

### ELCOME TO THE 17TH ANNUAL MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EDUCATIONAL CONFERENCE AND TRADE SHOW



I am so excited that the conference is now a two-day program as we really couldn't fit everything into just one day. We have three outstanding keynotes, an opening reception for all attendees, and incredible educational sessions, all taking place at the Colorado Convention Center. We are also thrilled to have our 3rd annual planner only session, where we will have an esteemed panel discuss Risk Assessment.

You will also have ample time to visit with exhibitors throughout both days. We also excited to have the awards and keynote luncheon in a separate room.

The MIC is about collaboration, and this conference would not be possible without the hard work by our dedicated organizations, council members, and the executive committee.

I also want to thank Freddie and Keith Templeton with Rocky Mountain Event Consultants, for their tireless help in putting this conference together.

At the end of the second day, I hope that you all learn something new, make new connections, and return to work rejuvenated and inspired.

Sidney M. Stoper MIC Chair 2016-2017 #micC02017 👔 📑







### MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EXECUTIVE COUNCIL, MEMBER ORGANIZATIONS AND MAIN COUNCIL REPRESENTATIVES

Sidney Stoper, J&S Audio Visual - Chair

**Dean Savoca, M.Ed.**, Savoca Performance Group – Chair Elect

Steve Kinsley, Kinsley Meetings - Treasurer

Todd Seymour, Wellshire Event Center - Secretary

Ansley Seymour, Brede-Colorado, Inc. - Immediate Past Chair

Pamela Mather, MBA, CEM, Global Experience Specialists (GES) -Director at Large - Industry Relations

> Jenn Kimbel, CMP, Sage Director at Large - Programs

Kelly Kucera, Multimedia Audio Visual Director at Large - Communications

Lora Knowlton, Current Events, LLC Director at Large - Member Engagement



Jayne Kuryluk 303-451-6678 jayne@christianmeeting.org



Cody Galloway

cgallow@gmail.com



Stacy Long 970-453-5060 slong@gobreck.com



Gysela Fillingham, CMP 303-571-9461 gfillingham@visitdenver.com



Patty Farmer 303-871-4438 pfarmer@du.edu



Ken Longenecker, CEM 303-998-9440

Ken.Longenecker@penton.com nil@weatherornotaccessories.com



Nilufer Saltuk 303-931-4164



David Bolding 303-319-9621 david5971@hotmail.com









Jodi Church 303-268-4614 jchurch@destinationhotels.com



Alexander Lomas 720-550-4844 alexander.lomas@whitelodging.com



### Tuesday, March 14, 2017

### 8:00 AM - REGISTRATION

1:00 - 2:30 PM - PLANNER ONLY EDUCATION SESSION - Page 5

RISK ASSESSMENT PANEL DISCUSSION<sup>†</sup> - ROOM 201/203/205
Michael Dominguez, CHSE; David DuBois, CMP, CAE,
FASAE, CTA; Matthew Marcial, CMP, CAE; Jenn Kimbel,
CMP; Moderated by Kristin Arnold, MBA, CPF, CSP

2:30 - 4:00 PM - Break - Visit Sponsors & Exhibitors

4:00 - 5:00 PM - OPENING GENERAL SESSION - Page 5

Fun With Tim: Customers For Life - Mile High Ballroom
Presented by Humor Strategist, Hall of Fame Speaker
and MIC Conference Emcee Tim Gard, CSP, CPAE

5:00 - 7:00 PM - OPENING NIGHT RECEPTION
VISIT SPONSORS & EXHIBITORS

### Wednesday, March 15, 2017

8:00 - 9:00 AM - REGISTRATION AND NETWORKING BREAKFAST
VISIT Sponsors & Exhibitors

9:00 - 10:00 AM - OPENING GENERAL SESSION - Page 9
Emcee - Tim Gard, CSP, CPAE

Continuing the Conversation ~ State of the Industry and Top Trends† - Mile High Ballroom
Michael Dominguez, CHSE

10:15 - 11:00 AM - TRADE SHOW (MORNING BREAK)
VISIT SPONSORS & EXHIBITORS

11:00 AM - 12:00 PM - CONCURRENT BREAKOUT SESSIONS A - Page 12

TRANSFORMING THE ATTENDEE ENGAGEMENT EXPERIENCE WITH TECHNOLOGY<sup>†</sup> - Room 401/402
Richard Reid

Making the Most of Meetings: The Fine Art of Engaging Clients, Members and Guests - Room 201/203

Debra Fine

REINVENTING PANEL DISCUSSIONS<sup>†</sup> - ROOM 301/302
Kristin Arnold, MBA, CPF, CSP

You have 7 seconds. Make them count! - Room 205/207 Sylvie di Giusto

BUILDING STRATEGIC AND EXPERIENTIAL SPONSORSHIPS<sup>†</sup>
- ROOM 403/404
Wendy Holliday

CREATING EXTRAORDINARY EXPERIENCES FOR YOUR BRAND<sup>†</sup>

Room 405/406
Jerome Joseph, CSP, CSPGlobal, PMC

12:00 - 2:00 PM - LUNCH AND PROGRAM - FOUR SEASONS BALLROOM

LUNCH - EMCEE: TIM Gard, CSP, CPAE KEYNOTE SPEAKER - SEE PAGE 16 DISCOVER HOW THE WORLD SEES YOU Sally Hogshead, CPAE

#micC02017 (1)



† Available on-demand after the program

2:15 - 3:15 PM - CONCURRENT BREAKOUT SESSIONS B - Page 32

Conversations That Matter: Addressing Forbidden Topics
To Get Back To Work<sup>†</sup> - Room 403/404

Jessica Pettitt. M.Ed., CSP

Curation + Choice + Coaching = The Inside Track to Unforgettable Meetings - Room 301/302

Andrea Driessen

It's 5:00 Somewhere! Harnessing the Happy Hour Effect for Time Management, Productivity and Goal Setting †
- Room 401/402

Kristen Brown

PARALLEL DIMENSIONS: CREATING AN ONLINE EXPERIENCE FOR YOUR
OFFLINE EVENT<sup>†</sup> - ROOM 407
Alex Plaxen

✓ In the Hot Seat: Satisfying the C-Suite & Meeting Attendees<sup>†</sup> - Room 201/203

Moderator: Beth Buehler, Panelists: Claire Repass, Deb Brannon, Jeff Gaillard

RESILIENT LEADERSHIP & ENGAGED TEAMWORK FOR FACING CHALLENGE, CHANGE & UNCERTAINTY IN MEETINGS, OR ON EVEREST - ROOM 205/207

Jim Davidson

3:30 - 4:30 PM - CONCURRENT BREAKOUT SESSIONS C - Page 37

PCMA CONVENING LEADERS LIVE CASE STUDY
- ROOM 403/404

Jennifer Kingen Kush, DES

POSITIVELY NEGOTIATE WORK DRAMA TO GET MORE DONE
- ROOM 401/402
Linda Swindling, JD, CSP

WHAT BIG BRANDS KNOW: CREATING POWERFUL EVENT
MARKETING STRATEGIES† - ROOM 205/207
Gerry O'Brion

✓ IDEAS TO EXECUTION-INNOVATION<sup>†</sup> - ROOM 201/203
Tamara Kleinberg

4:30 - 5:30 PM - TRADE SHOW AND CLOSING RECEPTION

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



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 session on the 14th is 1.5 CE and the Opening Keynote immediately following is 1.0 CE. On the 15th, the morning General Session and all of 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.

Note: This program is not endorsed, accredited, or affiliated with the Convention Industry Council or the CMP Program. Applicants may receive CE credit for attending any program that meets eligibility requirements of the CMP Program. There are no specific individual courses required as part of the applications –selection of eligible education is up to the applicant based on his/her needs.

# A Guide to Using the MIC of Colorado 2017 App



### STEP 1

Download the "MIC of Colorado 2017" app from the Apple App Store or Google Play Store. To start using the app, follow the instructions below.

Advanced Registrants: Select "Login" and enter your username (your email) and password (emailed to you).

**Onsite Registrants:** Select "**Create Account**" and type the event code below to unlock the app. You will then be prompted for your name and email address.

Event Code: MIC2017

### STEP 2

Find the presentation you want quickly and interact with the presentation slides by drawing on slides and highlighting text. Use the note-taking mode to type your notes next to each slide. Please note that you will need an internet connection to download all slides but can later view them and take notes on them without one. Access/Print the notes you take by clicking "My Notes" on the main screen or "Online Personal Summary" in the sidebar menu.





### STEP 3

If you don't have a mobile device that is able to download the app, you can use your **laptop**. As long as you have an internet connection, you can take notes on presentations through your laptop, or access slides following the conference on a laptop or desktop via the following website link:

### https://tinyurl.com/MIC-Annual-2017

If you already have an account on a mobile device, use the same account information that was emailed to you. Otherwise follow the steps to create an account.















### **Need the Presentation? Get the App!**

Apple iOS Devices - Search for "MIC of Colorado 2017" on Apple's App Store. Android Devices - Search for "MIC of Colorado 2017" on Google Play.





The MIC Knowledge Hunt is a series of tasks that you complete in the 2017 Expo Hall at participating sponsor booths. Scan the QR codes in the booths to unlock questions, answer the questions to accumulate points. Planner who gathers the most points wins a grand prize from mobile app Sponsor GES/CadmiumCD at the Closing Reception on March 15, 2017 at 5:00 p.m. in the Trade Show. Must be present to win!



SUPPLIER and BUYER Education Event + Happy Hour

The Brown Palace | April 4, 2017

Education Day 2017 | June 9, 2017

Marriott Denver Tech Center

Monthly Education Meetings Hosted around the Denver/Metro Area-visit our Website to learn more!

GBTA+RMBTA ALL ACCESS MEMBERSHIPS ARE NOW AVAILABLE

**GBTA 2017 Convention** July 15-19, 2017 | Boston, MA

rockymountainbta.org

www.gbta.org



### Tuesday, March 14, 2017

### **Planner Only Education Session**

By invitation only to 2017 MIC registered Planners

### 1:00 - 2:30 p.m. - Room 201/203/205

Michael Dominguez, CHSE David DuBois, CMP, CAE, FASAE, CTA Jenn Kimbel, CMP Matthew Marcial, CMP, CAE Moderated by Kristin Arnold, MBA, CPF, CSP







Sponsored by HYATT CONVENTION ALLIANCE





Join a panel of industry leaders as they discuss risk assessment and security in our ever changing meeting and convention industry. Hotel versus convention center, contingency and communication plans, screening of participants, probability at your event? These are the questions that will be discussed.

### Learner Objectives:

- 1. Begin the process of Risk Assessment
- 2. Determine what are the possible threats, what are the probabilities?
- 3. Assess whether or not they have the right plan in place.
- 4. Contingency and communication plans, how important are they?

CMP-IS Domain: A: Risk Management 1.5 CE Hours

mic-colorado.org #micCO2017







### 2:30 P.M. - 4:00 P.M. ~ SNEEK PEEK TRADE SHOW

### **Opening Night General Session** 4:00 - 5:00 p.m.



### lpha Fun With Tim: Customers For Life

Presented by Humor Strategist, Hall of Fame Speaker and MIC Conference Emcee Tim Gard, CSP, CPAE

Discover how one unforgettable life-changing experience for your customers can either cost or generate millions of dollars in revenue. The opportunity is yours to see and create, and you won't believe how easy and fun it can be. Over the last 23 years, I've traveled millions of miles and spoken at thousands of events. Along the way I've discovered secrets of what makes customers for life. The magic is in how and when you connect with your customers and impact them in a way they'll never forget. Anyone can create these emotion filled life-changing experiences following a few simple "#funwithtim" customer connection principles. Emotional customer satisfaction anchors transcend momentary problems and can allow for life long customers that spark multi-generational consumers of your brand based on not just the telling, but the living and reliving of these emotional anchors. Unforgettable lifechanging experiences are laughter filled or heartfelt moments that are unexpected, genuine and profoundly personal. Laugh and

learn how "#funwithtim" customer connection principles empower almost anyone to better connect with their customers one person, one moment at a time.

### Learner Objectives:

- 1. Three fast, easy ways to connect with customers using the #funwithtim formula for success.
- 2. Why employees should perform at least one Simple Act of Kindness (SAK) for every customer. When employees are totally present and "in the now" they avoid an assembly-line mindset and instead, are prepared to look for and take advantage of opportunities for SAK.
- 3. How and why anyone can use Tim's #funwithtim "baseline" technique to be able to refresh and renew in between negative encounters with toxic people, psychic vampires and scammers.

