Meetings Industry Council of Colorado

2007 Educational Conference and Trade Show

Holiday Inn DIA
John Q. Hammons Convention Center
Denver, Colorado
March 21, 2007

Produced by:
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When you meet in Ontario, you’re surrounded by the best of Southern California. Just minutes from the beaches, mountains, wineries and Disneyland, Ontario offers countless diversions for pleasure-seekers. And with over 200 non-stop daily flights from major hubs, expansive state-of-the-art meeting facilities and more than 2500 convenient hotel rooms, there is plenty for those looking to get down to business.

*For more information, visit us at www.ontariocc.com or call 800-455-5755*
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 Works
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)

Presentation Skills: How to Present Your Ideas with Power, Punch and Pizzazz
Sue Hershkowitz-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
Breakout Session for Suppliers
The State of the Industry for Hospitality Sales Professionals in 2007
Fran Brassey; Ilene Kaments, CAE;
Tim Litherland, CMP; Barb Taylor Carpenter, 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
Have you seen downtown Fort Worth lately?

If not, prepare to be amazed. Practically the entire downtown area has been totally transformed, creating an urban oasis that’s both dazzling and delightful. Everything your attendees need is within walking distance of the Fort Worth Convention Center, from food to fun to entertainment. And with new and renovated hotels opening, the best is yet to come.

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INVESCO FIELD at Mile High.com
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 Works

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!

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

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

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

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
Formed by the merger of three industry-leading companies—Conferon, ExpoExchange and ITS—Experient™ is more than a name. Our legacy, broad experience, established relationships and peerless buying power combine to form the only company that creatively and conveniently delivers the total event experience for event organizers, attendees and exhibitors.

We deliver start-to-finish services that encompass:

- Event Management
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- Marketing Consultation
- Lead Retrieval, and more.

For more information on any of our products or services or how we can perfect your event experience, please visit our Web site at www.experient-inc.com or contact Amy Munn at 866-516-1461 or amy.munn@experient-inc.com.

Customized solutions from Experient.  
We take care of the details of your event.  
You concentrate on your core business.
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.

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.

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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ConferenceDirect Rocky Mountain Regional Team

A single telephone call or email gives our clients “one stop shopping” access to a wide array of meeting and convention resources. Please call a member of our team to discuss your meeting needs.

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Why call anyone else? ConferenceDirect is your solution for cost-effective results. When it comes to site selection/contract negotiation, conference management, housing and registration, meeting management technology, or any other aspect of your meeting or event, ConferenceDirect makes meeting planning simple.

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To plan an unforgettable meeting experience, contact Annemarie Heidbuchel at Tourisme Québec
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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**
ethnoMETRICSsm Corp.

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:

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**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
Inverness Hotel and Conference Center
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Supplier Session

The State of the Industry for Hospitality Sales Professionals in 2007

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Guaranteed to be a dynamic session, HSMAI, 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 HSMAI 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!

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

Sponsored by:

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.
Introducing, eKatius™, the electronic publishing platform from Conference Archives, Inc.

eKatius™ is a new way of managing your captured content and for publishing that content in a media-rich format on the Internet.

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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.

This includes the audio and visual information shared with the entire audience, and any supporting documents provided by the talented speakers assembled at this year’s event.

Please visit our booth to learn more about the services we’re providing here for the MIC of Colorado, and through eKatius™, our flagship publishing solution.

Call us or visit our website today to learn how you can use the meeting industry’s premier content capture and media delivery provider!

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Did you know that many of the top speakers in the world are right here in your backyard? And they’re members of the National Speakers Association’s Colorado chapter. Which means finding terrific speakers for your next event is as easy as going to NSA/Colorado’s website at www.nsacolorado.org. Whether you’re looking for an inspiring keynote speaker, several high-content breakout session leaders, a polished, professional emcee or an experienced facilitator, www.nsacolorado.org will make your job fast and easy.

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**Save Money**

Because all our speakers are local, you’ll save thousands of dollars on travel expenses. That’s money you can spend elsewhere on your event or simply boost your event’s bottom line!

**NSA/Colorado members are:**

- **Experts** — Best-selling authors, corporate executives, health-care professionals, media insiders, educators, actors, technology gurus, athletes and business leaders of all types. Which means they have a wealth of real-world information to teach your people.
- **Eloquent** — Not only do they know their stuff, they know how to communicate it with style, humor and passion. Your audience will never have to suffer through another dry, boring presentation again!
- **Experienced** — They’ve logged thousands of hours on the platform, so you don’t need to worry about how they’ll perform. They also know how hard your job as a meeting planner is and they know how to help you make your event a huge success.
- **Ethical** — Every one agrees to abide by our code of ethics, so you know you can trust them, on the platform and off.

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Upcoming Events

MARCH 30, 2007
“Back Packs to Briefcases” - Moving future Meeting Professionals International Rocky Mountain Chapter Student Leaders into the Workplace.

APRIL 19, 2007
Roundtable Topics - guided by members’ feedback from last year’s Roundtable Topics programs.

MAY 17, 2007
Green Meetings & What Impact It Has On Our Industry - Amy Spatrisano

JUNE 6, 2007
MPI/PCMA 3rd Annual Golf Tournament - Green Valley Ranch Golf Club

JUNE 21, 2007
Annual Awards Gala

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<<Booth Number>>  <<Company>>  <<Address_1>>  <<Address_2>>  <<City>>, <<Region>>  <<postal_Code>>
<<first_Name>>  <<last_Name>>  <<Phone>>  <<Phone Ext.>>  <<Email_Address>>
Christian Meetings and Convention Association

Colorado Festivals and Events Association

Colorado Society of Association Executives

“To support association executives in the ongoing pursuit of knowledge, wisdom and continued professional excellence.”

Denver Metro Convention & Visitors Bureau

Hospitality Sales and Marketing Association International

International Association for Exhibition Management

International Special Events Society - Denver Chapter

Meeting Professionals International Rocky Mountain Chapter

National Speakers Association

Professional Convention Management Association

Rocky Mountain Business Travel Association

The Society of Government Meeting Professionals
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