

MIC

of Colorado



THURSDAY, MARCH 17, 2016

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Meetings Industry Council of Colorado
Educational Conference and Trade Show

COLORADO CONVENTION CENTER, DENVER, COLORADO

~ We asked?

~ You replied...

~ We responded!

Produced by the thirteen MIC Organizations:

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Photo courtesy of VISIT DENVER

3.17.16

WELCOME TO THE 16TH ANNUAL MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EDUCATIONAL CONFERENCE AND TRADE SHOW



Greetings Meetings Industry Colleagues and Peers;

Exemplified by our 16th annual Conference and Trade Show, MIC has continued to support and develop industry interests, such as: high caliber speakers; commingled exhibits, food and beverage, keynotes; and high quality networking experiences. MIC is fortunate to be able to build on these areas and make them better and better each year. We are excited to announce that last summer we sent out a survey to meeting planners and received an incredible response. It is because of our survey results that we were able to come up with the innovative "We asked? You Replied... We Responded!" ad campaign. Furthermore, our Programs Committee has been able to diligently focus on the concerns that really matter to meeting planners, and create a stellar lineup of speakers to address these issues. This is the first year we will be hosting Governor John Hickenlooper who will give a few remarks about the impact of our industry on the Colorado economy. It is in part, because of our dedicated team of volunteers and our continued approach of evolving, learning, and adapting this conference through the years that MIC may have our first sellout event!

None of this would be possible without the continued participation and support of our 13 member organizations, our dedicated MIC Council, or the truly remarkable efforts of Rocky Mountain Event Consultants. Thank you to everyone that has participated to make this year the best yet! I am truly humbled to be able to serve as the 2015-2016 Chair and be amongst all of you outstanding individuals. You are all one of a kind and have allowed me to give back to this wonderful industry as well as learn from all of you. Your participation in MIC is invaluable and you all embody the professionalism and dedication that new generations entering our industry will strive towards.

I would like to thank everyone for attending the MIC Conference and Trade Show and for continuing to make our events so well attended. It is through your continued support that MIC is able to have a national presence with ever growing strength and exposure year after year.

Thank you again and have a wonderful time,

Ansley Seymour

Chair, Meetings Industry Council of Colorado



twitter #MIC2016

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PROGRAM OVERVIEW

WEDNESDAY, MARCH 16, 2016

by invitation only to 2016 MIC registered Planner, Exhibitors and Sponsors

at Hilton Garden Inn Denver Downtown

at Homewood Suites by Hilton Denver Downtown

3:00 - 5:30 PM - PLANNER EDUCATION SESSION - Page 3

✂ CONTINUING THE CONVERSATION 3.0 ~ STATE OF THE INDUSTRY AND TOP TRENDS[†]

Michael Dominguez, CHSE

✂ DEVICES DOWN-ENGAGING TODAY'S AUDIENCES DIFFERENTLY[†]

Shawna Suckow, CMP

5:30 - 7:30 PM - OPENING NIGHT RECEPTION

Open to 2016 MIC registered Speakers, Planners, Exhibitors and Sponsors



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THURSDAY, MARCH 17, 2016

at Colorado Convention Center

7:00 - 8:00 AM - REGISTRATION AND NETWORKING BREAKFAST

8:00 - 9:15 AM - OPENING GENERAL SESSION - Page 7

Trade Show Closed

Emcee - Jason Hewlett, CSP

FLASHPOINT![†]

Kelly McDonald ~ Matt Tenney ~ Neen James, CSP

9:15 - 10:30 AM - TRADE SHOW - VISIT EXHIBITORS (MORNING BREAK)

10:30 - 11:30 AM - CONCURRENT BREAKOUT SESSIONS A

✂ REAL NETWORKING: BEYOND LIKES, LINKS, SHARES AND FOLLOWS[†]

Thom Singer, CSP - Room 402-04

✂ MURPHY'S LAW: SURVIVING THE MOST CHALLENGING CONFERENCE EVER![†]

Shawna Suckow, CMP - Room 501-02

✂ STRATEGIC THINKING[†]

Dr. David Corsun - Room 505-07

✂ ALL CONFERENCE ATTENDEES ARE NOT CREATED EQUAL[†]

Dave Lutz, CMP - Room 503-04

✂ BRANDS AND YOUR EVENT EXPERIENCE[†]

Cynthia S. Hornketh, CMM - Room 405-06

✂ THE ART OF BOOTHING - GETTING THE MOST FROM A TRADESHOW/ EXPO EXPERIENCE[†]

JC York and Lori Harbin - Room 401

11:30 AM - 12:45 PM - WALKING LUNCH

VISIT SPONSORS AND EXHIBITORS IN TRADE SHOW

12:45 - 2:15 PM - AFTERNOON GENERAL SESSION

Trade Show Closed

How to IGNITE YOUR RADICALLY INSPIRED LIFE[†]

John O'Leary

2:15 - 3:15 PM - CONCURRENT BREAKOUT SESSIONS B

✂ STRATEGIES FOR NEGOTIATING STRONG CONTRACTS AND LIMITING LIABILITY[†]

Brian Taylor, J.D. - Room 505-07

✂ STRENGTHENING OUR STRATEGIC THINKING MUSCLES TO BECOME BETTER MEETING PROFESSIONALS[†]

Jeff Hurt - Room 402-04

FOLDING TIME™: ACHIEVE TWICE AS MUCH IN HALF THE TIME[†]

Neen James, CSP - Room 405-06

EMOTIONAL INTELLIGENCE FOR SALES AND BUSINESS SUCCESS

Colleen Stanley - Room 503-04

✂ CONVERSATIONS THAT MATTER

Jessica Pettitt, M.Ed., CSP - Room 401

✂ HOW TO BE A GREAT EVENT ORGANIZER IN THE DIGITAL AGE[†]

David Adler - Room 501-02

3:15 - 3:45 PM - AFTERNOON BREAK

3:45 - 4:45 PM - CONCURRENT BREAKOUT SESSIONS C

✂ IGNITING YOUR PROJECT FOR SUCCESS![†]

Tiffany Dahlberg - Room 503-04

✂ FROM HOT SEAT TO EXECUTIVE SUITE: EARN AND KEEP A SEAT AT THE TABLE[†]

Danielle Cote - Room 401

✂ HOW TO MARKET & SELL TO PEOPLE NOT LIKE YOU[†]

Kelly McDonald - Room 505-07

✂ THE EVOLVING ONSITE CONFERENCE: 20+ TRENDS HEADED YOUR WAY[†]

Jeff Hurt - Room 402-04

HOW TO REWIRE YOUR BRAIN FOR EXCELLENCE, WITHOUT ADDING TO YOUR SCHEDULE[†]

Matt Tenney - Room 501-02

MEDITATION: THE SAVVY MEETING PROFESSIONAL'S SECRET WEAPON

Cynthia D'Amour, MBA - Room 405-06

4:45 - 5:45 PM - TRADE SHOW AND CLOSING RECEPTION

Don't race into rush hour - end the day with us!

All of the 13 member organizations of MIC are available to answer any of your questions throughout the day in the Mile High Ballroom pre-function area

See www.mic-colorado.org/ContactUs for a complete list of the MIC Council members.