CMP-IS Domain: I: Marketing - 1.00 CE Hour



† Available on-demand after the program

### 5:00 p.m. - 7:00 p.m. ~ Opening Night Reception and Trade Show





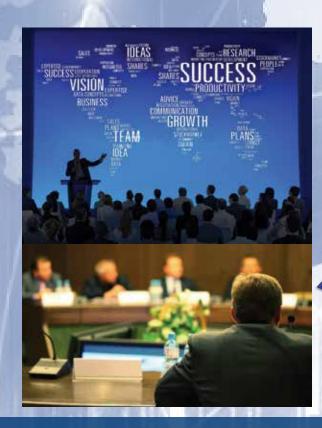








The use of the CMP Preferred Provider Pre-Check logo is not an endorsement by the Convention Industry Council of the quality of the session. This logo means that this session has met the criteria to be pre-approved for CMP certification credit.



# WANT TO EARN MORE CE CREDIT?

Select MIC Sessions will be available for on-demand viewing

1.00 CE Credits Per Session \$25





Visit www.e-attend.com/MIC17 to download the sessions you missed!





The right speaker entertains, excites, educates and engages. They can make or break a meeting or conference.

We have the right experience, connections and reputation. We'll handle every detail for any type of speaker, from negotiation to travel arrangements... and everything in between.

Speak to us. Find out how we can save you time, take away the risk and make things go smoothly for your next event.

303-979-9373 | Debbie@TaylorMadeEvents.com

TAYLOR \* MADE

TaylorMadeEvents.com











Stop by Booth 704 to shoot hoops for charity and to help Hyatt Convention Alliance pay it forward!

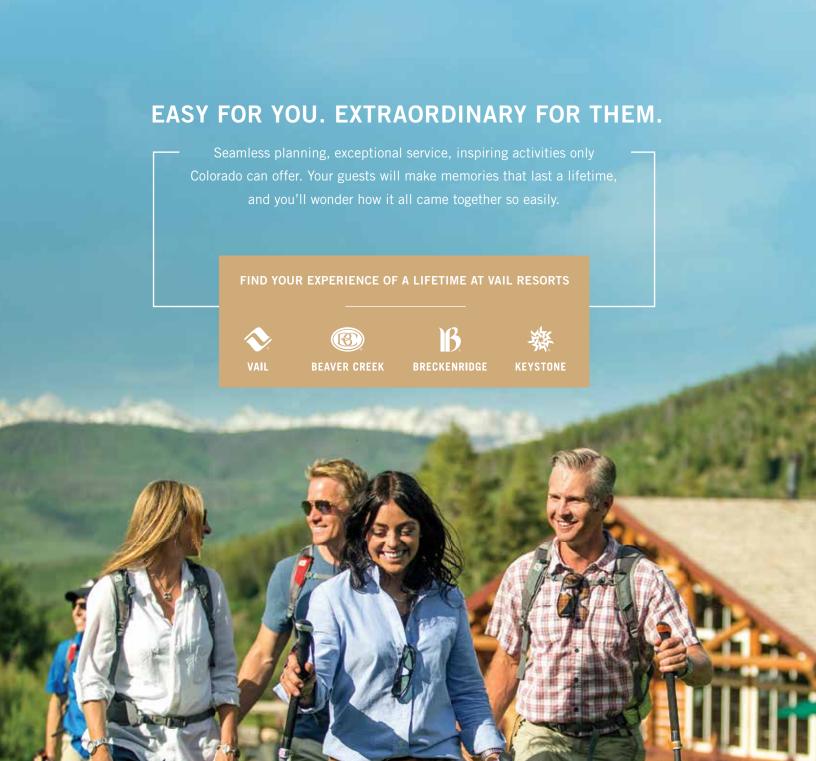
### **HYATT CONVENTION ALLIANCE**

Abundance of options. Simplified solutions. Powered by partnership.

Keeping our client in mind, we formed an alliance of top 10 Hyatt hotels in 9 key cities and dedicated ourselves to providing an easy, seamless booking process.

The Hyatt Convention Alliance provides multiple value-add options when you book with two or more properties over multiple years.

We want to do the work for you by thinking of solutions before you know you need them. We want loyalty in rotations that rivals our loyalty to you.



VAILRESORTSMEETINGS.COM

970.496.6557



### WEDNESDAY, MARCH 15, 2017

### EMCEE - HUMOR STRATEGIST AND HALL OF FAME SPEAKER TIM GARD, CSP, CPAE

Tim Gard, CSP, CPAE, is a tears-in-your-eyes funny keynote speaker who teaches people to be more resilient and resourceful, and coaches businesses on how to enhance productivity and employee enthusiasm. He is a Hall of Fame Speaker, CPAE (Council of Peers Award of Excellence), an elite honor shared by 150 people worldwide and a CSP (Certified Speaking Professional). Tim has spoken at over 2,000 events worldwide from Texas to Tasmania and was selected by *Meeting Planners Magazine* as one of the "best speakers ever seen or heard on the main stage." Tim's down-to-earth style and real-life humor leaves a lasting impression that you will benefit from for years to come. His skillful use of ordinary items in extraordinary ways and extraordinary items in everyday ways make him one of the most popular main stage speakers on the platform today. During the past two decades, Tim has traveled almost two million miles to perform, is the author of 4 books, and an inventor of stress reduction tools that are marketed & enjoyed worldwide.



Tim Gard, CSP, CPAE

### 9:00 - 10:00 a.m.

### Continuing the Conversation ~ State of the Industry and Top Trends † - MILE HIGH BALLROOM



### 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

Mike will discuss how 2017 is going to be a year of major disruption, major change and major instability. We are going to talk about this in depth. We have a new administration and we know that will have some challenges. We know that this will create disruption. We have a new administration that is going to be coming into congress and the senate. That is going to create disruption for our industry. We have a lot of moving dynamics when you look at our industry. Whether it is supply or whether it is or demand and how that world is changing. Join Mike as we walk through that in detail to talk about what it means to you, the meeting

professional, in 2017.

Learner Objectives:

- 1. Learn what the anticipated first 100 days of the new administration means to business and to travel in general
- 2. Understand the current macro and micro environments that will impact the hotel business and most importantly the meetings environment
- 3. Understand what is driving the new competition for both guest rooms and meeting space
- 4. Have a better understanding of what is myth versus reality when it comes to our new business environments
- 5. Understand the need to think like a start-up in order to be relevant in today's environment

#micC02017







### 2017 MIC GENERAL SESSION SPONSORS

**Breakfast** 



visitvailvalley.com



denver.org

Audio Visual



SONOMA COUNTY CALIFORNIA

Coffee Cart

sonomacounty.com

Morning General Session



vailresortsmeetings.com

**Exhibits Contractor** 



brede.com

Catering



centerplate.com

Venue



denverconvention.com

Entertainment



nobleproductionsinc.com







### **AUDIO VISUAL SERVICES**

- Full Audio Visual Services
  - \* AV Rentals
  - \* General Sessions \* Breakouts
- \* Tradeshow Rentals

### **EVENT MOBILE APPS**

- Event Data and Analytics
   Eliminate Print Materials
- \* Exhibitor and Sponsor Directory
  - \* Show Floor Maps \* Speaker Profiles

### STAGE DESIGN

- \* Imaginative Stage Sets
- \* Dyanmic Lighting \* Digital Projection Mapping

### **EVENT TECHNOLOGY**

- \* Phone Charging Kiosks & Ipad Stations
- Custom Digital Signage Information Videos
   Digital Touchscreens & Interactive Mapping
   Mobile Internet HotSpots

### SOCIAL MEDIA SERVICES

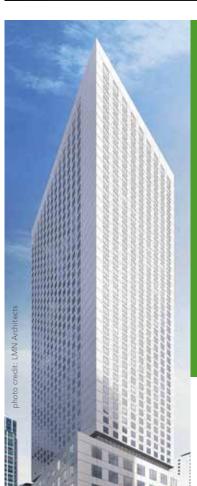
- Display Attendee Content via #Hashtag
   Promote Attendee Engagement
   Increase Your Social Buzz
- \* Display Live Tweets and Instgram Shares

### ONBOARDING ENGAGEMENT

- \* Promote Event Hashtag, Social Activity, and App Engagement \* Create Postive Connection With Your
  - \* Create Postive Connection With You Event Brand

### **CONTACT US**

1.866.522.7000 - CCREVENTGROUP.COM

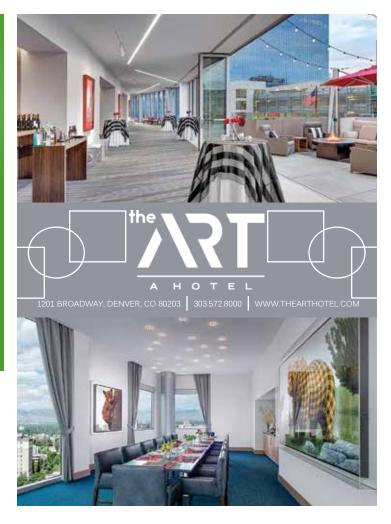


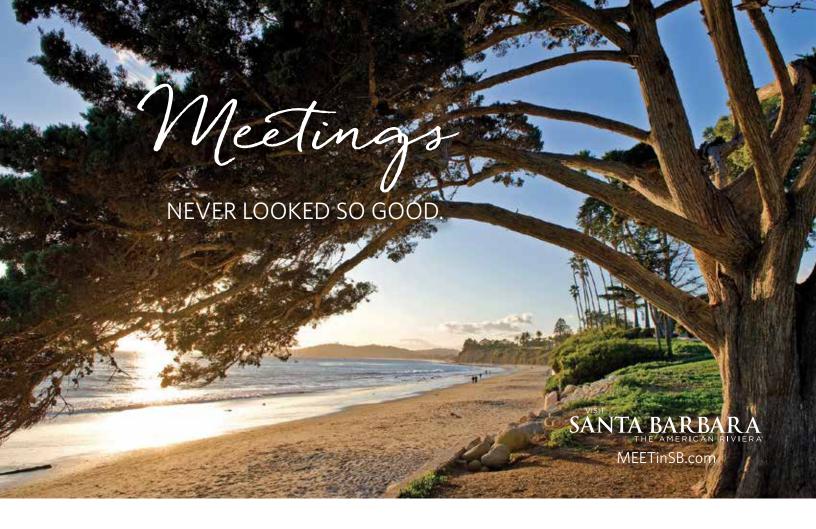
# Seattle Is Planning For The Future

Projects like an additional convention center facility and 1,260-room Hyatt Regency Seattle mean more space for meetings and conventions.

### seattle

visitseattle.org/meetings





### CALL CAL!

Photo and Video For Meetings and Events

At Afforable Rates







www.AllDigitalPhotoandVideo.com Cal Cheney (303)-494-2320 MPI Member & Official Photographer

### WEDNESDAY, MARCH 15, 2017

11:00 AM - 12:00 PM ~ CONCURRENT BREAKOUT SESSIONS A (6)

### Transforming the Attendee Engagement Experience with Technology<sup>†</sup> - Room 401/402

📈 CMP-IS Domain G: Meeting & Event Design – 1.00 CE Hour



Richard Reid, Vice President, Business Development

Freeman ~ 214-623-1450 ~ Richard.Reid@freemanco.com ~ freeman.com

Keeping an audience engaged can be challenging in today's climate of "what's in it for me?" By transforming the attendee engagement experience, we can use technology to create responsive, predictive experiences for their attendees with real-time personalization.

### Learner Objectives:

- Learn how this technology can be used to provide a personalized attendee-driven experience based on the context that each individual desires.
- Understand the value of what happens when personalized and relevant experiences are presented that reflect the attendee's behavioral preferences.
- With these types of technology, the learner can demonstrate tangible ROI for visitors/attendees, exhibitors and sponsors.

### MAKING THE MOST OF MEETINGS: THE FINE ART OF ENGAGING CLIENTS, MEMBERS AND GUESTS - ROOM 201/203



**Debra Fine,** Keynote Speaker, Bestselling Author

The Fine Art of Small Talk ~ 303-721-8266 ~ debra@debrafine.com ~ DebraFine.com

Join Denver's own bestselling author and communication expert Debra Fine for her presentation focused on making the most of meetings and conferences, building business networks and cultivating community.

### Learner Objectives:

- Engage and influence quests/clients/ customers and colleagues with great conversation starters and enhanced confidence
- Issue the invitation to build a business relationship
- Avoid communication barriers and conversation killers

### REINVENTING PANEL DISCUSSIONS + - ROOM 301/302

X CMP-IS Domain G: Meeting & Event Design – 1.00 CE Hour



Kristin Arnold MBA, CSP, CPF, President

ExtraordinaryTeam ~ 480-502-2100 ~ kristin@extraordinaryteam.com ~ PowerfulPanels.com

Your attendees want that "Wizard of Oz" moment-the peak behind the scenes into a frank conversation among really smart practitioners they can't get anywhere else. It's not on YouTube. They have to come to your meeting to be able to listen in to that amazing panel discussion. Ninety-five percent of annual meetings have panels-and it's a 50/50 proposition they are any good at all. Expectations decrease dramatically when your attendees walk in and see the traditional draped head table with microphones on short stands.

