

MIC

10
YEARS

of Colorado



Meetings Industry Council of Colorado
10th Anniversary Educational Conference and Trade Show

DENVER, COLORADO

WEDNESDAY, MARCH 17, 2010

SHERATON DENVER DOWNTOWN HOTEL

WWW.MIC-COLORADO.ORG



PROGRAM OVERVIEW

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

8:30 – 9:45 AM - CONCURRENT BREAKOUT SESSIONS

HOW TO NEGOTIATE HOTEL GROUP SALES

CONTRACTS IN TODAY'S ECONOMY I

Steve Rudner

THE ECONOMY: RECESSION AND RECOVERY

Mark Snead, PhD

ETHICS - A DISCUSSION IN SHADES OF GRAY

Terri Breining, CMM, CMP

LEADERSHIP DEMONSTRATED IN CHALLENGED TIMES –

SNAPSHOTS OF SUCCESSES ACHIEVED AGAINST THE ODDS

Tim W. Jackson, CAE, CMP

CREATING EVENTS THAT ATTRACT SPONSORS

Skye Griffith, CFEE

9:45 – 10:00 AM - BREAK

10:00 – 11:15 AM - CONCURRENT BREAKOUT
SESSIONS

HOW TO NEGOTIATE HOTEL GROUP SALES

CONTRACTS IN TODAY'S ECONOMY II

Steve Rudner

WINNING IN THE FEDERAL MARKETPLACE

Chip Smith

**CSR/GREEN MEETING METRICS: ACCOUNTABILITY,
MEASURABILITY AND ROI**

Amanda Gourgue, CMP, LEED AP

**BUILDING A STRATEGIC MEETINGS MANAGEMENT
PROGRAM**

Tamara Gordon

TOP FIVE WAYS TO GROW YOUR BUSINESS

Colleen Stanley

11:30 AM – 1:30 PM - LUNCH/KEYNOTE

EMCEE - SCOTT FRIEDMAN, CSP

**EVEREST, MEETINGS AND OTHER LIFE THREATENING
ADVENTURES**

Brian O'Malley, CSP

1:30 – 3:30 PM - TRADE SHOW - PLANNERS &
EXHIBITORS ONLY

1:45 – 3:15 PM - BREAK OUT SESSION FOR
SUPPLIERS

**PROVIDING GREAT SERVICE: GETTING INSIDE THE
CUSTOMERS HEAD**

David Corsun, PhD

**PANEL DISCUSSION: SECRETS TO SUCCESS WITH
MEETING PLANNERS**

Moderator - Dean Savoca

Cari A. "Cas" Strouse, CMM, CMP

Claudia Randall

Debra A. Beldon, CMP

Steve Kinsley

3:30 – 3:45 PM - BREAK

3:45 – 4:45 PM - POWER HOUR (2)

**PANEL DISCUSSION - THE APPLICATION OF NEW
MEDIA TECHNOLOGY TO MEETINGS!**

Moderator - Gina Schreck CSP

Jim Turner

Lucretia Pruitt

John Kanarowski

Amber Naslund

**LAUGH-O-NOMICS - THE FUNNY BUSINESS OF
CONNECTING HAPPINESS AT WORK TO YOUR BOTTOM
LINE**

Brad Montgomery, CSP

4:45 – 6:00 PM - RECEPTION/DOOR PRIZES AND

ENTERTAINMENT ON THE TRADESHOW

FLOOR OPEN TO ALL ATTENDEES

Speakers/topics are subject to change .

Photo Credits ~ Cover: Bob Ashe; Background: Ron Ruhoff
for VISIT DENVER... The Convention & Visitors Bureau

To register go to www.mic-colorado.org • Register by 3/5/10 for Reduced Rates:

Planners (not a planner for a supplier company): \$99 • Students (must be full time student with 12 hours per semester): \$75 • Additional Exhibitors with Booth: \$109 • Power Hour and closing reception Only: \$49 • Suppliers not Exhibiting: \$125 (Will not be admitted on Trade Show Floor until the Reception)

MIC of Colorado Phone: 720.733.8000 • Fax: 720.733.8999 • Email: mic@rmecllc.com

LUNCHEON KEYNOTE ~ 11:30 AM - 1:30 PM

EVEREST, MEETINGS AND OTHER LIFE THREATENING ADVENTURES

Brian O'Malley, CSP

Today's ever-changing business environment requires people to go where they have never been before. By applying the skills of an adventurer you will gain a new perspective on your professional challenges and opportunities.