Meetings Industry Council of Colorado is a CMP Preferred Provider. The program(s) identified with the CMP Preferred Provider logo meet the requirements to receive continuing education (CE) credit for the Certified Meeting Professional (CMP) credential. All qualifying activities also indicate how many CE credits attendees will receive for participating on their sessions page. One CE credit = 1 Clock hour. The Planner Only sessions on the 16th are 1.0 CE each. On the 17th, the Breakout Sessions are 1.0 CE each.

For more information about the CMP credential or CMP Preferred Provider Program, please visit www.conventionindustry.org.

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[†] Available on-demand after the program



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16th

ANNUAL EDUCATIONAL CONFERENCE AND TRADE SHOW

MARCH 16, 2016 ~ OPENING NIGHT

By invitation only to 2016 MIC registered Planners



#mic2016
@MICColorado

Planner Only Education Session

3:00 – 5:30 pm



1400 Welton Street
Denver, CO 80202

3:00 - 4:15 p.m.

Continuing the Conversation 3.0 State of the Industry and Top Trends[†]

Michael Dominguez, CHSE



Senior Vice President, Global Hotel Sales MGM Resorts International, Immediate-Past Chairman, International Board of Directors, MPI; Executive Committee, US Travel Association; Co-Chair, Meetings Mean Business Coalition; Co-Chair, APEX Taskforce on Piracy

@m_dominguez

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in the Meetings Environment. Our meeting's world has become much more complex with a variety of issues from room piracy, cyber security, meetings advocacy and Health & Wellness leading the charge. Join Senior Vice-President of Global Hotel Sales for MGM Resorts International and MPI's Immediate-Past Chairman of the International Board of Directors, Michael Dominguez, for a review of where we have been, where we are and what is on the horizon for the meeting and event industry. You will have an opportunity to look at recommendations and dialogue on ways to prepare to take advantage or protect yourself in this current environment.

Learner Objectives:

1. Understand Pricing demands in today's meeting market
2. Review industry forecast for major North American Markets
3. Understand Health & Wellness Trends and what this means to meetings
4. Discussion the room piracy issue and ways to combat these threats
5. Impact of disruption and the importance of Cyber Security
6. Understand the Meetings Mean Business Coalition
7. Review the future of Meeting Room design and the influences behind the trends

CMP-IS Domain F. StakeHolder Management - 1 CE

4:25 - 5:30 p.m.

Devices Down - Engaging Today's Audiences Differently[†]

Shawna Suckow, CMP



Veteran Planner, Speaker, Founder & Chairwoman - SPIN: Senior Planners Industry Network - Top 100 Women Speakers in Business & Tech Globally 2015 - Top 25 Women in the Industry 2015 - Planners' Favorite Speakers List 2014, 2015

shawnasuckow.com - @shawnasuckow

Today's audiences need to be highly engaged — immediately — or they will tune out. Presenters are competing for the attention of demanding attendees who have low tolerance for talking heads, short attention spans, and the considerable diversions of their phones and other devices. In this session, Shawna Suckow, CMP, will discuss how our evolving technology, culture and generations have changed how we meet, and how we learn. We'll delve into the evolving Adult Learning Theory and how to capture the attention of participants in new ways. Throughout it all, participants will connect with lots of others for meaningful discussions and peer-to-peer learning.

Learner Objectives:

1. Experience several live examples of engagement concepts they can apply
2. immediately to their own events
3. Learn to coach presenters in breaking the mold of tired meeting formats.
4. Discover new ways to ignite excitement in meetings, and engage audiences differently and meaningfully

CMP-IS Domain G. Meeting or Event Design - 1 CE

[†] Available on-demand after the program



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Opening Night Reception

5:30 – 7:30 pm



550 15th Street
Denver, CO 80202

Open to 2016 MIC registered Planners, MIC Council Members, Sponsors* and Exhibitors*
Invitations to this event were emailed to all 2016 MIC of Colorado registered Speakers, Planners, Exhibitors* and Sponsors*

*Two exhibitors per single booth and sponsors per sponsor benefits

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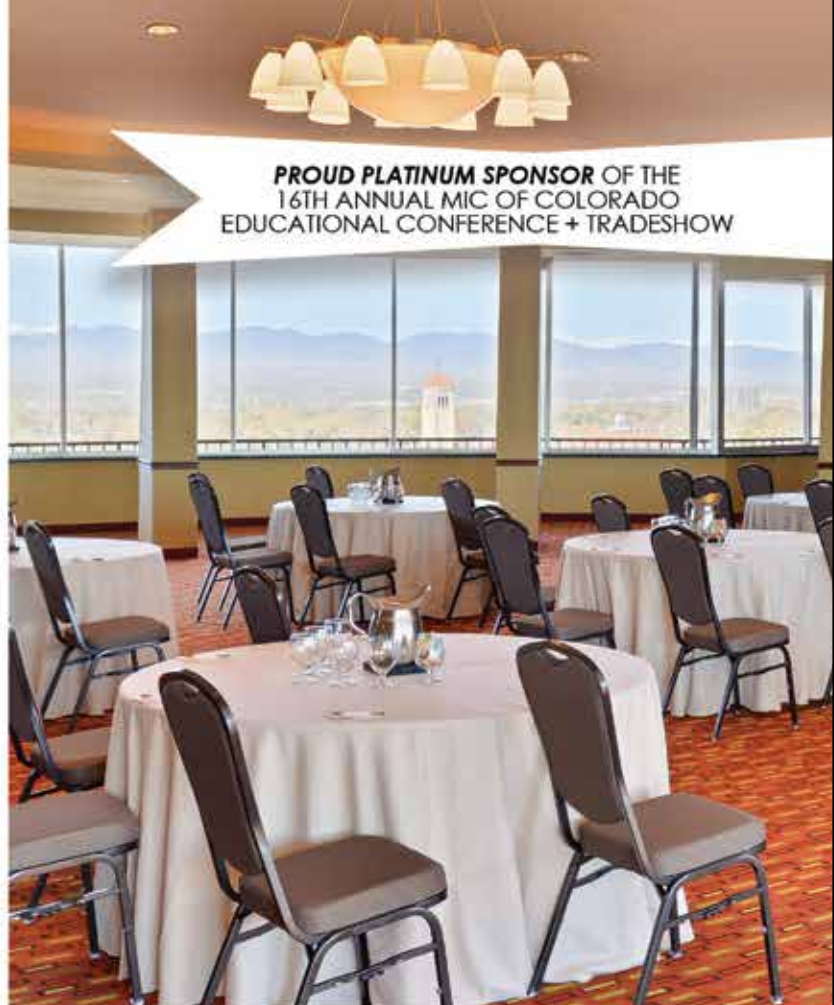


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8:00- 9:15 AM ~ OPENING GENERAL SESSION - MILE HIGH BALLROOM

EMCEE - JASON HEWLETT THE ENTERTAINER

Jason Hewlett's mouth stretches to extreme angles. His nose twitches and his eyebrows dance around in a manic way. Few people have found their calling by the way their face moves, but Hewlett beams with pride at how his oddities have led to a wildly successful public speaking career. "Like I say, 'You have talents I don't have. I have talents you don't want!'" he laughs.

As bizarre as it looks, Hewlett transfixes audiences time and time again with what he calls his signature move. Audiences roar in laughter at his outrageous acts and imitations, which include the likes of Michael Jackson, Jim Carrey and Elton John, to name a few.