In this session, we'll have a collaborative conversation about how to take panels from boring to bravo! You'll walk away with creative ideas to spark your own reinvention of the panel discussion. You will be able to create memorable connections between the panel experts and the audience, generating interest and continued engagement around the topic even after the session is over.

### Learner Objectives:

- See 3 vastly unique room sets that will get your participants immediately engaged
- Learn 5 specific formats to transform boring panels into sensational, memorable discussions
- Discover 7 strategies to make the conversation lively, informative and relevant

### YOU HAVE 7 SECONDS. MAKE THEM COUNT! + - ROOM 205/207

X CMP-IS Domain E: Human Resources- 1.00 CE Hour



Sylvie di Giusto, Executive Image Consulting, LLC

267-303-7577 ~ say-hi@executive-image-consulting.com ~ executive-image-consulting.com

"People Packaging is what I do"... says Sylvie di Giusto who helps individuals and organizations to explore how people make up their minds very quickly about them, their leadership potential, their products and services, or their company, and either open the door or slam it shut. People whom we meet make quick decisions about us. Should they hire us? Vote for us? Trust us? Buy something from us? Like it or not, they judge us during the first seven seconds. This is that brief moment in time when others first see you, whether it's at a meeting, on the job, at the point-of-

sales or at an interview. The good thing is that this impression is something you can control. During this session Sylvie will show you how you can influence the message you send to others, and how you can impress clients, prospects, colleagues, audiences, or anybody in seven seconds or less. Twenty years of corporate experience and her ability to empower people to influence the success of their own career has led Sylvie to launching Executive Image Consulting (www.executive-image-consulting.com), based in New York City. She is also the author of The Image of Leadership (theimageofleadership.com) and the creator of How You Impress (howyouimpress.com). She uses her extensive corporate expertise as a professional speaker, corporate trainer and image consultant for professionals, politicians and companies who place great importance in themselves and their reputation. Sylvie is Austrian by birth, French in her heart, Italian in her kitchen, German with her work ethic and American by choice.

### 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

### WEDNESDAY, MARCH 15, 2017

### 11:00 AM - 12:00 PM ~ CONCURRENT BREAKOUT SESSIONS A (6) - CONTINUED

### BUILDING STRATEGIC AND EXPERIENTIAL SPONSORSHIPS + - ROOM 403/404

X CMP-IS Domain F: Financial Management – 1.00 CE Hour



**Wendy Holliday,** Vice President, Attendee Acquisition & Experience PLM World ~ 440-281-6797 ~ wholliday@plmworld.org ~ plmworld.org

Attendee expectations are higher and conference and expo budgets are tighter. Regardless of your conference size, increase your attendee satisfaction along with your sponsorship revenue with a new approach to sponsorships. Sponsors want thought leadership, category exclusivity, access to attendees and a direct impact on their business. Learn to offer these sponsor musts while meeting attendee needs for entertainment, professional help, greater connections with other attendees, activities that align with their personal passions and something that they can consume

or take home and share.

### Learner Objectives:

- Explore alternatives for selling premium priced sponsorships that align with your suppliers marketing objectives and your attendee needs.
- Explore sponsorship activation elements that enhance the attendee experience
- Gain insights to assist sponsors in activating their investment for desired results

### CREATING EXTRAORDINARY EXPERIENCES FOR YOUR BRAND - ROOM 405/406

CMP-IS Domain I: Marketing – 1.00 CE Hour



**Jerome Joseph, CSP, CSPGlobal, PMC,** The Chief Experience Officer +65 6288 7812 ~ jerome@jeromejoseph.com ~ thebrandtheatre.com

We know that experiences have a big role to play for meeting planners, but how do you use it to your advantage to build loyalty and engagement to your brand and event? In this highly interactive session, learn how to utilize consumer psychology insights and our proprietary brand experience framework to create a deep and lasting connection between your brand and your target audiences. Meeting planners will get to think about how to engage their stakeholders using the Brand Experience framework of heart, soul and mind, with the results that stakeholders are more engaged,

more motivated to share and stronger advocates to your brand and events that they are part of.

### Learner Objectives:

- Gain an in-depth understanding of experience branding and how it works including our proprietary experience branding framework involving heart, soul and mind.
- Learn about emotions and expectations a hot topic in consumer psychology and how you can connect better with your stakeholders through experiences
- Map and develop your strategic brand experience platform of your next meeting or brand project
- Drive brand loyalty by delivering enriching experiences and moments to your customers
- Increase buy-in and develop a sense of ownership as you and your teams develop your very own branded experiences





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 on 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.





### THE PERFECT SPACE

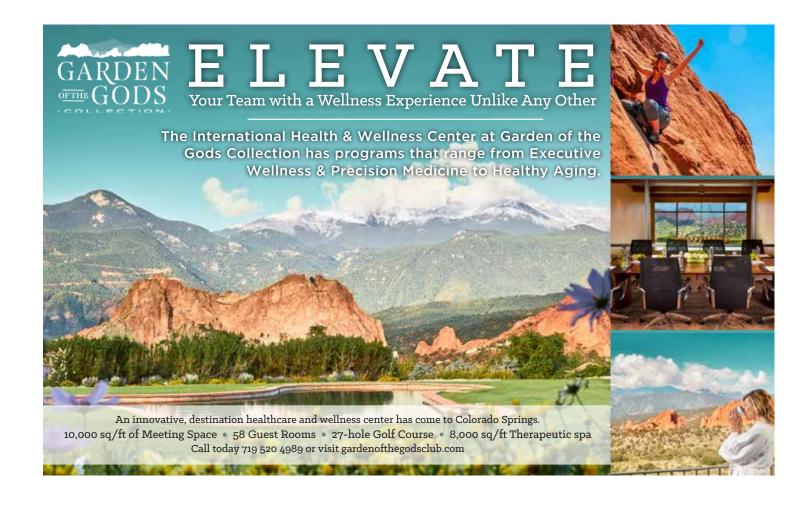
There's no other meeting venue like the Colorado Convention Center - a distinct and memorable setting for your next meeing or event. Plenty of meeting space, meeting rooms and Ballrooms plus the modular Bellco Theatre.

To inquire or book, Call or email Rich Carollo at 303.228.8022 or rcarollo@denverconvention.com









# Leaders in Advanced Technology and Telecommunications for Tradeshows and Events







KATHIE GILES • DIRECTOR OF GLOBAL SALES KGILES@TWOROADSHOTELS.COM

TWOROADSHOTELS.COM













# LUNCHEON

### WEDNESDAY, MARCH 15, 2017 12:00 pm - 2:00 pm ~ Lunch Program and Keynote







Lunch is sponsored by

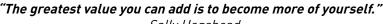








Keynote is sponsored by



~ Sally Hogshead





Drawing upon her branding principles, Sally created a method to predict each person's style of communication that will get the best response in a listener. The Fascination Advantage®, is the first communication assessment that measures how others perceive you.

After researching over 700,000 people, her algorithm can pinpoint your most valuable differentiating traits. Unlike Myers-Briggs or StrengthsFinder, this test doesn't measure how you see the world - but how the world sees you.

The science of fascination is based on Sally's decade of research with dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

Sally skyrocketed to the top of the advertising profession and, by age 24, she was the most awardwinning advertising copywriter in the U.S. Her campaigns for brands such as MINI Cooper, Nike, Godiva and Coca-Cola have fascinated millions of consumers. At the age of 27, she opened her first ad agency and her work still hangs in the Smithsonian Museum of American History. She frequently appears in

national media, including NBC's "Today" show and the New York Times. Named as the No.1 Brand Guru in the World, her practical marketing system now lives inside organizations such as IBM, Twitter, and the YMCA, as well as thousands of small businesses.

Her new book, FASCINATE: How to Make Your Brand Impossible to Resist is a New York Times bestseller. Her recent book, HOW THE WORLD SEES YOU, was a New York Times and Wall Street Journal bestseller.

Sally is one of only 172 living members of the CPAE Speaker Hall of Fame®, the industry's highest award for professional excellence.

### How Does The World See You?

Your communication style has a unique advantage. Once you identify and unlock its potential, people are more likely to listen to you, remember you, and admire you.

What are YOUR most impressive personal qualities? When you speak, how are you most likely to impress and influence that person sitting on the other side of the table? In other words, what makes you FASCINATING?

Fascination is a state of intense focus. When you fascinate your listener, they are more likely to remember you and respect you. How are YOU most likely to make a positive first impression?

Sally Hogshead will show you. The science of fascination is based on Sally's decade of research with dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives, nearly one million professionals.

Sally Hogshead is also the New York Times bestselling author of How the World Sees You and FASCINATE: How to Make Your Brand Impossible to Resist.

And our speaker today is one of only 172 living members of the Speaker Hall of Fame®, the global speaking industry's highest award for professional excellence.

To become more successful, you don't have to CHANGE who you are. You have to become MORE of who you are.











Goal-Oriented

Decisive



Stable

Familiar



Ambitious



Expressive

Intuitive

Engaging







Creative Visionary Entrepreneurial

Proactive Organized Detailed

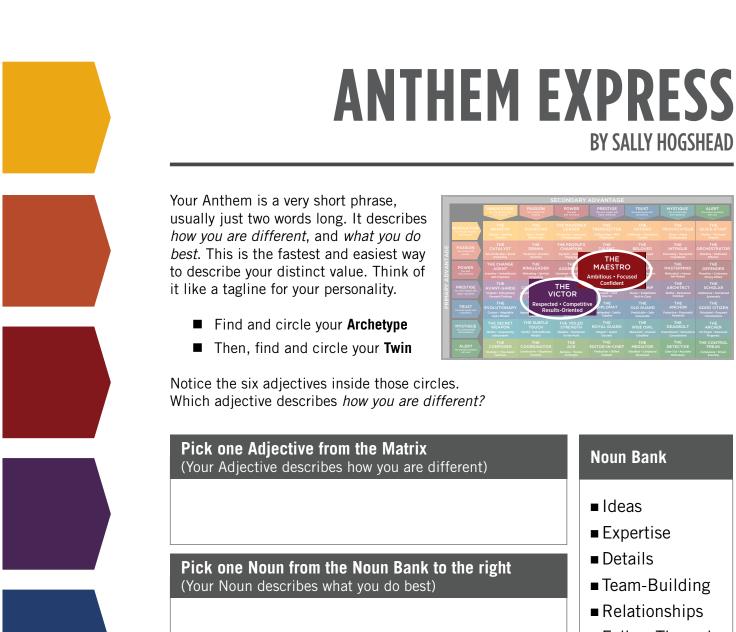
ALERT

#micC02017

# THE 49 PERSONALITY ARCHETYPES DISCOVERED BY SALLY HOGSHEAD

SECONDARY FASCINATION ADVANTAGE®

	t care	ART	ATOR licated	<b>ER</b> tionary ed	<b>AR</b> ciplined c	IZEN epared ous	<b>R</b> Bsoned	ROL ( Driven
ALERI	You prevent problems with care	THE QUICK-START Prolific • Thorough Diligent	THE ORCHESTRATOR Attentive • Dedicated Efficient	THE DEFENDER Proactive • Cautionary Strong-Willed	THE SCHOLAR Intellectual • Disciplined Systematic	THE GOOD CITIZEN Principled • Prepared Conscientious	THE ARCHER On-Target • Reasoned Pragmatic	THE CONTROL FREAK Compulsive • Driven Exacting
MYSTIQUE	You communicate with substance	THE PROVOCATEUR Clever • Adept Contemporary	THE INTRIGUE Discerning • Perceptive Considerate	THE MASTERMIND Methodical • Intense Self-Reliant	THE ARCHITECT Skillful • Restrained Polished	THE ANCHOR Protective • Purposeful Analytical	THE DEADBOLT Unemotional • Introverted Concentrated	THE DETECTIVE Clear-Cut • Accurate Meticulous
ANTAGE	You build loyalty with consistency	THE ARTISAN Deliberate • Thoughtful Flexible	THE BELOVED Nurturing • Loyal Sincere	THE GUARDIAN Prominent • Genuine Sure-Footed	THE BLUE CHIP Classic • Established Best-In-Class	THE OLD GUARD Predictable • Safe Unmovable	THE WISE OWL Observant • Assured Unruffled	THE MEDIATOR Steadfast · Composed Structured
VER PRESTIGE TR	You earn respect with higher standards	THE TRENDSETTER Cutting-Edge • Elite Progressive	THE TALENT Expressive • Stylish Emotionally-Intelligent	THE MAESTRO Ambitious • Focused Confident	THE IMPERIAL Arrogant • Cold Superior	THE DIPLOMAT Levelheaded • Subtle Capable	THE ROYAL GUARD Elegant • Astute Discreet	THE EDITOR-IN-CHIEF Productive · Skilled Detailed
POV	You lead with command	THE MAVERICK LEADER Pioneering • Irreverent Entrepreneurial	THE PEOPLE'S CHAMPION Dynamic • Inclusive Engaging	THE AGGRESSOR Dominant • Overbearing Dogmatic	THE VICTOR Respected • Competitive Results-Oriented	THE GRAVITAS Dignified • Stable Hardworking	THE VEILED STRENGTH Realistic • Intentional To-the-Point	THE ACE Decisive • Tireless Forthright
PASSION	You connect with emotion	THE ROCKSTAR Bold • Artistic Unorthodox	THE DRAMA Theatrical • Emotive Sensitive	THE RINGLEADER Motivating • Spirited Compelling		THE AUTHENTIC Approachable • Dependable Trust worthy	THE SUBTLE TOUCH Tactful • Self-Sufficient Mindful	THE COORDINATOR Constructive · Organized Practical
INNOVATION	You change the game with creativity	THE ANARCHY Volatile • Startling Chaotic	THE CATALYST Out-of-the-Box • Social Energizing	THE CHANGE AGENT Inventive • Untraditional Self-Propelled	THE AVANT-GARDE CONNOISSEUR Original • Enterprising Insightful • Distinguished In-the-Know	THE EVOLUTIONARY Curious • Adaptable Open-Minded	THE SECRET WEAPON Nimble • Unassuming	THE COMPOSER COORDINATOR Strategic • Fine-Tuned Constructive • Organized Judicious
		INNOVATION You change the game with creativity	PASSION You connect with emotion	POWER You lead with command	PRESTIGE You earn respect with higher standards	TRUST You build loyalty with consistency	MYSTIQUE You communicate with substance	ALERT You prevent problems with care