Brian O'Malley's keynotes are a powerful blend of artistry and adventure. His multi-media presentations have entertained, inspired and energized audiences such as; The Washington Post, IBM, Kodak, State Farm, Nordstrom, Merck, National Geographic, Wells Fargo and hundreds more around the world.

Stories fueled by his career experience as an expedition leader, Paramedic, Firefighter, SWAT Team officer and Wish Grantor; Brian will take you on a journey

that will inspire you to face your own Mt. Everest.

Brian has the unique ability to connect with an audience on a very personal level and meeting planners' say, "This is the one program you do not want to miss."

WWW.BRIANOMALLEY.COM

WWW.ADVENTURESPEAKING.COM



THE LUNCHEON IS EMCEED BY MIC CO-FOUNDER AND
NSA COLORADO MEMBER
SCOTT FRIEDMAN, CSP

Keynote is sponsored by



DESTINATION
HOTELS & RESORTS

Lunch is sponsored by



Feel a sense of belonging from the moment you arrive and discover the casual elegance of downtown Denver as the **Sheraton Denver Downtown** places you in the heart of the city and within steps of the 16th Street Pedestrian Mall, a mile long tree lined promenade featuring outdoor bistros, restaurants, microbreweries, shopping and entertainment.

Explore the history and culture of Denver. Our landmark hotel designed by world renowned architect, I.M. Pei is just minutes away from the Denver Art Museum and Colorado's State Capitol. Turn up the excitement and take the complimentary Mall Shuttle to see the Denver Nuggets, Colorado Avalanche, Denver Broncos and Colorado Rockies.

The Sheraton Denver Downtown Hotel surrounds you with genuine hospitality and delight. Relax in the comfort of guestrooms featuring crisp, white **Sheraton Sweet Sleeper Beds** and sweeping Rocky Mountain views. Upgrade your experience to a Club Level Floor with exclusive access to Sheraton's premier Club Lounge. Revitalize at our **Core Performance Fitness Center** and year round heated outdoor pool. Socialize in our vibrant lobby with ample space to spread out, oversized chess boards to play and our unique Link @ Sheraton connectivity center. Unwind at the hip 16MIX, traditional Irish Pub Katie Mullen's or feel at home in 1550 Restaurant & Lounge.

Meet with brilliance. Events both intimate and grand shine within 133,000 square feet of spectacular ballroom and meeting space. Our seasoned culinary team will accent the experience with cuisine that will exceed expectations. It is no wonder the Sheraton Denver Downtown is the preferred destination for dignitaries and the city's most elite social events.

Whether traveling for business or pleasure, the **Sheraton Denver Downtown** helps you stay connected with what truly matters.

NEW for 2010!!!

Meetings Week

The Meetings Industry Council of Colorado (MIC) is excited to announce a new week long line-up of events to coincide with the 10th Anniversary of the MIC Educational Conference and Tradeshow. In an effort to provide more ROI for our supplier partners and more education for our meeting and event planners we have expanded this one day conference to include numerous special events throughout the week.

The MIC Annual Conference is the Rocky Mountain Region's premier event for the meeting planning community. As such, MIC attracts local as well as national planners and suppliers. Increased networking opportunities will allow for information sharing which couldn't be more important than in today's economic climate.

Consider taking advantage of this opportunity and assist us in building what is sure to become an annual tradition.

Sincerely,
Ken Williams, MIC Chair

Meetings Week Agenda

Monday, March 15, 2010 – 5:30 to 8:00PM

Kick Off Event - Colorado Meetings and Events Magazine
"Best Of" Awards Event hosted by Kevin Taylor Catering at the Denver Art Museum

Tuesday, March 16, 2010

Supplier Partner Sponsored Events

MIC VIP Reception – 5 to 7pm

Coors Field

Wednesday, March 17, 2010 – 8:30 am to 6:00 pm

Signature Event ~ MIC of Colorado 10th Anniversary

Educational Conference and Tradeshow

Sheraton Denver Downtown Hotel ~ (7:30 am registration)

Thursday, March 18, 2010

Supplier Partner Sponsored Events

Friday, March 19, 2010

Venue Open Houses throughout the Metro Area from 9am to 4pm

Please Note:

By registering for the MIC conference, you are not automatically registered for these ancillary events. Please see specific event details for each Meetings Week Event. Thank you for being a part of this exciting week!



www.mic-colorado.org

follow us on twitter

The 10th Anniversary Educational Conference and Trade Show will be held on March 17, 2010. MIC of Colorado will host over 100 exhibitors and approximately 600 meeting and event professionals, association executives and industry suppliers from the Rocky Mountain Region.