Hewlett admits that it takes hours of practice and studying the way people walk, talk and act in order to pull off a convincing impression. "The challenge comes due to the fact that none of us sound exactly like another, because we are all so unique," he says. "In order to put forth an amazing imitation, we must understand the essence of the musician we are imitating."

Like many speakers, Hewlett loves to see an entire room lit up with joy. But his performances are intended to go beyond entertainment. If his audiences are inspired to similarly share their own greatness, he knows he has succeeded. "I want them to know they can live a happy life and feel pure joy when they embrace what makes them amazing," Hewlett says. "This lifts our desires to perform at work and do our job better. This gives us purpose at home. This raises our meaning in life."



Jason Hewlett, CSP

FLASHPOINT!

THREE KEYNOTE-WORTHY SPEAKERS SHARING THEIR KNOWLEDGE, EXPERIENCE AND INSIGHT, 15 MINUTES AT A TIME

Crafting the Customer Experience for People Not Like You[†]



Kelly McDonald
@kellycmcdonald

If you work, you have "customers", whether they are members, conference attendees, suppliers, your internal associates or even your boss. How do you, as a meetings industry professional, deliver an exceptional customer experience for someone who is different from you? This Flashpoint session will give you concrete ways you can enhance the customer experience for all different kinds of people, and grow your customer loyalty and business.

CMP-IS Domain G. Meeting or Event Design- .25 CE

Serve to Be Great: Lessons from a Prison, a Monastery, and a Boardroom[†]



Matt Tenney
matttenney.com
@matttenney1

In this inspiring yet highly practical program, author Matt Tenney will draw on experiences from his journey from prisoner, to monk, to social entrepreneur to show you how a simple inner shift can help you to get more done despite having fewer resources, to be seen as more relevant, and to inspire greatness in the people around you.

Attention Pays™: Profit by Paying Attention[†]



Neen James, CSP
neenjames.com
@neenjames

Everyone, it seems, is distracted these days. How about you? Are you trying to skim this, or actually reading it? We need to move from the ADD economy to the attention economy. The fact is that successful leaders pay attention. And today few know how to truly do it. In her high-energy keynote, Neen combines sassy Aussie attitude and wicked smart research to share practical strategies your team can apply at work and home.

[†] Available on-demand after the program

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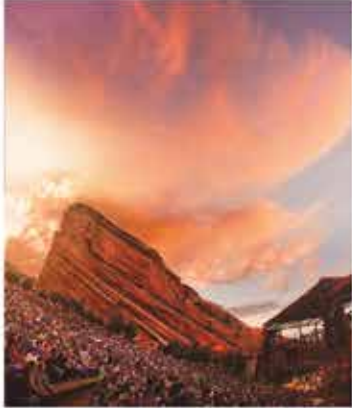
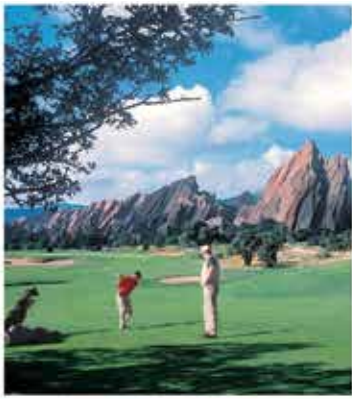
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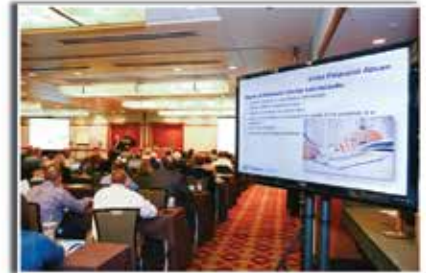
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10:30 - 11:30 AM ~ CONCURRENT BREAKOUT SESSIONS A (6)

REAL NETWORKING: BEYOND LIKES, LINKS, SHARES AND FOLLOWS[†] - Room 402-04

CMP-IS Domain G. Meeting or Event Design- 1 CE

**Thom Singer, CSP**, Professional speaker, trainer, consultant and author
thomsinger.com
@thomsinger

People attend meetings to learn and connect. In a world that is crazy for social media our audiences are sometimes overwhelmed and confused by the fog of technological options. This can keep people from taking advantage of the networking opportunities that are all around them at live events. Online tools are wonderful and help increase personal productivity, but are we really better connected and do we maximize our conference connections when staring at our phones? In this session Thom Singer will take us on a journey of exploration about how everyone can maximize their "In Real Life" brands and reputations in a social media crazy world, with a special look at how we can set up our events to create a culture of connections.

Learner Objectives:

- How to get back to the basics of human engagement for career and life success
- How to embrace a "networking culture" in the early stages of planning an event
- Creating ways to lessen the impact of "Power Cliques", and break the ice without hokey ice breakers
- How to balance the mix of technology, aps, phones, etc... while encouraging meaningful connections

MURPHY'S LAW: SURVIVING THE MOST CHALLENGING CONFERENCE EVER![†] - Room 501-02

CMP-IS Domain C. Risk Management- 1 CE

**Shawna Suckow, CMP**, Veteran Planner, Speaker, Founder & Chairwoman|SPIN: Senior Planners Industry Network
shawnasuckow.com
@shawnasuckow

This is a session that will engage meeting planners and suppliers of all types and experience levels. Everybody will have to work together to solve the twists and turns of an imaginary conference fraught with one challenge after another! The scenario: the participants in the room are working in teams, each creating their own conference with its own unique goals and objectives. All seems normal until Murphy's Law kicks in! The teams will face real-life conference scenarios that they will have to overcome, based on the worst things that have actually happened at the participants' own conferences. They'll also face some imagined situations that are so crazy, they just might be plausible! Together, each team must assess the challenge at hand, brainstorm the options available to them, and overcome the challenge quickly and effectively - before another one comes along. It's a session nobody will soon forget, as we learn from one another many of the real-life risks that can - and do - happen at meetings all the time. It'll be a fun, interactive, wild hour, but one that will prepare everyone better to face Murphy's Law at their own conferences.

Learner Objectives:

- Learn to think better on your feet and make quick decisions in the face of challenges
- Experience all sorts of trials, dangers and challenges that can happen at our meetings, to better prepare risk management plans in the future
- Successfully and strategically interact in a team of varying generations, roles and experience levels to achieve common goals

STRATEGIC THINKING[†] - Room 505-07

CMP-IS Domain A. Strategic Planning- 1 CE

**Dr. David Corsun**, Director of the Daniels College of Business' Fritz Knoebel School of Hospitality Management and associate professor
daniels.du.edu/

Who gets celebrated in your organization? The proactive thinker or the person putting out fires? Here's a secret - in organizations that don't celebrate thinking and planning, the firefighters are also the fire-starters. During this session you will learn about strategic tools and an orientation you can implement right away at work to help you stand out and your organization perform better. Topics that will be touched on include the difference between present-forward and future-backward planning, managing change, and why it's bad to be over-reliant on SWOT.