### **Noun Bank**

- Ideas
- **■** Expertise
- Details
- Team-Building
- Relationships
- Follow-Through

Now, combine your Adjective and Noun together Finish this sentence: My distinct value is my ability to deliver						
(Adjective)	(Noun)					

For Complete Instruction on the Anthem Method, Please Visit: HowToFascinate.com/Anthem OR Email Us: Hello@HowToFascinate.com HowToFascinate.com



# From Rocky Mountains to smooth sailing.

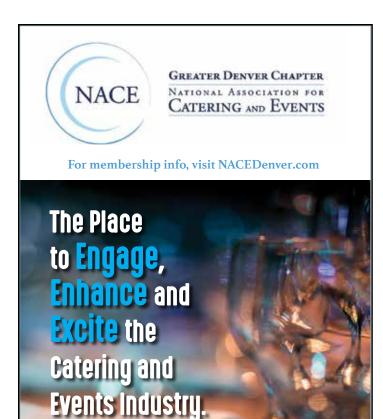




Gorgeous beaches, an active harbor, a seemingly endless array of activities and numerous distinct hotel properties make Newport Beach an ideal location for your next meeting. Join Amanda Kliem for a drink on our sand while she guides the course for a wonderful event, custom designed for our Rocky Mountain area friends! Cheers to the endless possibilities for your event in Newport Beach,

### VISIT US IN DENVER MARCH 15 AT MIC, BOOTH 815 Stop by to say hello and ask Amanda how to enter to become a lucky \$500 American Express Gift Card winner!







– CHAPTER –

### April Educational Program + Backpacks 2 Briefcases

Joint meeting with NACE Denver Marriott Tech Center 4.20.17 @ 11:30 am - 1:30 pm

### Chairman's Challenge + MPI After 5

Bowlero Lonetree 5.3.17 @ 3:00 pm - 7:00 pm

### Annual "Galauction"

The Lakehouse @Cherry Creek 6.15.17 @ 5:30 pm - 9:00 pm







The MPIRMC Membership Directory & Buyer's Guide will be published in May 2017. To reserve your spot contact Freddie Templeton 720.733.8000 ~ mpirmc.org





### pcma Rocky Mountain Chapter

**Delivering breakthrough education** 

Breaking the mold with innovative member driven content

The leading platform for establishing long-term business relationships

APRIL Education Program & Global Meeting Industry Day

JUNE **Education Bootcamp** 

**AUGUST** 

**Golf Tournament** SEPTEMBER

**Education Program** DECEMBER

**Education Program & Holiday** 

### OTHER PROGRAMS **AND EVENTS**

Community Service Projects

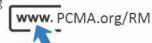
**Networking Social** Hours

Emerging Leaders & Student Programs

### **Stay Connected**



@RockyMountainPCMA



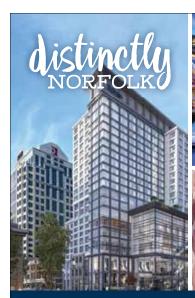
# AIL VALLEY Your Ultimate Meeting Destination | VisitVailValley.com

### Visit Vail Valley, Your Ultimate Meeting Destination.

The Vail Valley, home to Vail and Beaver Creek Resorts, is the ideal mountain location to host your group or meeting. With two world-class mountain resorts and numerous lodging properties available, groups of any size are welcome. Our mountain locations have something for everyone, from small incentive trips to large corporate groups to participatory sporting events. Qualified meeting planners can take advantage of our Complimentary Site Inspection Program.

**Photo by Jack Affleck** 

Tina Schwab | 970-477-4007 | tina@visitvailvalley.com | Vall Vall Pu







With dazzling new venues, dining and nightlife, Downtown Norfolk is a distinctive meeting destination. Opening April 2017, Hilton Norfolk The Main – a 300-room luxury hotel and conference center – offers vibrant new spaces and hospitality. And the

revitalized Waterside District provides eclectic dining and entertainment with stunning views of the Norfolk waterfront.

Plan your next conference at visitnorfolktoday.com.

The heart of the Virginia Waterfront. SM

1-800-368-3097

### INTRODUCING THE 365 GRAND CLUB











TO ANY GREAT EVENT.



Mark Richardson Regional Director of Sales & Catering 719.955.6285 mark.richardson@antlers.com

IN THE HEART OF DOWNTOWN COLORADO SPRINGS

# more than a partner.

The Meetings Industry Council knows networking like only professionals can, and Freeman knows the Rocky Mountain Region like only locals can. We're proud to offer our full-service capabilities, first-class connections, and unbeatable expertise in strategy, creative, digital, event technology and logistics. Your partner through every peak and valley, we'll help achieve your goals for events of any size across the Rocky Mountain Region.

### FREEMAN

**Exposition Services** Michelle Burns, CEM Client Solutions Director o 303-320-5118 | m 303-210-6355 Michelle.Burns@freeman.com

Audio Visual Scott Collinsworth, CTS Client Solutions Director o 720-638-1488 | m 475-227-9001 Scott.Collinsworth@freeman.com