Venue

The Sheraton Downtown Denver Hotel
1550 Court Place, Denver, CO 80202, Phone: (303) 893-3333

Internet Booking for Groups

Reservations can be made online: www.mic-colorado.org.

The cut off date for this room block is March 2, 2010. Reservations made after 5:00p.m. (MST) on this date will be accepted at the hotel's prevailing rates.

Registration is at www.mic-colorado.org

Early bird registration Deadline is March 5, 2010.

Cancellations

Conference registration cancellations received by March 5, 2010 will receive a full refund less a \$20 handling fee. Cancellations received after March 5, 2010 are not refundable. We suggest that you send a substitute in your place.

Please submit all cancellations in writing via fax, email or mail to the MIC conference office at:

8155 Briar Cliff Drive, Castle Rock, Colorado 80108-8215

Fax: 720.733.8999 or Email: mic@rmecllc.com

1ST CONCURRENT BREAKOUT SESSION 8:30 AM - 9:45 AM

HOW TO NEGOTIATE HOTEL GROUP SALES CONTRACTS IN TODAY'S ECONOMY

Steve Rudner

Attorney at Law, Rudner Law Offices
www.hotellawyers.com

Are you still working with attrition concepts and clauses that were written twenty years ago? The marketplace, the negotiating table and the courthouse all dictate what our contracts should provide, and each of them have changed considerably.

Session one will cover changes in attrition, cancellation, credit for rooms resold, credit towards rebooking and revenue vs profit.

THE ECONOMY: RECESSION AND RECOVERY

Mark Snead, PhD

Regional Economist Assistant VP
and Branch Executive, Reserve of
Kansas City Denver Branch
www.kansascityweb.org

The current global economic downturn is the most severe in seventy years. The responses of Congress and the Federal Reserve have been unprecedented in their magnitude. Amidst these unparalleled economic times lie many unanswered questions about where the economy may be headed. This we know for certain, our economy is traveling in uncharted waters.

ETHICS - A DISCUSSION IN SHADES OF GRAY

Terri Breining, CMM, CMP

Principal

The Breining Group, LLC

All of us that live outside of a cave will deal with ethical dilemmas from time to time. This program focuses on the personal elements of making decisions that are appropriate for us personally and professionally. Explore the tools available when faced with tough decisions, both in business and in everyday life. After participating in this session, you will be able to:

- Use specific decision-making tools when faced with an ethical dilemma.
- Identify elements involved with ethical questions.

LEADERSHIP DEMONSTRATED IN CHALLENGED TIMES - SNAPSHOTS OF SUCCESSSES ACHIEVED AGAINST THE ODDS

Tim W. Jackson, CAE, CMP

Executive Director, Colorado Automobile Dealers Association
www.coloradodealers.org

This fast-paced, action-packed session features examples of leadership provided by entrepreneurs in the face of emerging economic, ethical and business-survival issues. The recession that gripped the nation beginning in late-2008 was the worst on record since the great depression. Investors, workers, risk-takers, capitalists and all Americans faced never-imagined challenges, yet most rode the storm out with vision, optimism and new-found strengths. Most often, the closest people around them didn't recognize the turmoil boiling within. How did they do it? Their example represent the capacity of human abilities that most never have to utilize nor, often, are not aware they were capable of reaching such heights.

CREATING EVENTS THAT ATTRACT SPONSORS

Skye Griffith, CFE

President, Skyline Talent &
Events Inc
www.skylineusa.com

Whether your event is for a handful of people or for thousands, an indoor social event, a fundraiser or a large public celebration, the principles of good event design are the same. Learn an event design strategy that makes the event itself a draw for sponsorship.

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ROCKY MOUNTAIN
CHAPTER
MPI



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NSEE



2ND CONCURRENT BREAKOUT SESSION 10:00 AM - 11:15 AM

HOW TO NEGOTIATE GROUP SALES CONTRACTS IN TODAY'S ECONOMY II

Steve Rudner

Attorney at Law, Rudner Law Offices
www.hotellawyers.com

Are you still working with attrition concepts and clauses that were written twenty years ago? The marketplace, the negotiating table and the courthouse all dictate what our contracts should provide, and each of them have changed considerably.

