov Modeling in event venues. In addition he has written several papers on topics including; The pricing factory, uses of FMEA in the marketing world, capital abuse in allowance spending, force fields and other display barriers. The fundamental laws of event exhibiting.

Finally his corporation work has been displayed in; **"9 Simple Fixes, 10 Times the SALES"** –(September 2005 Exhibitor Magazine by Charles Pappas), **"Seven Sneaky Ways Exhibit Staff Sabotages Your Booth"** –(Nov. 2005 Exhibitor Magazine by Charles Pappas), **"Metrics, ROI and Videotape"** –(March 2006 Corporate Event Magazine)

Mr. Smith can be contacted by phone at 269-209-3335, or by email at marty@ethnometrics.org and his written works are available on

1:15 – 3:15 PM TRADE SHOW

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2007 EDUCATIONAL CONFERENCE AND TRADE SHOW

1:15 – 3:15 PM TRADE SHOW – PLANNERS & EXHIBITORS ONLY

1:30 – 3:00 PM BREAKOUT SESSION FOR SUPPLIERS

3:45 – 4:45 PM POWER HOUR – 2 BREAKOUT SESSIONS

1:30 – 3:00 PM BREAKOUT SESSION FOR SUPPLIERS

Supplier Session

THE STATE OF THE INDUSTRY FOR HOSPITALITY SALES PROFESSIONALS IN 2007



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Guaranteed to be a dynamic session, HSMIAI, Mile High Chapter is proud to sponsor a panel discussion of issues, trends and realities facing sales PROFESSIONALS in the hospitality industry today. We have an outstanding group of panelists including Fran Brasseux, Executive Vice President of HSMIAI Int'l, Ilene Kamsler, CAE, President of the Colorado Hotel & Lodging Association, Tim Litherland, CMP, Director of Sports & Group Sales for the Denver Metro Convention & Visitors Bureau and our moderator Barb Taylor Carpender, CMM of Taylored Alliances & recipient of the 2005 MIC of Colorado Industry Leadership Award. This will be an INFORMATIVE AND interactive session covering the view from sales AND operations ON THE trends that are impacting us today!



*Fran Brasseux,
Executive Vice President of
HSMIAI Int'l*



*Ilene Kamsler, CAE,
President of the Colorado Hotel
& Lodging Association*



*Tim Litherland, CMP, Director of
Sports & Group Sales for the Denver
Metro Convention & Visitors Bureau*



*Barb Taylor
Carpender, CMM of
Taylored Alliances*

3:45 – 4:45 PM POWER HOUR

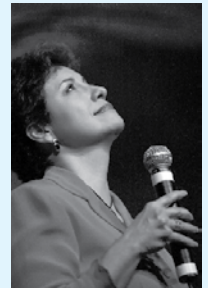
June Cline

Open Heart Communications

RESILIENT THINKING...

MOVING THROUGH CHANGE

WITH LAUGHTER



We want things to change...but we don't want them to be different. Or, we want things to be different but we don't want them to change. Insanity? That's exactly what change can feel like. Instead of letting change drive you nuts, let June Cline provide you with solid solutions to move through change with perspective and laughter. Through her fun and interactive keynotes and workshops, June offers stories, powerful strategies, insights and humor "how to's" for moving through change with resilient thinking. It's how we choose to think that makes or breaks our sanity.

Dave Taylor

PUBLICIZING YOUR EVENT

ONLINE

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From social networking sites like MySpace to blogs, gaining visibility for your upcoming events in the online world is changing faster than you can imagine. In this dynamic session, online expert Dave Taylor will share some of his best tips and tricks for making your events more visible, your event information sites more easily found in search engines, and creating a buzz that will help drive attendees to your web site and event.

4:45 – 5:30 PM

**RECEPTION/DOOR PRIZES AND
ENTERTAINMENT**

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The image displays two overlapping screenshots of web browsers. The top browser window shows the DiabetesConnect.org website, which is the ADA's 2006 Scientific Sessions webcasts page. It features a navigation menu on the left, a search bar, and promotional text for the 67th Annual Scientific Sessions Webcasts Collection. The bottom browser window shows the HP OpenView website, specifically the 'Conference Sessions Archive' section, which displays a grid of slide thumbnails. A large, black, starburst-shaped graphic is overlaid on the right side of the screenshots, containing the text: 'FREE Web Access To All Available Content For 90 Days!'.