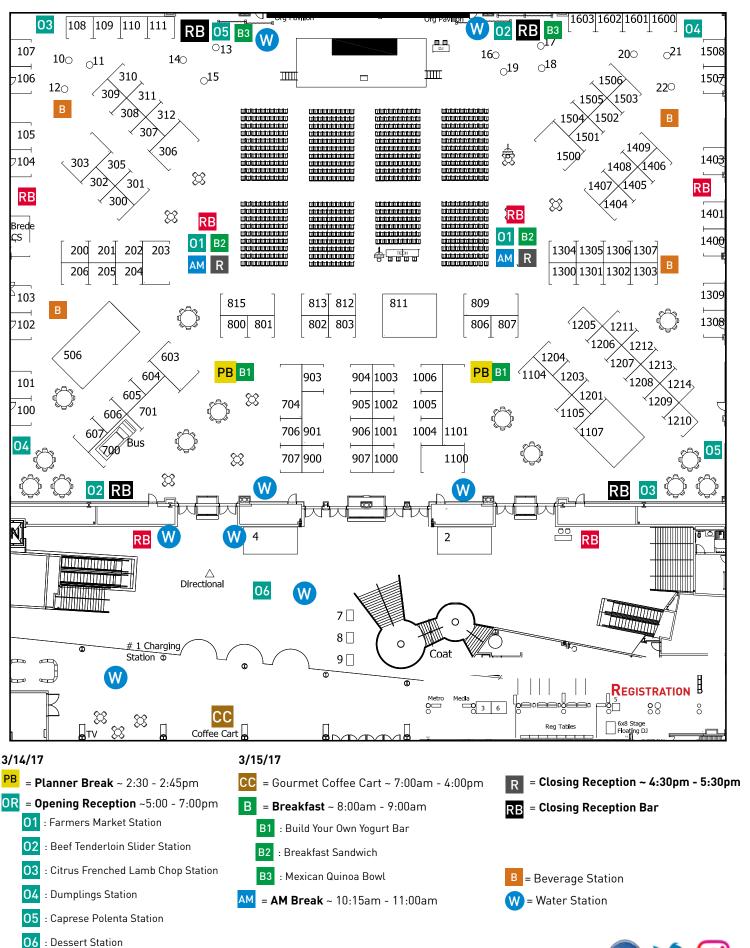




5140 Colorado Blvd., Denver, CO 80216 ph: 303-399-8600

email: Brede-Colorado@brede.com

### 2017 MIC of Colorado Trade Show Floor - Mile High Ballroom, Colorado Convention Center



RB = Opening Reception Bar

### 2017 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

					LURADU LIST OF EX	
Воотн	COMPANY	CITY, STATE	CONTACT	PHONE 2700		BSITE A I O la a ta la manura a com-
1506	AIC Hotel Group - Hard Rock All Inclusive	Coral, FL	Pat McCain	214-276-7760	pmccain@aichotelgroup.com	www.AlChotelgroup.com
1601	Aliante Casino+Hotel	N Las Vegas, NV	Bernadette Anthony	702-692-7530	banthony@aliantegaming.com	www.aliantegaming.com
P3	All Digital Photo & Video	Laffayette, CO	Cal Cheney	303-494-2320	info@alldigitalstudios.com	www.AllDigitalStudios.com
603	Ameristar Casino Resort Spa	Black Hawk, CO	Rebecca Sosa	720-275-0225	Rebecca.Sosa@ameristar.com	www.ameristar.com
1403	Arvada Visitors Center	Arvada, CO	Jean Gordon	720-898-3380	jean@visitarvada.org	www.visitarvada.org
1303	Asheville CVB	Asheville, NC	Tina Porter	828-258-6133	tporter@exploreasheville.com	www.ExploreAsheville.com
803	Aspen Chamber Resort Association	Aspen, CO	Liz Cluley	970-920-7196	lcluley@aspenchamber.org	www.aspenchamber.org
1101	Associated Luxury Hotels International	Denver, CO	Bill Light	303-756-9466	blight@alhi.com	www.alhi.com
301	Austin Convention & Visitors Bureau	Austin, TX	Lindsey Elliott	512-583-7261	Lelliott@austintexas.org	www.Austintexas.org
1201	AXS Group	Denver, CO	Nicole Marsh	800-432-1492	nicole@theaxsgroup.com	www.theaxsgroup.com
1206	Beaver Run Resort & Conference Center	Breckenridge, CO	Kim Hawks	970-453-8729	khawks@beaverrun.com	www.beaverrun.com
311	Boise Centre	Boise, ID	Lori Brown	208-489-3664	lbrown@boisecentre.com	www.boisecentre.com
700	Boulder Convention and Visitors Bureau	Boulder, CO	Andrew Heidt	303-579-7701	andrew.heidt@bouldercvb.com	www.bouldercvb.com
1205	Breckenridge Tourism Office	Breckenridge, CO	Donna Horii	970-453-5060	DHorii@gobreck.com	www.gobreck.com/meetings
811	Brede Exposition Services	Denver, CO	Ken Williams	303-399-8600	kwilliams@brede.com	www.brede.com
701	Business Events Canada	San Francisco, CA	Robin Thompson	415-388-3022	Robin.Thompson@businesseventscanada.ca	www.businesseventscanada.ca
706	CadmiumCD.com	Forest Hills, MD	Michelle Wyatt	410-638-9239 ext. 263	michelle@cadmiumCD.com	www.cadmiumcd.com
200	Caesars Entertainment	Las Vegas, NV	Destinee Walker	702-305-6088	dewalker@caesars.com	www.caesarsmeansbusiness.com
305	Casper Area Convention & Visitors Bureau	Casper, WY	Brook Kreder	307-234-5362	brook@visitcasper.com	www.visitcasper.com
1001	CEAVCO Audio Visual	Arvada, CO	Pete Goetz	303-539-3541	petegoetz@ceavco.com	www.ceavco.com
1006	Centerplate Catering	Denver, CO	Erin Brown	303-228-8081	Erin.Brown@Centerplate.com	www.centerplate.com
1204	Cheyenne Mountain Resort	Colorado Springs, CO	Penny Bergsten	719-538-4024	PBergsten@cheyennemountain.com	www.cheyennemountain.com
P6	City of Loveland, Colorado	Loveland, CO	Cindy Mackin	970-962-2626	Cindy.Mackin@cityofloveland.org	www.VisitLovelandCO.com
1004	City of Loveland, Colorado	Loveland, CO	Cindy Mackin	970-962-2626	Cindy.Mackin@cityofloveland.org	www.VisitLovelandCO.com
807	Colorado Convention Center	Denver, CO	Rich Carollo	303-228-8075	rcarollo@denverconvention.com	www.denverconvention.com
801	Colorado Meetings + Events Magazine	Centennial, CO	Bob Haddad	303-617-0548	bob.haddad@tigeroak.com	www.meetingsmags.com
813	Colorado Springs CVB	Colorado Springs, CO	Kathy Reak	719-685-7632	kathy@visitcos.com	www.visitcos.com
1210	Copper Mountain Resort	Copper Mountain, CO	Carol Schmidt	970-968-2318	cschmidt@coppercolorado.com	www.coppermeetings.com
1208	Craftworks Restaurants & Breweries	Broomfield, CO	Joyce Reilly	303-664-4029 jrei	lly@cwrestaurants.com www.craftworksrestaur	ants.com/brands.html#corebrands
604	Crested Butte Mountain Resort	Denver, CO	Janet Randles	303-992-2292	jrandles@cbmr.com	www.skicb.com
102	CU South Denver	Parker, CO	Maria Rainsdon	303-315-9438	maria.rainsdon@ucdenver.edu	www.southdenver.cu.edu
900	Cvent	McLean, VA	Chris Kearnery	720-709-1924	ckearnery@cvent.com	www.regonline.com
1213	Denver Adventures	Golden, CO	Stefan Vandersteen	303-984-6151	svds@denveradventures.com	www.denveradventures.com
1207	Destination Colorado	Denver, CO	Stacy Deaffler	970-331-6063	stacy.daeffler@destinationcolorado.com	www.DestinationColorado.com
108	Devil's Thumb Ranch Resort & Spa	Tabernash, CO	Thad Carlson	970-726-7011	tcarlson@devilsthumbranch.com	www.devilsthumbranch.com
606	DoubleTree by Hilton Colorado Springs	Colorado Springs, CO	Susan Whitsitt	719-527-4664	swhitsitt@coloradospringsdoubletree.com	www.DoubleTreeCOSprings.com
904	Elitch Gardens Theme and Water Park	Denver, CO	Lisa Miller	303-595-4386	lmiller@elitchgardens.com	www.elitchgardens.com
1507	Estes Park Events Complex	Estes Park, CO	Karen Lynch	970-577-3956	klynch@estes.org v	vww.estesparkeventscomplex.com
100	Eventsquid, LLC	Lone Tree, CO	Michael Kranitz	720-838-0700	michael@eventsquid.com	www.eventsquid.com
1305	Experience Scottsdale	Scottsdale, AZ	Shannon Johnson	480-889-2704	sjohnson@experiencescottsdale.com	www.experiencescottsdale.com
307	Fiesta Americana Hotels & Tropical Incentives	Kennedale, TX	Casimiro Ramirez	817-516-5003	casimiro.ramirez@posadas.com	www.grandmeetingsmexico.com
309	Fort Worth Convention & Visitors Bureau	Fort Worth, TX	Julie Gorman	208-939-6396	juliegorman@fortworth.com	www.fortworth.com
103	Four Seasons Hotels and Resorts	Irving, TX	Melissa Quest Hays	404-249-1580	melissa.hays@fourseasons.com	www.fourseasons.com
901	Freeman	Denver, CO	Darlene Bass	303-316-3740	Darlene.Bass@freemanco.com	www.freemanco.com
312	Garden of the Gods Collection	Colorado Springs, CO	Lee Reigers	719 632-6970	lreijgers@ggclub.com	www.gardenofthegodsclub.com
812	Gaylord Hotels	Carrollton, TX	Michelle Carter	615-458-2819	mcarter@gaylordhotels.com	www.GaylordHotels.com
707	Global Experience Specialists (GES)	Aurora, CO	Pamela Mather	720-369-7146	PMather@ges.com	www.ges.com
1209	Grand Junction Visitor & Convention Bureau	Grand Junction, CO	Marci Kurronen	303-979-1535	sales@gjcity.org	www.visitgrandjunction.com
1309	Greater Boston Convention & Visitors Bureau	Boston, MA	Holly Perrin	617-867-8271	hperrin@bostonusa.com	www.bostonusa.com
110	Greater Fort Lauderdale CVB	Danville, CA	Nora Gorman	925-791-5282	ngorman@broward.org.	www.sunny.org
1308	Holiday Inn	Denver, CO	Breda McCambridge	303-329-2705	breda.mccambridge@histapleton.com	www.histapleton.com
605	Hotel Monaco Denver	Denver, CO	Michael Tan	703-294-3021	Michael.Tan@kimptonhotels.com	www.hotelmonaco.com
201	Hotel Talisa, Vail	Vail, CO	Lauren Lacy	303-204-0224	llacy@hoteltalisa.com	www.hoteltalisa.com
704	Hyatt Convention Alliance	San Diego, CA	Bethney Gardner	619-656-1756	bethney.gardner@hyatt.com	www.hyatt.com
310	Hyatt Regency Aurora-Denver Conference Cente	-	Bill Hume	720-925-5322	bill.hume@hyatt.com	www.aurora.regency.hyatt.com
1002	IHG®   Crowne Plaza Denver Downtown	Denver, CO	Heather Douglas	720-269-3262	heather.douglas@ihg.com	www.ihg.com
811	Image Audiovisuals, Inc.	Denver, CO	Diana Mueller	303-758-1818	diana@imageav.com	www.imageav.com
1504	J&S Audio Visual	Denver, CO	Jennifer Winget	303-792-5508	jenniferw@jsav.com	www.jsav.com
101	Kessler Collection	Orlando, FL	Shawna Perales	970-471-5439	Shawna.Perales@kesslercollection.com	www.kesslercollection.com
1502	Loews Don CeSar Hotel	St. Pete beach, FL	Denise Santos-Colonel	727-363-5093	dcolonel@loewshotels.com	www.loewshotels.com
1408	Los Angeles Tourism & Convention Board	Los Angeles, CA	Andrea Rodriquez	206-453-5618	arodriquez@latourism.org	www.meetla.com
506	Marriott International	Littleton, CO	Tessa Crist	303-330-1685	Tessa.Taufen@marriott.com	www.marriott.com
	Meet Hawaii / Hawaii VCB	Honolulu, HI	Adele Tasaka	808-924-0225	atasaka@hvcb.org	www.mamott.com www.meethawaii.com
1406						

### 2017 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

	<b>ZUI/ MEETINGS</b>	INDUSTRY C	OUNCIL (MI	C) OF CO	LORADO LIST OF	EXHIBITORS
Воотн	Сомрану	CITY, STATE	CONTACT	PHONE	E-MAIL	WEBSITE
1307	Meet Minneapolis	Minneapolis, MN	Nathan Hermiston	612-767-8132	nathanh@minneapolis.org	www.minneapolis.org
1400	Meetings Today	Cedar Rapids, IA	Debbie Richards	319-861-5177	debbie.richards@meetingstoday.com	www.MeetingsToday.com
1005 1401	Monterey County Convention & Visitors Bureau Multimedia AV	•	Joe Marcy	831-657-6416 303-623-2324	JOE@SEEMONTEREY.COM	www.SeeMonterey.com www.multimedia-av.com
1301	Myrtle Beach Convention Center	Englewood, CO  Myrtle Beach, SC	Neal Cohen Rita Harrell	843-918-1225	ncohen@multimedia-av.com	
104	Nashville CVC	Nashville, TN		615-259-4722	rita.harrell@mb-cc.com cory@visitmusiccity.com	www.myrtlebeachconventioncenter.com
905	Noble Productions, Inc.	Highlands Ranch, CO	Cory Adams Stuart Noble	303-434-1172	, , ,	www.visitmusiccity.com
1600	Oklahoma City Convention and Visitors Bureau	Oklahoma City, OK	Morgan O'Neil	405-297-8907	stuart@nobleproductionsinc.com moneill@visitokc.com	www.nobleproductionsinc.com www.visitokc.com
1407	Omni Hotels & Resorts	La Crescenta, CA	Charina De la Cruz	818-396-5333	cdelacruz@omnihotels.com	www.visitokc.com
906	Philadelphia CVB	Philadelphia, PA	James Delmar	215-636-3323	James@discoverPHL.com	www.discoverPHL.com
1508	PMSI-Professional Marketing Services, Inc.	Stratford, CT	Marty Bear	888-999-0484	marty@callpms.com	www.callpms.com
1404	Preferred Hotels & Resorts	Sacramento, CA	Jennifer Collins	916-570-3849	jcollins@preferredhotels.com	www.phgmeetings.com
1214	Premier Charters	Golden, CO	Ryan Benjamin	303-289-2222	ryan@ridepremier.com	www.ridepremier.com
206	Presidential Worldwide Transportation	Denver, CO	Gary Simms	303-286-1114	gsimms@presidentialworldwide.com	www.presidentialworldwide.com
1603	PSAV Presentation Services	Denver, CO	Alyson Fetherolf	303-592-1977	afetherolf@psav.com	www.psav.com
105	Rapid City Convention & Visitors Bureau	Rapid City, SD	Tyson Steiger	605-718-8489	Steiger@visitrapidcity.com	www.visitrapidcity.com
205	Realize Colorado	Winter Park, CO	Deana Mitchell	970-471-4137	deana@realizeplanning.com	www.realizecolorado.com
1602	Reno Sparks Convention & Visitors Authority	Fort Collins, CO	Aleta Barrett	970-710-1859	abarrett@RenoTahoeUSA.com	www.visitrenotahoe.com
1503	Rosen Hotels & Resorts	Orlando, FL	Ashley Haumann	407-996-1724	ahaumann@rosenhotels.com	www.rosenhotels.com
1107	SAGE HOSPITALITY	Aurora, CO	Renee Wriedt	303-307-3107	renee.wriedt@diamarriott.com	www.sagehospitality.com
1409	San Diego Toursim Authority	San Diego, CA	Ernie Rossow	619-557-2833	erossow@sandiego.org	www.sandiego.org
1500	San Francisco Travel	San Francisco, CA	Marco Rodriguez	415-227-2618	marco@sftravel.com	www.sftravel.com
204	Snowmass Tourism	Snowmass Village, CO	Jim O'Leary	970-923-2232	joleary@snowmasstourism.com	www.gosnowmass.com
1105	Sonesta	Newton, MA	Tami Carroll	936-597-5880	tcarroll@sonesta.com	www.Sonesta.com
1000	Sonoma County Tourism	Orange, CA	Nancy Garvey	714-602-6312	ngarvey@sonomacounty.com	www.sonomacounty.com
P5	Splash Promotions	Centennial, CO	Russ Aagaard	303-552-9547	russ@splash-promo.com	www.splash-promo.com
800	Telluride	Telluride, CO	Allison Grassetti, CMP	970-728-2518	agrassetti@tellurideskiresort.com	www.seeforevervillage.com
903	The Antlers Hotel & Mining Exchange	Colorado Springs, CO	Mark Richardson	719-955-6285	mark.richardson@antlers.com	www.antlers.com
P2	the ART, a hotel	Denver, CO	Ben Powers	303-572-8000	bpowers@thearthotel.com	www.@thearthotel.com
802	The Broadmoor Hotel	Colorado Springs, CO	Jeremy Wilson	719-577-5820	jwilson@broadmoor.com	www.broadmoor.com
P1	The Brown Palace	Denver, CO	Kim Forte	303-312-8979	KForte@brownpalace.com	www.BrownPalace.com
607	The Lodge at Flying Horse	Colorado Springs, CO	Jeffrey Howell	719-487-2660	jhowell@flyinghorseclub.com	www.lodgeatflyinghorse.com
1003	The Ritz-Carlton Denver	Denver, CO	Kaytlin Powers	303-312-3817	Kaytlin.Powers@ritzcarlton.com	www.ritzcarlton.com
1003	The Ritz-Carlton, Bachelor Gulch	Avon, CO	Theresa Wheeler	970-343-1014	Theresa.Wheeler@ritzcarlton.com	www.ritzcarlton.com
202	The Sebastian-Vail	Vail, CO	Pamela Hoffer	970-477-8148	phoffer@thesebastianvail.com	www.thesebastianvail.com
1211	The Steamboat Grand	Steamboat Springs, CO	Meg Palumbo	970-871-5537	mpalumbo@steamboat.com	www.steamboatgrand.com
111	Tourism Santa Fe	Santa Fe, NM	Kim Harmon	505-955-6228	kaharmon@santafenm.gov	www.santafe.org
1501	Tourism Santa Fe	Santa Fe, NM	Justin Cox	505-955-6228	jrmcox@ci.santa-fe.nm.us	www.santafe.org
907	Two Roads Hospitality	Englewood,, CO	Kathie Giles	954-662-7633	kgiles@destinationhotels.com	www.tworoadshospitality.com
1100	Universal Orlando Resort & Loews Hotels	Orlando, FL	Jessica Wicker	407-224-6678	jessica.wicker@universalorlando.com	. ,
809	Vail Resorts Meetings & Events	Broomfield, CO	Ellen Collins	303-881-7167	ECollins@vailresorts.com	www. vailresortsmeetings.com
1405	Visit Anchorage	Anchorage, AK	Marlene Geils	888-257-2381	mgeils@anchorage.net	www.anchorage.net
1212	Visit Aurora	Aurora, CO	Justin Clark	303-326-8697	justinclark@visitaurora.com	www.www.visitaurora.com/
1302	Visit Charlotte	Charlotte, NC	Brant Henkel	704-331-2705	Brant.Henkel@visitcharlotte.com	www.visitcharlotte.com
303	Visit Cheyenne	Cheyenne, WY	Jim Walter	307-778-3133	jim@cheyenne.org	www.cheyenne.org
806	VISIT DENVER	Denver, CO	Gysela Fillingham	303-551-4251	kgarcia@visitdenver.com	www.visitdenver.com
1203	Visit Fort Collins	Fort Collins, CO	Erik Barstow	970-631-7312	erik@ftcollins.com	www.visitfortcollins.com
308	Visit Houston	Houston, TX	Nyomi Villafranca	713-437-5211	nvillafranca@visithouston.com	www.visithouston.com
107	Visit Indy	Indianapolis, IN	Nicole Perry	317-262-3000	nperry@visitindy.com	www.VisitIndy.com
106	VISIT Milwaukee	Milwaukee, WI	Megan Husband	414-287-6239	mhusband@milwaukee.org	www.visitmilwaukee.org
815	Visit Newport Beach, Inc.	Newport Beach, CA	Amanda Kleim	949-467-2743	Amanda@visitnewportbeach.com	www.VisitNewportBeach.com
P7	Visit Norfolk	Norfolk, VA	Jackie Lozano Payne	757-622-5943	jpayne@visitnorfolktoday.com	www.visitnorfolktoday.com
1104	Visit Ogden	Ogden, UT	Lindsay Ketcham	801-814-8364	lindsey@visitogden.com	www.visitogden.com
302	Visit Park City	Park City, UT	Kim Davis	435-658-9624	kim@visitparkcity.com	www.visitparkcity.com
1304	Visit Phoenix	Phoenix, AZ	Thom Terranova	602-452-6221	tterranova@visitphoenix.com	www.visitphoenix.com
300	Visit Salt Lake	Salt Lake City, UT	Diane Utley	801-534-4937	dutley@visitsaltlake.com	www.visitsaltlake.com
1505	Visit San Mateo County	Burlingame, CA	Karla Cruz Najera	800-288-4748	karla@smccvb.com	www.visitsanmateocounty.com
1300	Visit Santa Barbara	Santa Barbara, CA	Catherine Puccino	805-966-9222	catherine@santabarbaraca.com	www.SantaBarbaraCA.com
P4	Visit Seattle	Seattle, WA	Kelly Peiffer	206-461-5853	kpeiffer@visitseattle.org	www.visitseattle.org
109	Visit Spokane	Spokane, WA	Lisa McHaffie	509-742-9372	mchaffie@visitspokane.com	www.visitspokane.com
1306	Visit Tucson	Tucson, AZ	RoxAnne Erickson	520-770-2120	rerickson@visittucson.org	www.visitTucson.org
203	Visit Vail Valley	Vail, CO	Tina Schwab	970-477-4007	tina@visitvailvalley.com	www.visitvailvalley.com
306	White Lodging Services	Westminster, CO	Alex Lomas	720-550-4844	alexander.lomas@whitelodging.com	www.whitelodging.com