Session two will cover changes in force majeure, change in ownership or management, renovation and construction, lowest rate guarantee and others.

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WINNING IN THE FEDERAL MARKETPLACE

Chip Smith

Vice President, Government Markets, Experient
www.experient-inc.com

While the Federal government touts "full and open competition" for any opportunity, the reality is you need a combination of proper positioning to win the deal and also following proper contract protocols.

This session is designed to provide you with an overview of the knowledge and needed resources to sell to the Federal government.

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CSR/GREEN MEETING METRICS: ACCOUNTABILITY, MEASURABILITY AND ROI

Amanda Gourgue, CMP, LEED AP

Chief Meeting Revolutionist, Start a Meeting Revolution
www.startameetingrevolution.com

Many of us are now familiar with the need for greener meetings and events. We've had basic education in what we should be doing to green our meetings, but now what? Where do we go

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MIC OF COLORADO

10TH ANNIVERSARY EDUCATIONAL CONFERENCE AND TRADE SHOW

Wednesday, March 17, 2010

www.mic-colorado.org

720.733.8000 • mic@rmecllc.com

Early Bird Rates End 03.05.10

from there? If you're struggling with how to build the business case for green events or how and what to measure to demonstrate ROI, then this is the course for you. This course is most suitable for those familiar with CSR/Green concepts and will go into more detail on the execution of fundamentals. However, beginners are more than welcome and will certainly benefit from the knowledge too! Outline of Content: Green Event Measurables - what can be measured? Composting, recyclables, Water Conservation, Energy Efficiency, How to measure it? Accountability - how to ensure what's being said is what's actually done. Certifications, ReSport, BS8901, Eco-Logo. Is self-certification an option? Auditing by independent agencies, ROI. Steps to determining ROI: What is the reason for even holding a green event? What are the specific needs for establishing ROI? What are the best means of measuring ROI?

BUILDING A STRATEGIC MEETINGS MANAGEMENT PROGRAM

Tamara Gordon

Director, Travel, Meetings, Fleet, Boston Scientific
www.bostonscientific.com

Drawing from the Strategic Meetings Management Program (SMMP) framework learn how to build the right business case, identify quick wins, and how to start your company's SMMP implementation. Learning objectives include identify opportunities & risk, building a business case, determining the right approach for your environment, and a step-by-step SMMP implementation.

TOP FIVE WAYS TO GROW YOUR BUSINESS

Colleen Stanley

President, SalesLeadership, Inc.
www.salesleadershipdevelopment.com

It's not who you know....it's who you contact. A business development plan is like a well designed financial portfolio. You need to be clear on your goals, be willing to do what it takes to reach the goal and have a plan with success benchmarks. The plan must be accompanied by influence skills that move contacts to clients.

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10th Anniversary Educational Conference and Trade Show



REGISTRATION IS OPEN AT WWW.MIC-COLORADO.ORG

SUPPLIER BREAKOUT SESSION ~ 1:45 PM - 3:15 PM

PROVIDING GREAT SERVICE: GETTING INSIDE THE CUSTOMERS HEAD

David Corsun, PhD

Director & Associate Professor, Daniels College of Business, School of Hotel Restaurant and Tourism Management
www.daniels.du.edu

In this engaging workshop Dr. David Corsun, the Director of The University of Denver, Daniels College of Business, School of Hotel, Restaurant and Tourism Management will discuss the characteristics of service and how understanding your customers will help your staff produce customer delight.



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SECRETS TO SUCCESS WITH MEETING PLANNER

Dean Savoca (Moderator)

Performance Consultant, Trainer, Executive Coach & Keynote Speaker

Cari A. "Cas" Strouse, CMM, CMP

Meeting & Events Director, CH2M HILL

Claudia Randall

Marketing Manager for Acquisition Marketing & Market Development at MGMA

Debra A. Beldon, CMP

Vice President, Strategic Account Management, Expert

Steve Kinsley

President, Kinsley

Have you ever lost business and wondered why? Have you ever wondered how do I get in the door of a meeting planner to get an opportunity? Do you wish you knew the formula of how to build relationships with meeting planners to get long-term business? Here is your chance! Come hear a distinguished group of meeting planners share:

- How to get my attention
- What to do and not to do to get my business
- How to respond to an RFP
- How we make decisions and chose vendors
- How associations work and who are the real decision makers
- How to best position your company to build a long lasting relationship.

