



## MAC 2010 Agenda

### Sunday, March 21, 2010

(Continuous shuttle service from the Cincinnati Marriott North to Savannah Center and return to the Marriott between 5:00pm and 9:30pm)

12:00pm – 5:00pm Exhibitor Set Up at Savannah Center

1:00pm – 5:00pm Registration Opens (at Marriott)

2:00pm – 2:30pm The Power of Being Organized: Top 10 Tips & Products (at Marriott)

*By Stephanie Denton and IKEA*

Get inspired, connect with your peers, and learn the secrets of an award winning organizer, followed by a shopping trip to IKEA for the hottest new products. Stephanie Denton, personal productivity consultant and author of the top-selling book *The Organized Life: Secrets of an Expert Organizer*, will present key organizing tips and products from IKEA for “A better life at work”. Join us for this fun and enlightening networking event. The presentation will begin at 2 PM at the Cincinnati Marriott North and shoppers will then depart for IKEA at 2:45 PM, returning at your leisure before for the First Time Attendee and Opening Receptions.

2:30pm – 4:00pm IKEA Time



4:30pm – 5:30pm First Time Attendee Reception (at Marriott)

*Sponsored by Cincinnati Marriott North*

Don't miss the MPI MidAmerica New Attendee's Orientation and Welcome on Sunday March 21, 2010 at 4:30 pm. This is an opportunity for you to meet other first-time attendees, be paired with a veteran MPI member, have a snack, and learn more about MPI. The best part of the orientation is you can sign up to have a buddy for the conference - use your buddy as much or as little as you would like during the conference for meal times, networking events, or to help you navigate the breakout sessions.



5:30pm – 7:00pm Registration Opens (at Savannah Center)

5:30pm – 9:00pm Silent Auction Open

You don't want to miss an opportunity to bid on items such as a 2 night stay with breakfast at Hawks Cay Resort in Key West, FL.

6:00pm – 9:00pm Opening Reception (Savannah Center in Mercer Room)

*Sponsored by the Savannah Center*

We plan to have an “Around the World” wine tasting event, with wine and food stations from 7 different countries. There will also be a dessert station with accompanying wines, an ice sculpture / raw seafood bar, with a *cash bar* available the entire evening. At the other end of banquet hall, casino gaming tables will be available with prizes awarded to the top winners. A live band will be on hand to play a variety of current music mixed in with some jazz. We will also provide Valet Parking.



**Transportation provided from Marriott to Savannah Center.**



Monday, March 22, 2010

(Continuous shuttle service from the Cincinnati Marriott North to Savannah Center and return between 7:00am and 6:00pm)

7:00am – 8:00am

CMP/CMM Breakfast (at Marriott)

This event will honor those attending who have fulfilled the stringent requirements to obtain their CMP (Certified Meeting Professional designation) and/or CMM (Certified Meeting Manager designation).

This will be a full breakfast with activities to get you going! (Limited to first 50 registrants.)



7:30am – 3:00pm

Registration Open (at Savannah Center)

7:30am – 5:00pm

Silent Auction Open

You don't want to miss an opportunity to bid on items such as a stay at the PGA National Resort & Spa in Palm Beach, FL.

7:30am – 8:15am

Continental Breakfast (Savannah Center)

**Welcome by Conference Emcee, Jon Petz**

8:15am – 8:45am

Opening & Welcome (Magnolia Room)

9:00am – 9:30am

Speaker Showcase 1 (Magnolia Room)

*KEEPING YOUR TEAM IN TUNE*

**Patrick Henry**

What does being in a band have to do with running a successful department, team, or organization? EVERYTHING !! Patrick uses original songs and hilarious stories to show audiences how to achieve peak performance and stand out like a rock star in a room full of karaoke singers. For ten years Patrick Henry was a professional songwriter in Nashville, Tennessee. He now travels the country speaking and performing for audiences showing them how to create distinction within their industry and achieve peak performance. [www.patrickhenryspeaker.com](http://www.patrickhenryspeaker.com)

9:30am – 10:00am

Speaker Showcase 2 (Magnolia Room)

*THE BIGGEST PAYOFF*

**Jeff Peden**

The Biggest Payoff delivers the core fundamentals of what it takes to outperform your competition in customer attraction and retention, growth, and profitability. Jeff Peden has spoken to thousands of people over the last 20-plus years, helping them find success in customer acquisition and retention, developing rewarding relationships with others, and accomplishing goals. While his background is primarily in the business arena, he also has graduate degrees in Training and Development and in Counseling.