### SONOMA WINE COUNTRY



Complimentary, professional assistance for meeting planners includes RFP distribution, site tours and expert program planning.

We will make your meeting a success.

Ask about our \$4,000 incentive.

1.800.576.6662 SonomaCounty/meetings.com

## PHILADELPHIA SMART CITY, SMART CHOICE.



MIC ATTENDEES
Visit booth #906

See why Philadelphia is the right choice for your next meeting or convention.

# exceptional Meetings & Events



### EMELIGHT SUPPER CLUB & LOUNGE

at the Denver Center for Performing Arts 720.227.9984





at the Colorado Convention Complex 303.228.8050



kt KEVIN TAYLOR RESTAURANT GROUP

at the Denver Performing Arts Complex Kevin Taylor Catering The Chambers Grant Salon The Studio Loft Ellie Caulkins Opera House 303.640.1012



Meeting the Needs of Professionals in the Exhibition and Events Industry

www.IAEE-RMC.com



Find out how to create exceptional experiences for your events!

Drop by Booth 1001 for a chance to win an iPad Mini!





### The Art and Business of Fun



### April 5-7

Colorado Festivals and Events Association Annual Conference and Trade Show

Ameristar Casino Black Hawk Black Hawk, CO

**Register today!** www.coloradofestival.com



NOW TREE As could use 10.00 to 40 miles that have desired in the intermit strategies of the other Ampetits As and could be a service of the country of the c

### Wednesday, March 15, 2017

2:15 - 3:15 PM ~ CONCURRENT BREAKOUT SESSIONS B (6)

### CONVERSATIONS THAT MATTER: ADDRESSING FORBIDDEN TOPICS TO GET BACK TO WORK<sup>†</sup> - ROOM 403/404

X CMP-IS Domain E: Human Resources – 1.00 CE Hour



### Jessica Pettitt, M.Ed., CSP

Good Enough Now ~ 917-543-0966 ~ engage@goodenoughnow.com ~ goodenoughnow.com

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 ability to fully "show up" to work. 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 police violence 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:

- Learn a 3 part framework or model for taking responsibility of how they show up.
- Develop skills for a significant and powerful (and free) method to change culture around difficult topics and see other's as differently right.
- Utilize personal patterns to recognize them in others so we can leave room for edits in our stories.
- Personally recognize our "kryptonite" and how habitually it limits our behaviors, responses, and beliefs as well as fuels us to build momentum when we need it the most.

### CURATION + CHOICE + COACHING = THE INSIDE TRACK TO UNFORGETTABLE MEETINGS - ROOM 301/302

CMP-IS Domain G: Meeting & Event Design- 1.00 CE Hour



### Andrea Driessen, Chief Boredom Buster

No More Boring Meetings ~ 206-783-6338 ~ andrea@nomoreboringmeetings.com ~ nomoreboringmeetings.com

Let's go behind the curtain to explore how best practices in content curation, attendee choice, and strategic speaker coaching make some events compelling and un-missable. In this interactive session, we'll also explore why "less is more" and the importance of giving attendees chances to authentically connect with one another.

### Learner Objectives:

- · Curate content that leads to exclusive, cutting-edge educational experiences
- · Understand how choice factors in, and how suppliers can better meet the needs of planners in this area
- Coach speakers on story-development and presentation techniques that help participants pay attention, remember more, and activate your meeting content

### It's 5:00 Somewhere! Harnessing the Happy Hour Effect for Time Management, Productivity and Goal Setting<sup>†</sup> - Room 401/402

CMP-IS Domain E: Human Resources – 1.00 CE Hour



### Kristen Brown

Kristen Brown Presents ~ 612-618-1808 ~ kristen@kristenbrownpresents.com ~ kristenbrownpresents.com

The Happy Hour Effect philosophy harnesses the best mindset shifts that happen when the clock hits 5:00. This powerful shift gives audiences a new way of thinking about time management, distractions and goal-setting so we focus our efforts where we need it most and spend less time worrying about those things that pull us off course. Kristen Brown will guide attendees through a proven exercise to identify how you spend your time, where the time sucks are and where the energizers lie so we can be more effective in prioritizing the constant demands and stresses on our time.

### Learner Objectives:

- Understand the impact of unproductive time on our professional and personal success.
- Create a customized Life Map to help change your mindset around time and how you're spending it.
- Uncover your time sucks and time energizers so you can better prioritize your demands even when life gets busy or stressful.

### PARALLEL DIMENSIONS: CREATING AN ONLINE EXPERIENCE FOR YOUR OFFLINE EVENT - ROOM 407

CMP-IS Domain I: Marketing – 1.00 CE Hour



### Alex Plaxen

Little Bird Told Media ~ 443-745-8882 ~ aplaxen@littlebirdtoldmedia.com ~ conferenceengagement.com

Creating an online experience that mirrors your offline event can be a challenge. In this session we'll discuss the importance of fully integrating social media into your show. Plus, we'll explore best practices for social media marketing, customer service and engagement at your event. By the time you leave this session you'll have a blueprint for the different stages of the online experience for your attendees, suppliers, sponsors, and stakeholders. We'll answer the question, "How do I start building the social media strategy for my event?"

### Learner Objectives:

- Analyze needs to form your event's social media strategy
- Apply best practices to your event's online digital experiences
- Articulate the social media needs to your event's partners and stakeholders

### WEDNESDAY, MARCH 15, 2017

### 2:15 - 3:15 PM ~ CONCURRENT BREAKOUT SESSIONS B (6) CONTINUED

### In the Hot Seat: Satisfying the C-Suite & Meeting Attendees + - Room 201/203

CMP-IS Domain G: Meeting & Event Design – 1.00 CE Hour



Deb Brannon, Owner

Altitude Events ~ 303-520-6310 ~ altitudeevents5280@gmail.com

Claire Repass, CMP, Director of Events

Inspirato ~ 309-721-1225 ~ clairerepass@inspirato.com



Jeff Gaillard, Chief Marketing Officer

ViaWest ~ jeff.gaillard@viawest.com

### Moderator Beth Buehler, Editor

Colorado Meetings + Events Magazine ~ 970-901-6970 ~ beth.buehler@tigeroak.com ~ co.meetingsmags.com

C-Suite.

Two planners and an executive discuss how to future-proof meetings and conferences that happen annually, satisfying both attendees and the This riveting session that will transport attendees to the C-Suite, teaching them the art of thinking like an executive as they create a roadmap for successful events that will impact their organization and members year after year.



• Learn how to build a growth roadmap for their annual programs

- Gain insight about how to pitch their executive teams on an event roadmap
- Hear real-life examples about holding annual events that both survive and flourish and meet strategic business needs.
- Discover new technology aimed at sustainable tracking and engagement with attendees.

### RESILIENT LEADERSHIP & ENGAGED TEAMWORK FOR FACING CHALLENGE, CHANGE & UNCERTAINTY IN MEETINGS, OR ON EVEREST - ROOM 205/207

X CMP-IS Domain G: Meeting & Event Design- 1.00 CE Hour



Jim Davidson, Speaker/Author

Speaking of Adventure ~ 970-224-4608 ~ jim@speakingofadventure.com ~ speakingofadventure.com

Meetings have unexpected challenges and changes pop up all the time, so meeting professionals must be resilient leaders and responsive team members. This interactive session puts attendees right in the middle of an intense leadership and teamwork challenge. When massive earthquakes and avalanches tragically struck Mount Everest in 2015, expedition climber and resilience speaker Jim Davidson was right there on the glacier at Camp 1. In this session, he'll facilitate the group through this real-world epic and have the attendees work together to pinpoint the traits and characteristics of resilient leaders and engaged team members.

### Learner Objectives:

- Identify 6 communication traits leaders use to spark resilience
- Distill 3 critical phrases that amplify engaged teamwork
- Complete your own "Resilient Leadership & Teamwork Self-Assessment"

This energetic scenario will be brought to life by interactive group discussions and by Jim's intense videos, photos and first-hand experience of being on Everest when the quakes hit.



The use of the CMP Preferred Provider Pre-Check logo is not an endorsement by the Convention Industry Council of the quality of the session. This logo means that this session has met the criteria to be pre-approved











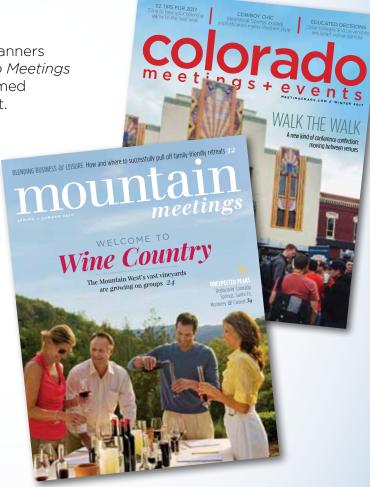
# Plan to be Seen

by those that can book more meetings and events with you!

Discover why 10,000 meeting and event planners and industry professionals rely on *Colorado Meetings* + *Events* magazine to make the most informed decisions when booking a meeting or event.