Learner Objectives:

- Know and understand the hierarchy of direction-setting
- Focus on being more proactive and strategic rather than reactive
- Understand the basic principles of change management

ALL CONFERENCE ATTENDEES ARE NOT CREATED EQUAL[†] - Room 503-04

CMP-IS Domain I. Marketing- 1 CE

**Dave Lutz**, Industry Speaker and Founder and Managing Director of Velvet Chainsaw Consulting
velvetchainsaw.com
@velchain

Attracting premium attendees is one of the most complex and important keys to a healthy conference and trade show business model. With the changes in how people buy, segmentation, not one-size fits all promotion, must be taken to new heights.

Sure, you want quantity, but you should be more concerned about the quality of your participants. Adopting an "attendance centricity" mindset will help you determine who your key attendees really are and how earning their loyalty will attract follow segments.

Learner Objectives:

- Bucket participant types by attendance justification
- Consider approaches to identifying top segments
- Discuss how marketing strategy and tactics can improve relevance for attraction and loyalty

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Our next meetings are March 22, 2016 and April 26, 2016.



10:30 - 11:30 AM ~ CONCURRENT BREAKOUT SESSIONS A (continued)

BRANDS AND YOUR EVENT EXPERIENCE⁺ - Room 405-06

 CMP-IS Domain A. Strategic Planning- 1 CE



Cynthia S. Hornketh, CMM, Vice President
Experience Design –Maritz Travel Company
maritztravel.com

Before we design and build an event – we need a clear picture of our organization's goals as well as brand values and purpose. Why are we organizing the meeting? What do we stand for and how does the organization view and conduct itself? Values are an organization's desired culture. Purpose is the impact the organization makes on the lives of its constituents; it's motivational, because it connects with the heart as well as the head. Each customer or member touch point – particularly our event experiences – influence our brand image and our ability to achieve our goals. This session will review the importance of brand values and purpose as well as other components of Maritz/Experient's event strategic framework; an approach used for building events that achieves an organizations desired outcomes as well as positively impacts its guest's lives.

Learner Objectives:

- Vocabulary and methodology you can use to guide your organization through the process of defining your organizations brand value and purpose
- Design tools such as an organizing principle, guest impressions, and journey mapping
- Maritz/Experient's Event Strategic Framework template which you can immediately use to design your programs

THE ART OF BOOTHING - GETTING THE MOST FROM A TRADESHOW/EXPO EXPERIENCE⁺ - Room 401

 CMP-IS Domain J. Professionalism- 1 CE



JC York, Classic Entertainment/Wise
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classicentertainment.com and
Lori Harbin, Corporate Events
Unlimited
corpevents.com

Whether you are the planner looking to purchase products or services, or the team designing and managing the booth, the tradeshow/expo experience is a vital piece of the planner-supplier relationship. This interactive session focuses on the art of conversational selling, instead of the tired sales pitch method, and highlights tips and tricks for planners and exhibitors to maximize any booth visit. From the beginning of the session, planners and suppliers will be fully submerged in the tradeshow/expo booth experience. First attendees will experience mock booth interactions highlighting successful techniques. Then we will focus on tips of what works and learn what doesn't work within a booth interaction. These sessions focus on booth interaction and ways both the planner and the exhibitor can maximize that experience.

Learner Objectives:

- Learn how to maximize your booth experience both as a planner visiting the booth and as an exhibitor hosting the booth.
- Learn what works and what doesn't work within a booth interaction.
- Learn the art of conversational selling and get past the tired sales pitch method.



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COLORADO
Gov. John Hickenlooper



John Hickenlooper is a lifetime entrepreneur who ran as a “dark horse” to become Mayor of Denver in 2003. He led the campaign to pass FasTracks, the largest regional transportation initiative in U.S. history, and helped convince the 34 metro mayors (2/3 Republican) to unanimously support and pass the 0.4% sales tax increase at the ballot. He recruited top managers to his cabinet from business and wherever he could find them. In eight years he had streamlined the total workforce by 7%, the first such reduction in Denver’s history.

In 2005 TIME Magazine named him as one of the five top big-city mayors in America.

When he was inaugurated Governor of Colorado in 2011, having run on his history of collaboration for community good, he became the first Denver mayor to be elected governor in 150 years. He also became one of the first geologists to become a governor in the history of the nation, and the first brewer since Sam Adams in 1792. Again he has recruited talent from all quarters, and is redefining the relationship between a state government and its business and civic communities.

Governor Hickenlooper’s goal is to create the most pro-business state government, but with the highest environmental and ethical standards. His administration has already examined more than 16,000 rules and regulations, and either eliminated or streamlined more than half of them. They have created the Colorado Innovation Network (COIN) and provided Advanced Manufacturing Grants to accelerate start-ups and early stage technology businesses. They are building an integrated workforce training system, in conjunction with the Markle Foundation and LinkedIn, that will create a single, seamless continuum for education and workforce preparation, from childhood to old age.

Governor Hickenlooper applied his passion to create good government on a national level as well. His 2015 “Chair’s Initiative” at the National Governors Association, focusing on hiring, appropriate creation and implementation of regulations, and continuous improvement, was a bipartisan success. He is a great believer that governors, far more than Congress, can revive American democracy.



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Through emotional storytelling and great humor, John reveals a brighter vision for what is possible in life and business. John is highly sought after because he delivers a "genuine and authentic" message that is truly unmatched.

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How to Ignite Your Radically Inspired Life[†]

Why do some people attract success and joy, but others languish through failure and struggle? How are some companies surpassing sales goals, but others are unable to meet minimum expectations? Why are some teams able to embrace change and thrive in spite of it, but others fight against it and suffer because of it?

As a heavily-sought after speaker across multiple industries, John O'Leary masterfully teaches organizations why some fail and others succeed. Most importantly, he outlines specific techniques so individuals can utilize their current inflection points (every day moments which impact everything that comes after them) and transform challenges.

Whether your organization is striving to improve team engagement, employee accountability or change management: John has a solution for you.

John is a man who defied death. At nine years of age, John was burned on 100% of his body in a house fire. After five months in the hospital, dozens of surgeries and years in therapy, John survived. Far from being an example of someone who simply endured something horrific, John is a luminous example on thriving through adversity. He now teaches others how live intentionally, lead effectively and impact profoundly.

His authentic message empowers audiences to shift their perspective, quit making excuses and start living a radically inspired life. This keynote is based on John's book, *On Fire: The 7 Choices to Ignite Your Radically Inspired Life* to be published by Simon & Schuster in spring 2016.

Experience this keynote and understand why John receives roaring standing ovations and stacks of heartfelt thank you letters. Every time.

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[†] Available on-demand after the program

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John's much-anticipated first book *ON FIRE*, published by Simon & Schuster in March 2016, presents 7 choices that hold the power to transform our lives from dull to extraordinary, from tragic to triumphant, and from merely successful to truly significant.