Don't miss this opportunity to get a behind the scenes view of the meeting planner and get that burning question answered!



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POWER HOUR ~ 3:45 PM - 4:45 PM

PANEL DISCUSSION - THE APPLICATION OF NEW MEDIA TECHNOLOGY TO MEETINGS!

Gina Schreck, CSP (Moderator)

President & Co-founder, Synapse 3Di

Jim Turner

Social Media Director & Conference Director, BlogWorld & New Media Expo

Lucretia Pruitt

Director of Social Media, Collective Bias

John Kanarowski

President of Zerista

Amber Naslund

Director of Community, Radian6

Facebook, Twitter, LinkedIn, Plaxo, Flickr, Tweetdeck, hashtags - We hear these terms everyday in our work and social circles. As meeting professionals, it is clear that there's something to the social media arena - but how does it apply to meetings? Join our panelists for a lively investigation of new media relevance to the meeting industry. Our moderator and panelists are current benefactors of new media in to their businesses and will help us understand how we can begin to do the same. Real-time application of technology to meetings - get on Twitter now and you can engage in the conversation, send us your questions, comments and rants by adding this "tag" in each tweet: #mic10. We will also be streaming the session live via the web so be sure to keep an eye out for additional information.



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LAUGH-O-NOMICS - THE FUNNY BUSINESS OF CONNECTING HAPPINESS AT WORK TO YOUR BOTTOM LINE

Brad Montgomery, CSP

President, Brad Montgomery Productions
www.bradmontgomery.com

A laugh-out-loud funny program that reminds of the connection between levity, lightheartedness and humor and our bottom line. Think happiness can help YOU get what you want? So do we... come ready to laugh and learn how humor can make you better.



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Registration is available for those that only wish to attend the Power Hour and closing reception on the Trade Show floor from 4:45 - 6:00 pm for \$49

Join the entire Colorado meetings and events industry at the Sheraton Denver Downtown Hotel for the 10th Anniversary MIC Conference, produced by the twelve member associations of the Meetings Industry Council of Colorado.

This dynamic conference offers a full-day's educational package, speakers showcase and trade show... and is **THE** signature event for meetings and events professionals in the Rocky Mountain West.

Sponsored and Produced by:

- Christian Meetings and Convention Association
- Colorado Festivals and Events Association
- Colorado Society of Association Executives
- VISIT DENVER...The Convention & Visitors Bureau
- Hospitality Sales and Marketing Association International - Denver
- International Association of Exhibitions and Events - Rocky Mountain Chapter
- International Special Events Society - Denver Chapter
- Meeting Professionals International - Rocky Mountain Chapter
- National Speakers Association - Colorado
- Professional Convention Management Association - Rocky Mountain Chapter
- Rocky Mountain Business Travel Association
- The Society of Government Meeting Professionals - Rocky Mountain Chapter



Meetings Industry Council of Colorado
10th Anniversary Educational Conference and Trade Show

MEETINGS INDUSTRY COUNCIL OF COLORADO
c/o RMEC

8155 BRIAR CLIFF DRIVE
CASTLE ROCK, CO 80108-8215

WWW.MIC-COLORADO.ORG

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2010 MIC GOLD SPONSORS



All sponsors listed are as of 2.19.10

2010 MIC SILVER SPONSORS

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- Travel Alberta
- Vail Valley Partnership, The Chamber and Tourism Bureau

2010 MIC BRONZE SPONSORS

- Artistic Promotions
- CasaBlanca Resort
- Christian Meetings & Convention Association (CMCA)
- Cheyenne Mountain Resort
- Colorado Convention Center
- Colorado Festivals & Events Association (CFEA)
- Colorado Society of Association Professionals (CSAE)
- Denver Merchandise Mart
- Destination Quebec - Tourism Quebec
- Experient
- Hospitality Sales and Marketing Association International (HSMIAI)
- International Association of Exhibitions and Events (IAEE)
- International Special Events Society (ISES) Denver Chapter
- Little Eden Landscaping
- Meeting Professionals International (MPI) Rocky Mountain Chapter
- Myrtle Beach Convention Center
- National Speakers Association (NSA) Colorado
- Professional Convention Management Association (PCMA) Rocky Mountain Chapter / HelmsBriscoe
- Rocky Mountain Business Travel Association (RMBTA)
- Society of Government Meeting Professionals (SGMP)
- Yellow Cab, SuperShuttle and ExecuCar

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Events Aloud Better.

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