Tap into memorable and award-winning venues, suppliers and destinations in the Mountain West with Mountain Meetings magazine. Mountain Meetings is distributed to over 50,000 meeting and event planners with our spring and fall issues of California, Colorado, Illinois, Texas and Northwest Meetings + Events magazines.

For **free subscriptions** to our print and digital magazines and the latest trends, best practices and ideas for great gatherings in Colorado and the mountains, go to **meetingsmags.com**. Plus, sign up for **free e-newsletters** to get destination profiles, expert advice and news delivered right to your inbox!



### **CONTACT:**

BOB HADDAD ASSOCIATE PUBLISHER 303.617.0548 BOB.HADDAD@TIGEROAK.COM subscribe for free at

**MEETINGSMAGS.COM** 

meetings + events

# Your Global Resource for Meetings & Events

# **VISIT ALHI IN BOOTH #1101**



Meet Bill Light, Vice President, Sales and these prestigious ALHI Members:

Bellagio Loews Miami Beach Hotel Mandarin Oriental, Las Vegas MGM National Harbor MGM Resorts International

The Mirage
The Peabody Memphis
Seaport Hotel and World Trade Center
Sun Valley Resort
Trump National Doral Miami

# For ALHI's entire portfolio, visit **ALHI.com**

Since 1986 Associated Luxury Hotels International (ALHI) has been providing corporations and organizations reliable, regionally-based Global Sales services for their meeting and incentive programs with our Membership of over 250 luxury level hotels and resorts, plus 23 luxury cruise ships and a DMC alliance with over 100 destinations worldwide.







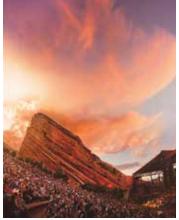






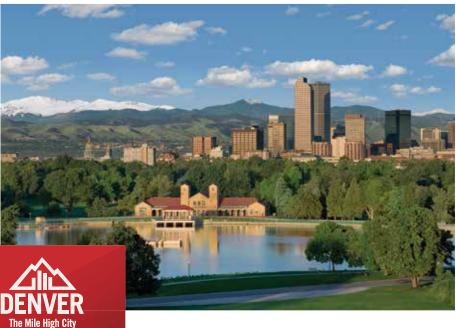














# **GREAT CITIES INSPIRE GREAT MEETINGS**

There's never been a better time to meet in Denver! Enjoy a wide range of delicious dishes and cocktails at one of our many food halls all across the city. And with rail service from Denver International Airport to Union Station for just \$9, you'll have more time to explore them all. The Mile High City has the facilities and services your meeting needs.

Learn more at **DENVERMEETINGS.COM** 



# WEDNESDAY, MARCH 15, 2017 3:30 - 4:30 PM ~ CONCURRENT BREAKOUT SESSIONS C (4)

# PCMA Convening Leaders LIVE Case Study<sup>†</sup> - Room 403/404

X CMP-IS Domain G: Meeting & Event Design – 1.00 CE Hour



Jennifer Kingen Kush, DES, Executive Director

PCMA Digital Experience Institute ~ 312-423-7226 ~ JKush@pcma.org ~ pcma.org or digitalexperienceinstitute.com

Go behind the scenes with PCMA to find out how they pull off a successful live hybrid event during their largest face-to-face meeting each year.

Discover the secrets to their success, like growing both audiences year over year and missteps to avoid.

- · Hear insight on the strategy and design of the PCMA 2017 Convening leaders LIVE
- Gain perspective of the onsite logistics involved to create a flawless digital event
- · Walk away with insider tips to start or implement your own live streams

# Positively Negotiate Work Drama to Get More Done<sup>†</sup> - Room 401/402

\chi CMP-IS Domain G: Meeting & Event Design- 1.00 CE Hour



# **Linda Swindling JD, CSP,** Speaker/Author

Journey On! ~ 972-416-3652 ~ zan@journeyon.com ~ journeyon.com

Constant complainers take up resources, time and mental bandwidth in the workplace. When you change a culture of complainers to one of contributors, you boost morale, increase productivity, and promote effective communication. This program will provide concrete strategies and phrases to help you get more done with less drama.

Learner Objectives:

- · Identify and negotiate with specific energy drainers in your work environment
- Self-assess to determine when you can be a complainer and how to stop it
- · Use concrete phrases and strategies to turn constant Complainers into productive Contributors

# WHAT BIG BRANDS KNOW: CREATING POWERFUL EVENT MARKETING STRATEGIES<sup>†</sup> - ROOM 205/207

СMP-IS Domain I: Marketing – 1.00 СЕ Hour



# Gerry O'Brion

What Big Brands Know ~ 303-765-2828 ~ gerry@whatbigbrandsknow.com ~ whatbigbrandsknow.com

In a market crowded with competition for your attendees' attention, how do you make your meeting stand out as the best way to connect and spend their time and money? Gerry O'Brion will discuss the four questions you must ask yourself when planning and marketing your event to maximize your attendance.

You'll gain clear strategies to create the language and messaging to resonate with your target and differentiate yourself from your competition. Learn the power of "because" in crafting and marketing your event. Ignite your word-of mouth referrals for your event, and send your attendees home talking about what they learned and did, helping to set up even higher attendance for subsequent events!

Gerry's strategies require little to no marketing budget, making this a great session for meeting planners of all backgrounds and budgets!

Learner Objectives:

- Learn the same strategies the big guys use to sell your event, even with little to no marketing budget.
- Understand the four questions to ask yourself when planning a meeting or event to maximize your attendance.
- Create clear and compelling messaging about your event to make more attendees say 'yes' to registering.

# IDEAS TO EXECUTION-INNOVATION<sup>†</sup> - ROOM 201/203

X CMP-IS Domain E: Human Resources- 1.00 CE Hour



# Tamara Kleinberg, Innovation Enabler

The LaunchStreet ~ 303-339-0135 ~ tamara@gotolaunchstreet.com ~ gotolaunchstreet.com

In today's competitive landscape, innovation is the difference between being a highly valuable resource and being on the fast track to irrelevancy. As leaders, it's our job to think sideways, shake up status quo mentality and generate ideas that impact the bottom line AND elevate the member experience. In this highly interactive keynote, Tamara will show you how implementing a culture where innovative people and ideas thrive is the difference between gaining the edge and being just another commodity. With Tamara's framework, unlocking a culture of innovation from idea

to execution will become second nature.

Learner Objectives:

- · Your unique Innovator Profile so you can be recognized as the go-to innovator on your team and ignite change
- Easy to use tools that will help you move from "that's the way it's been done before" thinking to "meaningful and innovative ideas and solutions" ideation
- The key language of innovation that ensures your ideas are heard, valued and executed on

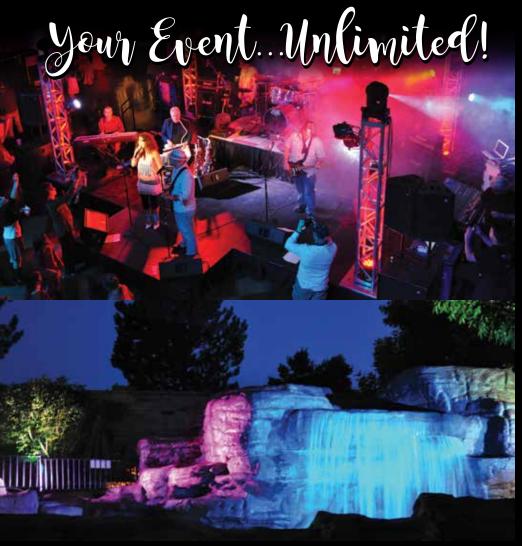








The use of the CMP Preferred Provider Pre-Check logo is not an endorsement by the Convention Industry Council of the quality of the session. This logo means that this session has met the criteria to be pre-approved for CMP certification credit.





Experts in Creating Your Complete Event!

STUART NOBLE 303.434.1172

NobleProductionsInc.com Stuart@NobleProductionsInc.com









# Complete Event Management Platform

Before, during and after your event, your attendees are telling you something.

# Are you listening?

With Cvent's complete Event Management program, you'll be able to connect the dots to get the insights you need to make your next event better. And the next one. And the one after that.

Venue Sourcing

**Event Marketing** 

**Event Registration** 

Room Block Management

Mobile Apps

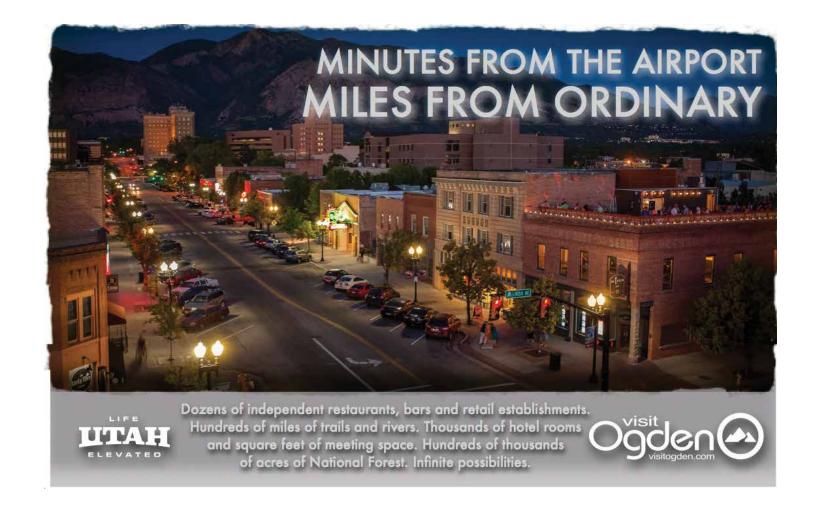
Check-in & Badging

**Session Tracking** 

Reporting & Analytics

**14 Million +**Events Managed







Explore SF. Find a Venue. Get Connected.

meetings@sftravel.com





# "Gaylord Hotels is there to help me make my meeting a success."

Maureen Goodson Executive Director National Postal Forum







# Gaylord Hotels Has Everything In One Place, So You Can Have It All.

Extraordinary Environments | Meetings Expertise | Service with a Passion

Experience meetings that go well beyond the boundaries of typical convention hotels and exceed the expectations of your attendees. Gaylord Hotels offers a unique, customized meetings service designed to proactively give you exactly what you want with everything in one amazing location. Our unrivaled meetings expertise and exemplary service standards ensure a thoroughly successful, stress-free event for both you and your attendees. When you plan a meeting at Gaylord Hotels, you really can have it all.

Gaylord Rockies Resort & Convention Center - opening late 2018

MeetGaylordHotels.com | (877) 677-9352



Part of the Marriott Family of Brands

Gaylord National® National Harbor (Washington, D.C. Area) Gaylord Opryland® Nashville, TN (Music City) Gaylord Palms® Kissimmee, FL (Orlando area)

Gaylord Rockies® Aurora, CO (Denver area) Opening late 2018

Gaylord Texan® Grapevine, TX (Dallas / Ft.Worth area)

Photographs: (Top, Gaylord Opryland's Delta Atrium) (Left, Gaylord National's Harbor; Middle, Gaylord Palms' South Beach Pool; Right, Gaylord Texan's Atrium)

# 2017 MIC of Colorado Speaker's Corner

# Kristin Arnold MBA, CSP, CPF

ExtraordinaryTeam 480-502-2100 kristin@extraordinaryteam.com www.PowerfulPanels.com

#### **Deb Brannon**

Altitude Events 303-520-6310 altitudeevents5280@qmail.com

## Kristen Brown

612-618-1808 kristen@kristenbrownpresents.com www.kristenbrownpresents.com

#### Beth Buehler

Colorado Meetings + Events magazine 970-901-6970 beth.buehler@tigeroak.com co.meetingsmags.com

# Jim Davidson

Speaking of Adventure 970-224-4608 jim@speakingofadventure.com www.speakingofadventure.com

# Sylvie Di Giusto

Executive Image Consulting, LLC 267-303-7577 say-hi@executive-image-consulting.com www.executive-image-consulting.com

## Michael Dominguez CHSE

MGM Resorts International 303-798-2778 mdominguez@mgmresorts.com

# Andrea Driessen

No More Boring Meetings 206-783-6338 andrea@nomoreboringmeetings.com www.nomoreboringmeetings.com

# David Dubois CMP, CAE, FASAE, CTA

IAEE 972-687-9204 ddubois@iaee.com www.iaee.com

# **Debra Fine**

The Fine Art of Small Talk 303-721-8266 debra@debrafine.com www.DebraFine.com

# Jeff Gaillard

Chief Marketing Officer ViaWest jeff.gaillard@viawest.com

#### Tim Gard CSP, CPAE

Tim Gard - Hall of Fame Speaker 303-371-3311 booktim@seeagency.com tim@timgard.com

# Sally Hogshead CPAE

Speakers Office Inc 760-603-8110 kim@speakersoffice.com www.howtofasinate.com

#### Wendy Holliday

PLM World 440-281-6797 wholliday@plmworld.org www.plmworld.org

# Jerome Joseph CPS, CSPGlobal, PMC

The Chief Experience Officer +65 6288 7812 jerome@jeromejoseph.com www.thebrandtheatre.com

## Jenn Kimbel CMP

Sage 949-754-3514 jennifer.kimbel@sage.com www.sage.com

# Jennifer Kingen Kush DES

PCMA Digital Experience Institute 312-423-7226 JKush@pcma.org www.pcma.org or digitalexperienceinstitute.com

## Tamara Kleinberg

The LaunchStreet 303-339-0135 tamara@gotolaunchstreet.com www.gotolaunchstreet.com

# Mathew Marcial CMP, CAE

Meeting Professionals International 972-702-3023 mmarcial@mpiweb.org www.mpiweb.org

# Gerry O'Brion

What Big Brands Know 303-765-2828 gerry@whatbigbrandsknow.com www.whatbigbrandsknow.com

# Jessica Pettitt M.Ed., CSP

Good Enough Now 917-543-0966 engage@goodenoughnow.com www.goodenoughnow.com

## Alex Plaxen

Little Bird Told Media 443-745-8882 aplaxen@littlebirdtoldmedia.com conferenceengagement.com

## Richard Reid

Vice President, Business Development Freeman 214-623-1450 Richard.Reid@freemanco.com freeman.com

# Claire Repass CMP

Director of Events Inspirato 309-721-1225 clairerepass@inspirato.com

# Linda Swindling JD, CSP

Journey On! 972-416-3652 zan@journeyon.com www.journeyon.com



When you hire speakers from NSA Colorado, your attendees will rave and your bottom line will grow. Hiring from NSA Colorado has great benefits.