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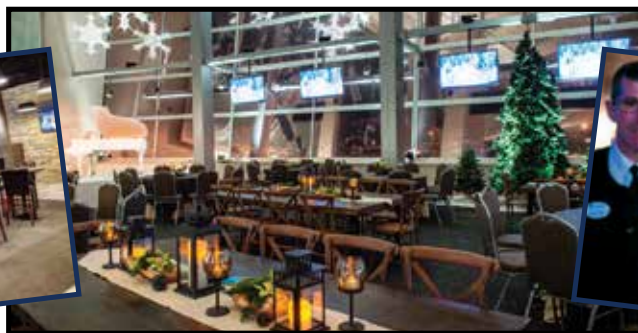


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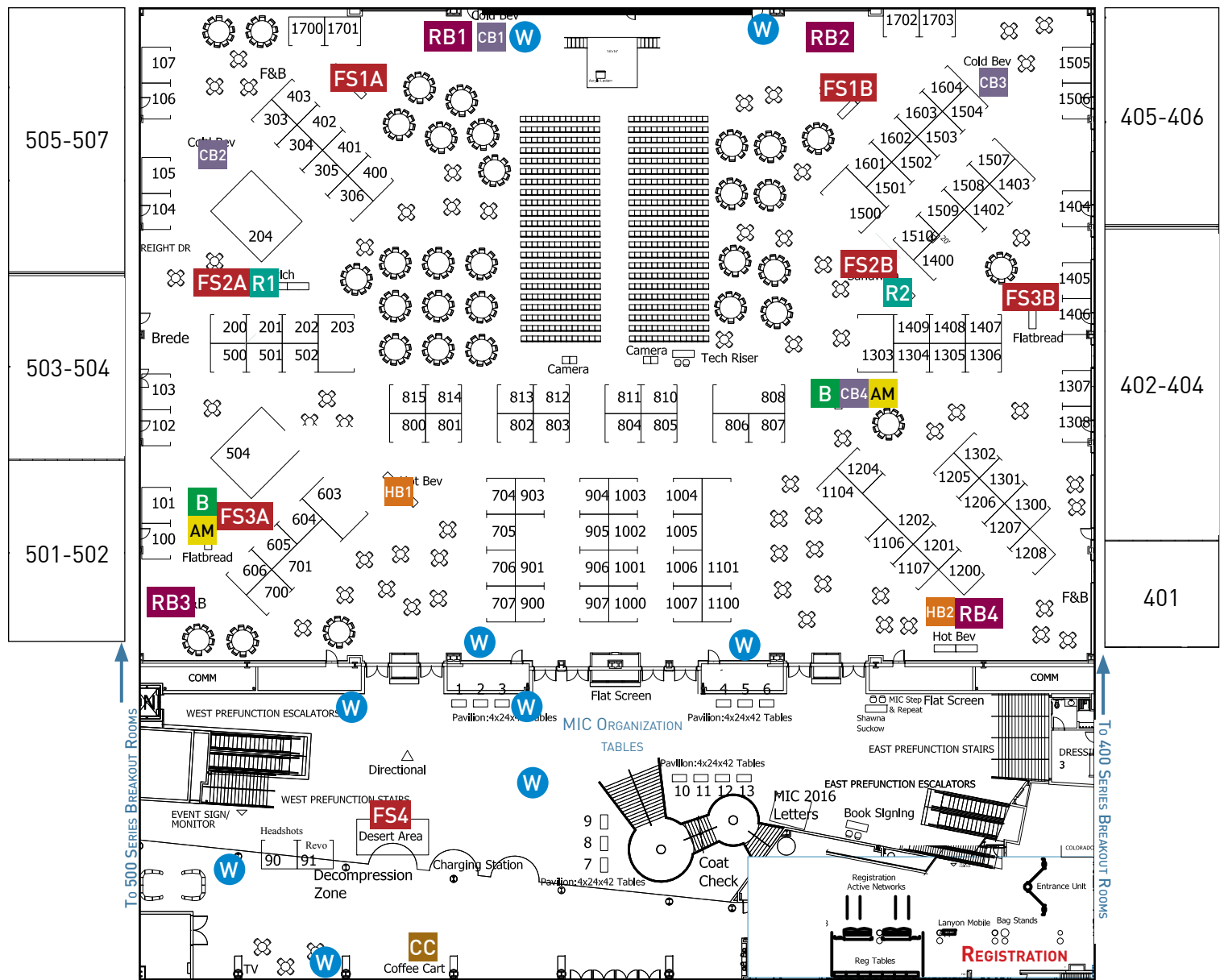


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B = Breakfast ~ 7:00am - 8:00am

HB = Hot Beverages

CB = Cold Beverages

W = Water Station

CC = Gourmet Coffee Cart

AM = AM Break ~ 9:15am - 10:30am

FS = Food Stations ~ 11:30am - 12:45pm
Vegetarian and gluten free options are available

FS1 : Healthy Grab and Go Salads: G.F.

FS2 : Grab and Go Gourmet Sandwiches

FS3 : Flat Bread Pizzas

FS4 : Desserts

HB = Hot Beverages

CB = Cold Beverages

PM Break ~ 3:15pm - 3:45pm in Breakout Session Corridors
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R = Closing Reception ~ 4:45pm - 5:45pm