[www.jeffpeden.com](http://www.jeffpeden.com)

10:00am – 10:30am

Break



10:30am – 11:30am Breakouts

Lights, Camera, Action...Maximizing Your AV Budget! (Magnolia Room)

*By Brian Monahan, Prestige AV & Creative Services*

When the lights fade, will your audio visual budget “get the hook” or a “curtain call”? Get the inside scoop from Brian Monahan of Prestige AV & Creative Services. Brian takes you step by step through the meeting and event planning, contracting and production process sharing all his best money saving tips along the way. Brian’s extensive experience on all sides of audio visual equation from event producer and technical director to venue sales and services gives him a unique view of all the various issues that can impact your production costs. Register today and let Brian show you how to maximize the value of your audio visual investment.

The 7 Ways to Use Social Media To Create and Promote Buzz-Worthy Events (Georgian I & II)

*By Jay Baer, Convince & Convert*

Social media isn't one thing, it's many things. Learn how to use specific social media tools and tactics to drive awareness of events, create buzz, and make your event live long after its conclusion. Includes up-to-the-minute research on social media and social network demographics, and which social outposts are most attractive to your audience.

(Speaker arranged by Jim Rittenhouse at [McKinney Speakers](#) at 877-468-9370)



The Hidden Rules of Leadership – Four Ideas for World Class Results (Georgian III)

*By Dr. Todd Dewett, Wright State University*

Leadership has been studied and written about for thousands of years, yet we still seem to know little. This powerful idea has become too complex, often too esoteric, and has lost much of its impact in practice. This leadership presentation strips away the complexities and focuses on the simple fundamental ideas that bring leadership to life – backed by organizational science and wrapped in lively stories. Learn why leadership starts with you (not "them"), discover the essence of motivating others and find out the truth about conflict at work. To build your leadership skills and deliver world class results, you have to nail these building blocks of leadership practice.

(Speaker arranged by Diana Hisey at [Event Design International](#) at 877-421-1233)

11:30am – 12:30pm Luncheon

Sponsored by Crowne Plaza  
Louisville & Louisville Convention  
Visitors Bureau



12:30pm – 2:00pm

Drilling for Optimism (Magnolia Room)

*By Steve Rizzo*

In times of economic distress, opportunities don't disappear; they simply manifest in new and different ways. Optimism is the key to being able to recognize these opportunities when they arise. This program examines the real power of optimism as a currency that creates storm-weathering attitudes and allows the flexibility to identify alternate routes to success, even in this severe economic climate.

Only the optimistic survive, and Steve delivers the tools necessary for tapping into the positive reserves within each of us. Prepare to dig deep, and learn why Steve is known affectionately as the “Attitude Adjuster.”

(Speaker arranged by Jim Rittenhouse at [McKinney Speakers](#) at 877-468-9370)



2:00pm – 3:15pm

Breakouts

Leveraging Legal Knowledge during Contract Negotiations-Part 1 (Magnolia Room)

MPI Platinum Program *By Kelly Bagnall*

Negotiation specialist, Kelly Bagnall, will discuss and demonstrate how to better understand key legal concepts and the legal consequences if alterations and amendments are made to “standard” contract language. The session will focus on contract provisions related to insurance, indemnity, reciprocal damages/penalties, choice of law, and various other key provisions. How to reduce the potential loss associated with signing a “risky” event contract will also be presented.

You Can Be a Social Media Rockstar (Georgian I & II)

*By Jay Baer, Convince & Convert*

It's not what you know, it's who you know, and social media makes that more true than ever before. How can you create and manage your online "personal brand" and stay active on Twitter, Facebook, LinkedIn and elsewhere, without it consuming your life? Discover the 5 rules for becoming a social networking smash in this important workshop that will delete your frustration about all things social.

(Speaker arranged by Jim Rittenhouse at [McKinney Speakers](#) at 877-468-9370)

Turning Struggle into Success (Georgian III)

*By Michael Duke, Michael Duke & Associates*

Learn from the coaching legends to turn adverse challenges into victory. Leadership and recruiting expert Michael Duke encourages meeting professionals to redefine what it means to win in an environment of economic and professional adversities. Planners and suppliers both will learn how to reclaim excellence and seek new courage to face the daily challenges of the current meetings industry. In addition, attendees will learn how to stand out in today's meetings job market as careers shift and evolve.