CAI is once again proud to sponsor its archiving services for the benefit of MIC attendees.

As a reminder, each attendee will have 90 days of unlimited access to all of the captured content from the 7th Annual MIC of Colorado Annual Meeting and Tradeshow.

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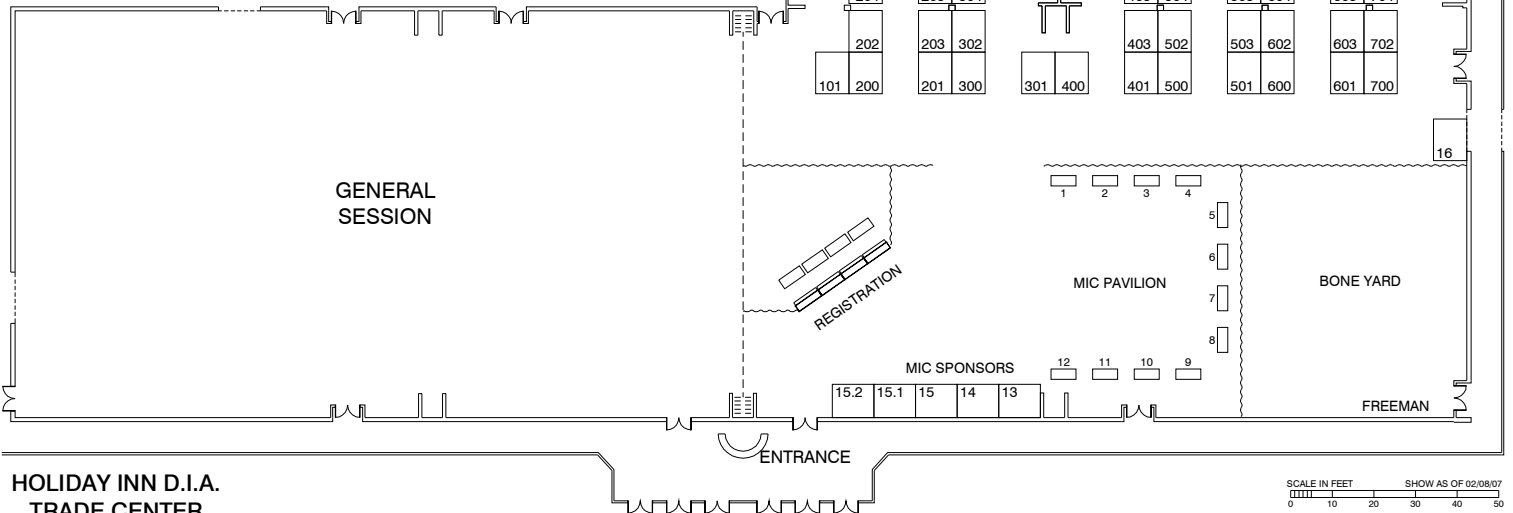
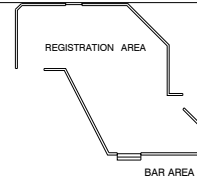
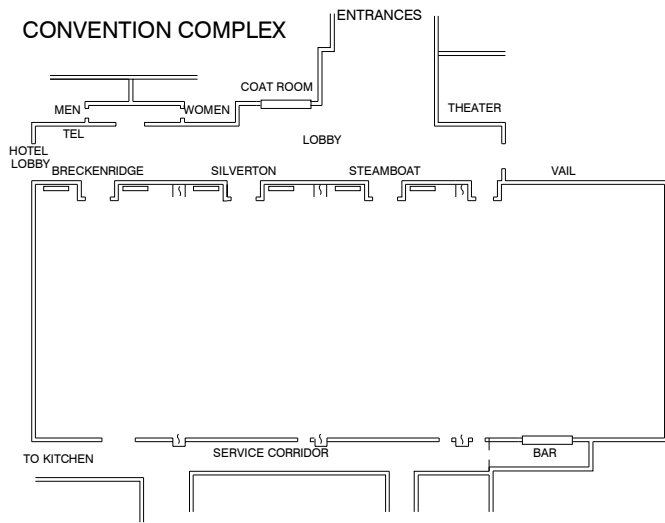
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