R1 : Hot Hors d'oeuvres Station

R2 : Cold Hors d'oeuvres Station

RB = Reception Bar ~ 4:45pm - 5:45pm



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605	Ameristar	Black Hawk, CO	Erin Williams	720-946-4200	Erin.Williams@ameristar.com	ameristar.com
1101	ALHI	Denver, CO	Bill Light	303-756-9466	blight@alhi.com	alhi.com
500	Austin CVB	Austin, TX	Lindsey Elliott	512-583-7261	lelliott@austintexas.org	austintexas.org
811	AXS Group	Denver, CO	Chris Starkey	303-623-1492	chris@theaxsgroup.com	theaxsgroup.com
1208	Beaver Run Resort	Breckenridge, CO	Kim Hawks	970-453-8729	khawks@beaverrun.com	beaverrun.com
1304	Boise Centre	Boise, ID	Lori Brown	208-489-3664	lbrown@boisecentre.com	boisecentre.com
501	Boulder CVB	Boulder, CO	Andrew Heidt	303-938-2071	andrew.heidt@bouldercvb.com	bouldercvb.com
1701	Bowlmor AMF	Lone Tree, CO	Nancy Maffucc	303-792-2695	NMaffucci@BowlBrunswick.com	BowlBrunswick.com
1204	Breckenridge Tourism	Breckenridge, CO	Donna Horii	970-453-5068	DHorii@gobreck.com	gobreck.com
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701	Marriott	Austin, TX	Mark Underwood	512-474-4777	munderwood@whitelodging.com	whitelodging.com
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1005	Monterey County CVB	Monterey, CA	Beatriz Enriquez	831-657-6416	beatriz@seemonterey.com	seemonterey.com
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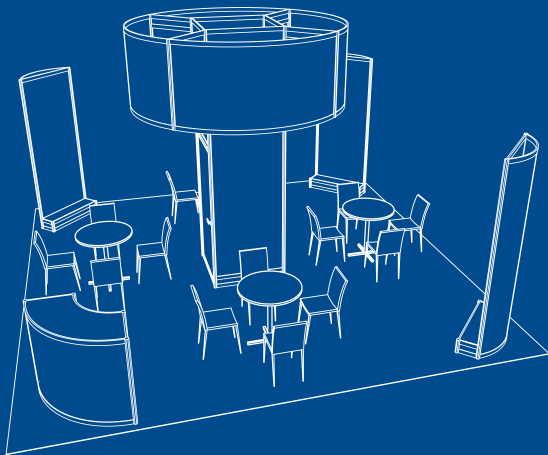
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1302	Omni Hotels & Resorts	La Crescenta, CA	Charina De La Cruz	818-396-5333	cdeacruz@omnihotels.com	omnihotels.com
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1205	PSAV	Denver, CO	Tom Povich	720-225-7437	tpovich@psav.com	psav.com
803	Regonline by Lanyon	Dallas, TX	Brandon Clark	972-362-6144	brandon.clark@lanyon.com	lanyon.com
402	Renaissance Denver Hotel	Denver, CO	Justin Budyak	303-336-5214	Justin.budyak@renaissancehotels.com	renaissancehotels.com
403	Reno Tahoe USA	Reno, NV	John Leinen	775-827-7608	jleinen@renotahoeusa.com	renotahoeusa.com
403	Reno Tahoe USA	Reno, NV	Aleta Barrett	775-827-7639	abarrett@renotahoeusa.com	renotahoeusa.com
1305	Sacramento CVB	Sacramento, CA	Betsy Longmire	916-808-7275	blongmire@visitsacramento.com	visitsacramento.com
204	SAGE HOSPITALITY	Aurora, CO	Renee Wriedt	720-587-6932	renee.wriedt@diamarriott.com	diamarriott.com
1104	San Antonio Marriott Rivercenter		Siiri Lobe	210-228-4303	siiri.lobe@marriott.com	marriott.com
1500	San Francisco Marriott Marquis	San Francisco, CA	Chris Meadors	415-442-6120	chris.meadors@marriott.com	sanfrancisco.travel
1500	San Francisco Travel Association	San Francisco, CA	Marco Rodriguez	415-227-2618	mrodriguez@sanfrancisco.travel	sanfrancisco.travel
1500	Holiday Inn San Francisco	San Francisco, CA	Tiffany Danhof	415-575-5273	tiffany.danhof@ihg.com	sanfrancisco.travel
1500	The Stanford Court Hotel	San Francisco, CA	Rosanna Harrison	415-732-4084	rharrison@stanfordcourt.com	sanfrancisco.travel
1308	San Mateo County/Silicon Valley CVB	Burlingame, CA	Teipo Brown	650-348-7600	Teipo@smccvb.com	smccvb.com
401	Snowmass Tourism	Snowmass Village, CO	Jim O'Leary	970-922-2232	joleary@snowmass tourism.com	snowmass tourism.com
1301	Sonoma County Tourism	Orange, CA	Nancy Garvey	714-602-6312	ngarvey@sonomacounty.com	sonomacounty.com
PF	SPIN	St. Paul, MN	Shawna Suckow	651-470-0066	info@shawnasuckow.com	shawnasuckow.com
903	Sports Authority Field at Mile High	Denver, CO	Anna Marie Marcus	720-258-3067	AnnaMarie.Marcus@Broncos.nfl.net	broncos.nfl.net
504	Starwood Hotels and Resorts	Denver, CO	Deseri Martinez	303-626-2508	Deseri.Martinez@Sheraton.com	starwoodhotels.com
1505	Steamboat Springs Chamber Resort	Steamboat Springs, CO	Kara Stoller	970-875-7002	kara@steamboat chamber.com	steamboat chamber.com
814	Stonebridge	Denver, CO	Judy Esterbrook	303-867-8100	Judy.Esterbrook@marriott.com	marriott.com
1202	Synchronicities	Baltimore, MD	Sheila Provenzano	312-846-6578	sprovenzano@baltimore.org	baltimore.org
807	Telluride	Telluride, CO	Sarah McLean	970-728-6800	smclean@thepeaks resort.com	thepeaks resort.com
807	Telluride Ski and Golf	Telluride, CO	Allison Grassetti	970-728-7432	agrassetti@tellurideskiresort.com	tellurideskiresort.com
200	The Antlers Hotel	Colorado Springs, CO	Teresa Knox	719-360-1181	teresa.knox@antlers.com	antlers.com
1702	the ART, a hotel	Denver, CO	Ben Powers	720-709-4438	bpowers@theart hotel.com	theart hotel.com
802	The Broadmoor Hotel	Colorado Springs, CO	Jeremy Wilson	719 471-6230	JWILSON@broadmoor.com	broadmoor.com
1500	The Hiltons of Union Square	San Francisco, CA	Mia Song	415-923-5064	miae.song@hilton.com	sanfrancisco.travel
606	The Lodge at Flying Horse	Colorado Springs, CO	Stacy Holien	719-487-2678	sholien@flyinghorseclub.com	flyinghorseclub.com
606	The Lodge at Flying Horse	Colorado Springs, CO	Jeffrey Howell	719-487-2662	jhowell@flyinghorseclub.com	flyinghorseclub.com
502	The Sebastian- Vail	Vail, CO	Vivian Shaw	970-477-8039	vshaw@thesebastianvail.com	thesebastianvail.com
1506	The Steamboat Grand	Steamboat Springs, CO	Meg Palumbo	303-335-5926	mplaumbo@steamboat.com	steamboat.com
101	Tourism Santa Fe	Santa Fe, NM	Kim Harmon	505-955-6228	kaharmon@santafenm.gov	santafenm.gov
1405	Town of Parker/Parker Arts	Parker, CO	Denise Zoglmann	303-805-3365	dzoglmann@parkeronline.org	parkeronline.org
1508	Tropical Incentives/Fiesta Americana	San Jose del Cabo, CA	Miguel Vargas	526-241-4201	miguel@ticabos.com	ticabos.com
1402	Universal Orlando Resort	Orlando, FL	Jessica Wicker	407-224-6678	jessica.wicker@universalorlando.com	universalorlando.com
700	Vail Cascade Resort and Spa	Vail, CO	Lauren Lacy	303-204-0224	llacy@destinationhotels.com	destinationhotels.com
808	Vail Resorts Meetings + Events	Denver, CO	Ellen Collins	303-881-7167	ECollins@vailresorts.com	vailresorts.com
103	Visit Charlotte	Charlotte, NC	Brant Henkel	704-331-2705	brant.henkel@visitcharlotte.com	visitcharlotte.com
305	Visit Anchorage	Anchorage, AK	Marlene Geils	907-257-2336	mgeils@anchorage.net	anchorage.net
1601	Visit Aurora	Aurora, CO	Justin Clark	303-326-8697	justinclark@visitaaurora.com	visitaaurora.com
104	Visit Billings	Billings, MT	Stefan Cattarin	406-869-3731	stefan@visitbillings.com	visitbillings.com
1004	Visit Casper	Casper, WY	Daniel Fulton	307-234-5362	daniel@visitcasper.com	visitcasper.com
812	Visit Cheyenne	Cheyenne, WY	James Walter	307-776-3133	jim@cheyenne.org	cheyenne.org
804	Visit Denver	Denver, CO	ReBecca Dillahunt	303-571-9422	rdillahunt@visitdenver.com	visitdenver.com
1007	Visit Estes Park/Events Complex	Estes Park, CO	Karen Shea Hamel	970-577-3956	klynch@estes.org	estes.org
202	Visit Fort Collins	Fort Collins, CO	Erik Barstow	973-631-7312	ebarstow@ftcollins.com	ftcollins.com
1207	Visit Houston	Houston, TX	Nyomi Villafranca	713-437-5211	nvillafranca@visithouston.com	visithouston.com
1507	Visit Indy	Indianapolis, IN	Nicole Perry	317-262-3000	mberg@visitindy.com	visitindy.com
1504	Visit Longmont	Longmont, CO	Erin Balling	720-684-6720	erin@visitlongmont.org	visitlongmont.org
1303	Visit Newport Beach	Newport Beach, CA	Amanda Kliem	949-467-2743	Amanda@visitnewportbeach.com	visitnewportbeach.com
1700	Visit Phoenix	Phoenix, AZ	Amanda [AJ] Altaras	602-452-6214	aaltaras@visitphoenix.com	visitphoenix.com
306	Visit Salt Lake	Salt Lake City, UT	Diane Utley	801-534-4937	dutley@visitsaltlake.com	visitsaltlake.com
1300	Visit Santa Barbara	Santa Barbara, CA	Catherine Puccino	805-966-9222	catherine@santabarbaraca.com	santabarbaraca.com
105	Visit Tucson	Tucson, AZ	RoxAnne RoxAnne	520-770-2120	rerickson@visittucson.org	visittucson.org
203	Visit Vail Valley	Vail, CO	Tina Schwab	970-477-4007	tina@visitvailvalley.com	visitvailvalley.com
106	White Lodging Marriott	Westminster, CO	Britt Kupper	720-550-4845	britt.kupper@whitelodging.com	whitelodging.com