3:15pm – 3:45pm

Break

3:45pm – 5:00pm

Breakouts

Leveraging Legal Knowledge during Contract Negotiations- Part 2 (Magnolia Room)

MPI Platinum Program *By Kelly Bagnall*

Negotiation specialist, Kelly Bagnall, will discuss and demonstrate how to better understand key legal concepts and the legal consequences if alterations and amendments are made to “standard” contract language. The session will focus on contract provisions related to insurance, indemnity, reciprocal damages/penalties, choice of law, and various other key provisions. How to reduce the potential loss associated with signing a “risky” event contract will also be presented.

Living Large with LinkedIn - An Interactive Workshop for the Meeting Professional

(Georgian I & II)

*By Dave Hatter, Libertas Technologies*

As a successful small business owner and avid LinkedIn user with more than 2,300 connections, Dave Hatter of Libertas Technologies has found LinkedIn one of the most powerful tools to advance his business and career. Join Dave as he leads participants in a hands-on exploration of LinkedIn, and bring your questions for an interactive forum about how best to connect with your internal customers and other meeting planners or suppliers, reach out to new clients, and conduct market or organizational research.

**Participants are encouraged to bring their laptops**, and be ready to build their personal and organizational brands!

(Speaker arranged by Jim Rittenhouse at [McKinney Speakers](#) at 877-468-9370)



## How to Market to People Who Are Not Like You: the New Market Segmentation

(Georgian III)

*By Kelly McDonald*

“Marketing fitness” requires the same dedication, discipline and training as any other fitness regime. You have to fuel your marketing plans and initiatives with the right healthy ingredients to achieve top performance. One of the most important issues to address within your marketing plan is the new market segmentation. Our marketing environment has become more complex, and consumers have become more sophisticated. No longer does mass marketing and mass media necessarily fit the bill – putting your message out there as broadly as possible and hoping it will hit a majority of your prospects. Diversity marketing is the new norm, and this doesn’t simply mean racial diversity. Diversity comes in many forms: gender, race, age, lifestage, language preference, religion, sexuality, and hobbies or special interests are all ways in which people’s *differences* are recognized. By recognizing these differences and tailoring your product, message or marketing efforts to reflect consumers’ uniqueness, you are validating the importance of a consumer group. It may seem counterintuitive to focus on *differences* rather than similarities, but that’s where adding a new “exercise” to your routine can really stretch your marketing muscles and bring incremental results.

(Speaker arranged by Jim Rittenhouse at [McKinney Speakers](#) at 877-468-9370)

6:30pm – 9:00pm

Reception at EnterTRAINment

sponsored by the [Butler County Visitors Bureau](#)

All aboard for the Monday evening celebration at EnterTRAINment Junction! On March 22, 2010, you’ll be transported on a nostalgic journey through American Railway

History at the world’s largest indoor train-themed family entertainment center. You will have the chance to walk through the amusement park-themed Funhouse Junction, participate in a scavenger hunt, take a Behind-the-Scenes Tour of the facility, and dine on delicious food and drinks!

Continuous shuttle service from the Cincinnati Marriott North to EnterTRAINment Junction and return between 5:45pm and 9:30pm.



## Tuesday, March 23, 2010

(Continuous shuttle service from the Cincinnati Marriott North to Savannah Center and return between 7:00am and 1:30pm)

7:30am – 9:30am

Registration Open

7:30am – 8:00am

**Silent Auction Open**

You don’t want to miss an opportunity to bid on Coach Bags, or Arts, Family or Sports Packages! Bidding ends at 8am!

7:30am – 8:00am

Continental Breakfast (at Savannah Center)

8:00am – 8:55am

**Connect the Dots to the Industry’s Future** (Magnolia Room)

MPI Platinum Program *By Joan Eisenstodt*

To paraphrase Yogi Berra, “Our future ain’t what it used to be.” Climate change, disasters, economic changes, changing demographics, and immigration are just a few of the issues that impact meetings, workplace, facilities and their services. What will our industry face in the future? How can you anticipate and manage the changes? How can you develop the core competencies that will be needed to work in the industry’s future?

Recommended reading to stimulate thinking for the session. Fast Company (any issue or on the web, <http://www.fastcompany.com>), The Futurist from the World Future Society ([www.wfs.org](http://www.wfs.org)), “A Whole New Mind” by Daniel Pink, and “Hospitality 2010: The Future of Hospitality and Travel.”