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STRATEGIES FOR NEGOTIATING STRONG CONTRACTS AND LIMITING LIABILITY[†] - Room 505-07

 CMP-IS Domain B. Project Management- 1 CE



Brian M. Taylor, Attorney at Law

slbrownlaw.com

@brownlaw_parker

Reading, understanding and negotiating contracts can be daunting for many business owners. Some of the most challenging contracts to navigate in the meetings industry are those with venues, particularly because they have their own "form" agreements that they ask people to sign that can be very one sided. Having a strong understanding of what certain contractual terms mean and the consequences of agreeing to such terms may have drastic implications for you and your business. In this session we will explore some of the most important features of any contract by looking in detail at provisions in a venue contract, strategies for negotiating the terms that you want and need, and how to best protect against personal and business liability.

Learner Objectives:

- Learn how to read, understand and negotiate strategic contracts
- Understand the nuances of legal issues that face meeting industry professionals
- Identify and take action to limit your personal and business liability

STRENGTHENING OUR STRATEGIC THINKING MUSCLES TO BECOME BETTER MEETING PROFESSIONALS[†] - Room 402-404

 CMP-IS Domain A. Strategic Planning- 1 CE



Jeff Hurt, Executive Vice President, Education & Engagement- Velvet Chainsaw Consulting

velvetchainsaw.com

@jeffhurt

Becoming a strategic thinker is not as difficult as it sounds. Although if we're not careful, it may mean running in place twice as hard. It just means practicing different behaviors than what you probably already do. When you focus on remembering minutia and details, it adversely affects your ability to engage in strategic thinking. We have to be careful as logistic meeting planners of falling into the trap of losing sight of the bigger picture. Neuroscience has proven that when we focus and engage in strategic, abstract thinking, we improve our ability to remember the details. Becoming more strategic actually improves our logistics. Being more strategic doesn't mean making decisions that affect your whole company. Nor does it mean allocating scarce budget dollars. And it clearly doesn't mean scouring the internet for the right response to the problem you face. It means forcing your brain to slow down and work smarter.

Learner Objectives:

- Define a strategic brain and how it affects our conference and meeting planning.
- Identify three steps we need to practice to become strategic thinkers.
- Discover how to improve the brain's gatekeeper and increase our attendees' meeting ROI!

FOLDING TIME™: ACHIEVE TWICE AS MUCH IN HALF THE TIME[†] - Room 405-06

 CMP-IS Domain A. Strategic Planning- 1 CE



Neen James, CSP

neenjames.com

@neenjames

Do you wish you had more hours in the day to get it all done? Do you take work home or stay late at the office almost every day? Are you and your team stuck in too many meetings that seem to go on forever with no real result? If yes, you can benefit from discovering how to "fold time"! This productivity keynote is perfect for leaders who want more control so they can manage their time, focus their attention, and motivate their teams to achieve at the highest level.

Learner Objectives:

- Increasing productivity by a minimum of 30% within 90 days (yes, you read that right!)
- Learning how to say "no" to things that don't matter... so you can say "YES!" to the things that do
- Cutting your meeting times in half
- Winning the battle with your electronic communications
- Identifying and leveraging your personal work style

EMOTIONAL INTELLIGENCE FOR SALES AND BUSINESS SUCCESS - Room 503-04



Colleen Stanley, Owner and Founder of SalesLeadershipInc.

salesleadershipdevelopment.com

@eiselling

Many people fail in business and life because they have not developed their emotional intelligence skills. In difficult situations, they allow non-productive emotions to take over rather than effective sales, influence and communication skills.


As a result, the same mistakes are made over and over, relationships are damaged, toxic cultures develop affecting growth. Lack of EQ affects an individual's ability to execute the right behaviors under stressful situations. It's called the 'knowing and doing gap.' During this presentation, Colleen Stanley shares how soft skills produce hard business and sales results.

Learner Objectives:

- Understand the art and neuroscience of influence and sales.
- Learn how and why people go into fight or flight mode during difficult conversations and selling situations.
- Learn the power of emotional self-awareness. Know thyself before you can know others.
- Discover how and why empathy builds trust and relationships. Learn the power of 'walking a mile in another person's shoes.'
- Eliminate victim cultures by developing the EQ skills of assertiveness and self-awareness

[†] Available on-demand after the program

CONVERSATIONS THAT MATTER - Room 401

 CMP-IS Domain E. Human Resources- 1 CE




Jessica Pettitt, M.Ed., CSP Speaker/Facilitator/
Consultant
goodenoughnow.com
@jesspettitt

In this session, we will explore multiple forbidden work place topics like racism, religion, political views, and how "real life" comes in between our responsibilities and our full sense of self. We also will brainstorm potential approaches and best practices to help everyone manage and respect painfully opposing views of coworkers that threaten to degrade the overall office culture while focusing on our organizational values. No "right" answers exist here, but the issue around explosive current events and diversity-related biases (positive and negative) that evoke passions on multiple levels is influencing how associations operate. From Ferguson, Missouri to Islamophobia to hate crimes to genocide - with care, respect, transparency, and authenticity - we can work together, learn from one another, and grow across our differences. Let's move from tolerance and frustration to being heard and valued. Let's talk about it.

Learner Objectives:

- An immediately framework or model for taking responsibility of how they show up
- Significant and powerful (and free) method to change culture around difficult topics
- A reflection journal to use with their staff, volunteers, board members, and/or members to keep their tools sharp before they are needed in a crisis

How To Be A Great Event Organizer In The Digital Age⁺ - Room 501-02

 CMP-IS Domain G. Meeting or Event Design- 1 CE



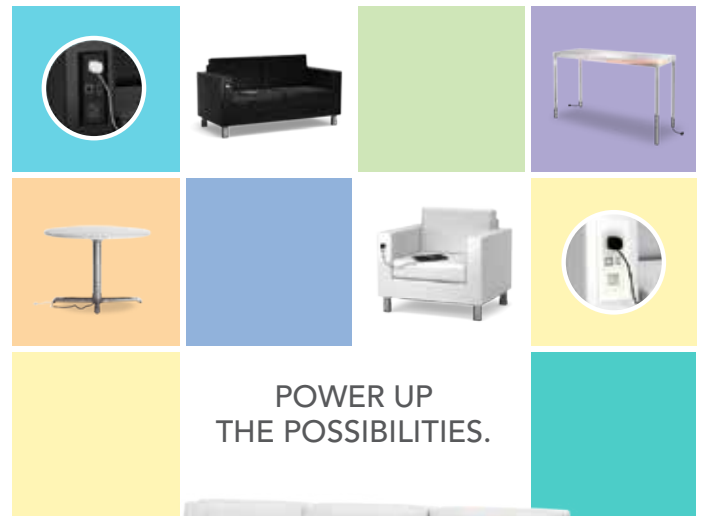
Dave Adler, CEO and Founder of BizBash
bizbash.com
@davidadler

Events are changing at the speed of light. The rules of technology, social media and live gathering philosophies are being turned on their heads. The lines are blurring between b2b and consumer events and smart practitioners strive to stay current.

David Adler will share what he has learned as the CEO and Founder of the BizBash, the largest trade media company for the event industry where he believes that the most important function of an event organizer is to be a trained "Collaboration Athlete". Find out about everything from micro kitchens and para social celebrities to the latest tips on story making, social media and biometric data.

Learner Objectives:

- Learn some of the principles of understanding your attendees using new data methods
- Learn how story making is changing the way we plan events
- Learn the trends that are producing an audience centric approaches to engaging attendees






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IGNITING YOUR PROJECT FOR SUCCESS! [†] - Room 503-04

 CMP-IS Domain B. Project Management- 1 CE



Tiffany Dahlberg, Founder of Ready2ACT and PMP®

Ready2ACT.com

@ready2act

The importance of initiating projects is often underestimated, yet this vital first step usually predicts the project's success. This interactive workshop will give you the tools to help prevent misunderstandings, wasted efforts, and potential catastrophes during projects. Participants will also learn about challenges and tips from each other leaving with shared wisdom and an action plan.

Learner Objectives:

- learn what you must know before starting a project
- leave with the best tool to initiate your project for success
- engage with your peers to learn their best practices

FROM HOT SEAT TO EXECUTIVE SUITE: EARN AND KEEP A SEAT AT THE TABLE [†] - Room 401

 CMP-IS Domain C. Risk Management- 1 CE



Danielle Cote, VP, Event Marketing, for Sage North America

sage.com

How can an event program transform a business and change how executives view the value of events forever? This session is not for the faint of heart. If you are up for the challenge, we invite you to participate in this session where we will discuss how you can evolve your events from an annual calendar activity to a strategic pillar that the entire organization aligns too. We will discuss the importance of strategically aligning to business objectives, reporting ROI and elevating your story in a way C-Level executives get – keeping you front-and-center.

Learner Objectives:


- Understand how to strategically elevate and pitch your event
- Stop the silos – how collaboration / integration buys you buy-in
- Aim high, make it happen and get tough!



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HOW TO MARKET & SELL TO PEOPLE NOT LIKE YOU [†] - Room 505-07

 CMP-IS Domain I. Marketing- 1 CE



Kelly McDonald, One of the nation's top experts in consumer trends and marketing trends

speakersoffice.com/speakers/kelly-mcdonald/

@kellycmcdonald

If you could grow your business or conference simply by marketing to your existing clients/members/attendees and raking in more referrals, making money would be a cakewalk. But to generate new revenue, you have to win over the customers and prospects you're not getting, but could be. Now, more than ever, it's important to reach new prospects in different ways to grow your business. For the meetings industry, you know how important it is to form a connection with your customers or attendees in order to earn their business. But how do you form a connection with someone who is completely different from you? Whether it's gender, age, lifestyle, race, ethnicity or even communication preferences, you need to be able to break through barriers to connect in a meaningful way, build trust and differentiate yourself from your competition.

People spend money on what they care about. Show your customers and prospects how you fit into what they need and what they value, and they'll show you the money. By recognizing people's differences and tailoring your product, message or marketing efforts to reflect their values, you'll get the business. Understanding your customers' values is how you will reach new customers' hearts, minds, and, ultimately, their wallets.

Learner Objectives:

- Know and understand the hierarchy of direction-settingThe do's and don'ts of marketing to different customer segments and their values
- How to tweak your product or service to be relevant to a new customer group
- How to communicate in a relevant manner to stand out from your competition
- How to close the sale by tapping into what your clients and prospects value

THE EVOLVING ONSITE CONFERENCE: 20+ TRENDS HEADED YOUR WAY [†] - Room 402-04

 CMP-IS Domain G. Meeting or Event Design- 1 CE



Jeff Hurt, Executive Vice President, Education & Engagement- Velvet Chainsaw Consulting

velvetchainsaw.com

@jeffhurt

The traditional conference meeting experience is out! People today are looking for unusual, new, innovative conference experiences. They don't want to attend last year's annual meeting that kept the same schedule and just changed the filler. They want something that feels as fresh as their first conference experience. They want an original experience. Discover new trends and disruptive forces that are significantly reshaping the meetings industry.

Learner Objectives:

- Explore four major areas of conference innovation and disruption and how they might impact meetings.
- Identify 3-5 trends to apply to my conferences.
- Identify increased attendee demands for the conference experience.

3:45 - 4:45 PM ~ CONCURRENT BREAKOUT SESSIONS C (CONTINUED)

HOW TO REWIRE YOUR BRAIN FOR EXCELLENCE, WITHOUT ADDING TO YOUR SCHEDULE⁺ - ROOM 501-02



Matt Tenney, Social Entrepreneur, Author, Speaker, Trainer and Consultant
matttenney.com
@matttenney1

In this program, author Matt Tenney will show you how to apply a proven practice, used by companies like Google, Facebook, and General Mills, that research in neuroscience suggests can rewire your brain in ways that significantly improve performance both professionally and personally. You'll also learn how to seamlessly integrate this training into your day without having to add anything to your schedule.

Learner Objectives:

- Be more effective as a leader, with or without a title
- Deliver better customer service
- Increase your resilience to stressful situations

MEDITATION: THE SAVVY MEETING PROFESSIONALS SECRET WEAPON - ROOM 405-06



Cynthia D'Amour, MBA, Leadership Strategist and Author
peoplepowerunlimited.com
@cynthiadamour

Whether you are the planner looking to purchase products or services, Being a successful meeting professional is a very stressful job. Meditation techniques can be used to help you find calm in the moment – even onsite at an event. Cynthia D'Amour, MBA, became an avid student of meditation to deal with overwhelming stress that invaded her work life. She discovered simple meditative actions to help you decrease stress and get back in the game that only take minutes to do.

Learner Objectives:

- Learn how to maximize your booth expBegin own meditation practice.
- Increase awareness of body communications.
- Use simple meditation strategies in moments of high-stress to get back in the game.



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Meetings Industry Council (MIC) of Colorado Purpose:

The MIC of Colorado is a coalition of professional organizations related to the meetings and events industry. The Council's purpose is to enhance collaboration among participating organizations through networking and education, while being the main source for industry knowledge and consultation as well as foster the continued growth of the meetings and event industry in Colorado.

The benefits of the collaborative efforts of MIC include:

- Exchanging calendars of events to avoid duplication of meeting dates;
- Sharing chapter programming information and educational articles for inclusion in each other's newsletters and providing membership mailing lists once a year per organization to promote organization-sponsored events;
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