9:00am – 9:30am Speaker Showcase 3 (Magnolia Room)

*STOKE THE FIRE WITHIN*

**Charlie Adams**

Charlie Adams is convinced each one of us has a fire within, a desire to reach a steady level of excellence in all we do. "Stoke the Fire Within" is built on insights Charlie gained from thousands of interviews with peak performers in 23 years of covering Positive News at television stations across America. Charlie specializes in setting the tone, energizing the middle, or ending events with a fireball of motivation with the "Stoke the Fire Within" keynote and the popular "How to Build a Positive Attitude and KEEP the Darn Thing!!" breakout. Charlie's background as a Positive News Reporter and Sports Broadcast Journalist at Television Stations across America has led Meeting Planners to trust him with his uplifting message at their events for the past 25 years.

9:30am – 10:00am Speaker Showcase 4 (Magnolia Room)

*HOW TO CONNECT WITH OTHERS REGARDLESS OF AGE, WAGE OR LIFESTAGE*

**Kelly McDonald**

It's getting harder and harder to connect with others because there are so many barriers to connection. Technology is our friend, but also our enemy as we have more and more ways to filter out the information and communication we don't want. So in order to connect with someone, you must learn to tap into relevant belief, values or habits. This presentation will focus on how you can grow your relationships by better understanding your neighbors, co-workers, your clients and the community in which you live and work, today and tomorrow. And that can be hard to do when someone is different from you. Kelly is a marketing and communications expert with specialization in how to market to people not like you. She was rated #1 on the list of "26 Hot Speakers for 2006" by Successful Meetings Magazine.

10:00am – 10:30am Break and Silent Auction Item Pick Up

10:30am – 11:30am Breakouts

Who's Looking Back at You in the Mirror? Ethics in Our Industry (Magnolia Room)

*MPI Platinum Program By Joan Eisenstodt*

Diverging practices and business ethics have always been an issue confronting our industry. Issues concerning, for example, payment of commissions, relationships with vendors, exhibitor booth placement, meeting points or rewards, and other types of non-monetary gifts or items of value, have raised and continue to raise concerns. In this session, we will discuss the issues and topics which can result in "gray areas" as they relate to professionalism and ethics in this industry and thoughts about guidelines for consistency. In advance, audience members are asked to review MPI's Principles of Professionalism (<http://www.mpiweb.org/Archive/0/55.aspx>) and their company's/organization's code of ethics or conduct.

(Speaker arranged by Diana Hisey at [Event Design International](http://www.eventdesigninternational.com) at 877-421-1233)



Pushing Your Vendors: How to get affordable local, organic foods for your meetings and events (Georgian I & II)

By *Greg Christian*, Greg Christian Consulting

As local and federal governments push for standards around sustainable practice and consumers push for the availability of sustainable options in every aspect of their lives, event planners must be prepared to meet these increasing green demands. At the same time, in the current economic climate they must execute these events on budgets that are continually decreasing. One of the hardest aspects of planning a budget-friendly green meeting or event is finding sustainable food that is cost effective. Greg Christian will focus on how to affordably integrate local and organic food and beverage into the menus for those meeting and events. Participants will learn how to get their F&B vendors to provide these foods for them and how to ask for these things in RFPs and RFIs.

(Speaker arranged by Diana Hisey at [Event Design International](#) at 877-421-1233)

11:45am – 1:00pm

Closing Luncheon with *Michael Cerbelli* (Magnolia Room)

**Michael Cerbelli's: Hot Event and Entertainment Ideas 2010 TM**

Fast-Paced Idea Session for the Fast-Paced Event Industry

Michael Cerbelli, President of Special Events for Total Entertainment NY/NJ joins us with his energetic program that has been presented now in over four-dozen cities as he visits corporations, MPI, NACE and ISES chapters with an abbreviated version of the Hot Event & Entertainment Ideas session that just is debuted every year in January at The Special Event Conference.

Cerbelli's program premieres with the new ideas and trends that he has researched and discovered in his globe trotting visits. As an industry pioneer, Cerbelli travels the world helping to produce events by bringing his talent, experience and enthusiasm to every event he touches. Don't miss the action when he presents his latest Hot Event & Entertainment Ideas in a fast-paced and entertaining program. You will leave the session with a complete list of ideas and contact information to put to use in your own amazing events!

(Speaker arranged by Diana Hisey at [Event Design International](#) at 877-421-1233)

1:00pm

Exhibitor Tear Down

**SPECIAL NOTE:**

**You want to make sure you stick around for the Tuesday luncheon because not only is the speaker phenomenal but there will also be door prize drawing for complimentary registrations, complimentary exhibit table, and complimentary room upgrade for MAC 2011. In addition, we will be drawing the winner of the Vendor Card Contest who will receive a French Lick Resort package. You must be present to enter and win.**

Special thanks to Turning Point Audience Response System

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