- NSA Colorado has more Certified Professional Speakers and Hall-of-fame speakers than any other NSA chapter.
- NSA Colorado can save you money reduced travel fees when your speaker is local

Find the perfect keynote speakers and trainers for your event by searching our online member database.

Search our speaker directory or fill out our find a speaker form at bit.ly/coloradospeakers





# THE RITZ-CARLTON

# **Bachelor Gulch & Denver Hotels**

# **Bachelor Gulch**

(on Beaver Creek Mountain)

## Theresa Wheeler

Theresa.wheeler@ritzcarlton.com

970-343-1014

# Denver

(Downtown)

# **Kaytlin Powers**

Kaytlin.powers@ritzcarlton.com

303-312-3817















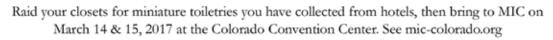


SERVING **UP SOAP** 

#SUS2017

# MIC 365 – Getting Involved and Giving Back Every Day of the Year

"Toiletries" donated to Food Band of the Rockies, Tennyson Center for Children and Volunteers of America - Colorado Branch



After MIC - we will begin a monthly campaign to give away to our wonderful charities

So every time you stay in a hotel please think of the families in need back in Colorado with our community services project.



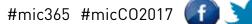




2 ways to give back MIC 365... arrange a company wide campaign or stock up and bring to MIC each year.

See www.mic-colorado/sus











# 2015 SERVING UP HOPE LUNCHEON AT THE DENVER MART

On Tuesday, November 1, 2016, thirteen Colorado hospitality organizations joined forces for the 23rd Annual Serving Up Hope Luncheon, along with a sold-out crowd, raised a record-breaking \$34,000+ for Food Bank of the Rockies' Denver's Table program. A total of 826 industry professionals from around the state were registered, also setting another record for the highest attendance at the event to date.

Serving Up Hope is sponsored by the Meetings Industry Council (MIC) of Colorado (www.mic-colorado.org). MIC is a coalition of professional meetings industry-related organizations. Incorporated in 2000, MIC is a partnership between 13 national and local member organizations either founded in Colorado or within state chapters. Its underlying 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. MIC also introduced a brand new, redesigned website to the attendees, greatly enhancing the site's appearance and communication for all member organizations!











# 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;
- Initiating special joint programs pertaining to relevant issues within the meetings industry;
- Expanding networking opportunities and knowledge of the industry;
- Initiating joint recommendations and action on pertinent issues to the industry, locally, nationally and internationally.



# www.mic-colorado.org







The Meetings Industry (MIC) of Colorado is extremely grateful to all of our Sponsors. We invite and encourage you to reference this list of Sponsors and utilize them for your event and meeting needs.

# **Diamond Sponsors**

# Colorado Convention Center

Booth #807 - Rich Carrollo 303-228-8075 rcarollo@denverconvention.com denverconvention.com

Venue Sponsor

# Colorado Springs Convention and Visitors Bureau

Booth #813 Kathy Reak 719-685-7632 kathy@visitcos.com visitcos.com

**Opening Reception Co-Sponsor** 

# Image Audiovisuals, Inc.

Booth #811 - Dave and Diana Mueller 303-758-1818 diana@imageav.com imageav.com **Audio Visual Sponsor** 

# Save the Date - March 13-14, 2018

18th Annual Meetings Industry Council of Colorado Educational Conference and Trade Show

# GREAT THINGS HAPPEN

# WHEN PEOPLE JOIN TOGETHER.



Leaders from across the meetings and events industry are working together to showcase the substantial value derived from meetings, conferences, conventions, incentive travel, trade shows and exhibitions.

### **American Express**

American Hotel & Lodging Association **American Society of Association Executives** Atlanta Convention & Visitors Bureau Austin Convention & Visitors Bureau

**Caesars Entertainment Corporation** 

Choose Chicago

ConferenceDirect

**Convention Industry Council** Cruise Lines International Association

Dallas Convention & Visitors Bureau

**Destination DC** 

**Destination Marketing Association International** 

**Disney Destinations** 

Four Seasons Hotels & Resorts

Greater Boston Hospitality Community and GBCVB **Greater Miami Convention & Visitors Bureau** 

**Greater Palm Springs Convention & Visitors Bureau Greater Phoenix Convention & Visitors Bureau** 

HelmsBriscoe

**Hyatt Corporation** 

IHG InterContinental Hotels Group

International Association of Events and Exhibitions Lanyon

Los Angeles Tourism & Convention Board Las Vegas Convention & Visitors Authority

Las Vegas Sands Corp. Loew Hotels

Maritz Travel

**Marriott International** 

Meeting Professionals International

**Memphis Convention & Visitors Bureau** 

MGM Resorts International

**Nashville Convention & Visitors Corp** New Orleans Convention & Visitors Bureau

**NYC & Company** 

Philadelphia Convention & Visitors Bureau

Professional Convention Management Association

## Questex

San Antonio Convention & Visitors Bureau

San Diego Tourism Authority

San Francisco Travel Association Society for Incentive Travel Excellence

Society of Independent Show Organizers

Starwood Hotels & Resorts Worldwide

**U.S. Travel Association** 

Visit Anaheim

Visit Denver

Visit Orlando Visit Seattle



Stand-up with industry leaders to protect and defend the meeting and events industry. Join Meetings Mean Business.

# **Platinum Sponsors**

# Brede Exposition Services/Brede-Colorado, Inc.

Ansley Seymour 303-399-8600 x 233 Aseymour@brede.com www.brede.com General Contractor Exhibit

# **Centerplate Catering**

Erin Brown 303-228-8081 Erin.Brown@Centerplate.com www.centerplate.com Catering Sponsor

# Colorado Meetings + Events Magazine

Bob Haddad 303-617-0548 bob.haddad@tigeroak.com www.meetingsmags.com Media Sponsor

# Cvent

Chris Kearnery 720-709-1924 ckearnery@cvent.com www.cvent.com MIC Registration Sponsor

# Global Experience Specialists (GES) / CadmiumCD

Pam Mather 303-794-3717 pmather@ges.com www.ges.com Mobile App Sponsor

# **Hyatt Convention Alliance**

Bethney Gardner 619-656-1756 bethney.gardner@hyatt.com www.hyatt.com

Planner Only Education and Opening Day Keynote Sponsor

# **Noble Productions**

Stuart Noble
303-434-1172
stuart@nobleproductionsinc.com
www.nobleproductionsinc.com
Entertainment Sponsor

# March 16-15, 2017 March 16-15,

# Philadelphia Convention & Visitors Bureau

James Delmar 215-636-3323 James@discoverPHL.com www.discoverPHL.com Opening Lunch

# **Sonoma County Tourism**

Nancy Garvey
714-602-6312
ngarvey@sonomacounty.com
www.sonomacounty.com
Coffee Cart Sponsor

# Two Roads Hospitality

Kathie Giles
303-268-6878
kgiles@destinationhotels.com
www.tworoadshotels.com
Keynote Speaker Sponsor

# Vail Resorts Meetings & Events

Ellen Collins, CMP
303-881-7167
ECollins@vailresorts.com
www.vailresortsmeetings.com
Opening Keynote Sponsor

# VISIT Denver

Gysela Fillingham, CMP 303-571-9461 gfillingham@visitdenver.com www.visitdenver.com Cash Sponsor

# Visit Newport Beach, Inc.

Amanda Kliem 949-467-2743 Amanda@visitnewportbeach.com www.visitnewportbeach.com Closing Lunch Sponsor

# Visit Vail Valley

Tina Schwab 970-477-4007 tina@visitvailvalley.com www.visitvailvalley.com Breakfast Sponsor

The Meetings Industry Council of Colorado is now offering advertising on our new website mic-colorado.org, emails and mobile app.

Keep your brand in front of the entire **5,000+ members of MIC of Colorado** on a regular basis!

Contact Freddie Templeton 720.733.8000 or info@mic-colorado.org

# **Gold Sponsors**

# All Digital Photo & Video

Cal Chenev 303-494-2320 email@alldigitalstudios.com www.AllDigitalStudios.com

**Head Shots & MIC Photographer** 

# **Aspen Chamber Resort Association**

Liz Cluley 970-920-7196 lcluley@aspenchamber.org www.aspenchamber.org Water Sponsor

# **Associated Luxury Hotels** International

Bill Liaht 303-756-9466 blight@alhi.com www.alhi.com Nametag Sponsor

# Freeman

Darlene Bass 303-320-5118 darlene.bass@freemanco.com www.freemanco.com **Charging Co-Station** 

# Garden of the Gods Collection

Lee Reigers 719 632-6970 lreijgers@ggclub.com www.gardenofthegodsclub.com Cash Sponsor

# **Gaylord Hotels**

Michelle Carter, CHSP 615-458-2819 MCarter@gaylordhotels.com www.gaylordHotels.com **Closing Reception** 

# IHG® I Crowne Plaza Denver

Heather Douglas 720-269-3262 heather.douglas@ihg.com www.ihgplc.com Speaker Room Block Sponsor

# Smart City Networks - Colorado Convention Center

Deborah Olivas 303-228-8156 dolivas@smartcity.com www.smartcity.com WiFi-Internet Sponsor

# Sonesta

Tami Carroll 936-597-5880 tcarroll@sonesta.com www.tcarroll@sonesta.com Cash Sponsor

# Taylor Made Events & Speakers

Debbie Taylor 303-979-9373 Debbie@TaylorMadeEvents.com www.TaylorMadeEvents.com **Keynote Speaker Office** 

# The Brown Palace Hotel and Spa

Kimberly Forte, CGMP 303-312-8901 KForte@brownpalace.com www.brownpalace.com **Charging Station Co-Sponsor** 

# Visit Ogden

Lindsey Ketcham 801-778-6255 Lindsey@visitogden.com www.visitogden.com Tote Bag Sponsor

# Visit Santa Barbara

Cat Puccino 966-9222 x102 catherine@santabarbaraca.com www.MeetinSB.com

**Escalator Cling** 



# Silver Sponsors

# CCR AV/Event Technology Solutions

LJ Porter 866-522-7000 liporter@ccrent.com www.ccrent.com

Tweet Wall Sponsor

# San Francisco Travel

Marco Rodriguez 415-227-2618 mrodriguez@sanfrancisco.travel www.sanfrancisco.travel

**Cash Sponsor** 

# Telluride

Allison Grassetti 970-390-2925 agrassetti@tellurideskiresort.com www.seeforevervillage.com

Planner Closing Reception Trip Sponsor

# The Antlers, A Wyndham Hotel & Mining **Exchange Wyndham Grand Hotel**

Mark Richardson CGMP 719-955-6285 mark.richardson@antlers.com www.antlers.com

**Caricature Artist Sponsor** 

# the ART, a hotel

Ben Powers 303-572-8000 bpowers@thearthotel.com www.thearthotel.com Water Bottle Sponsor

#micC02017





# Universal Orlando Resort & Loews Hotels

407-224-6678 iessica.wicker@universalorlando.com BLundrigan@loewshotels.com www.universalorlando.com

Head Shots

# **Visit Norfolk**

Jackie Lozano Pavne 757-622-5943 jpayne@visitnorfolktoday.com www.visitnorfolktoday.com Cash

# Visit Seattle

Kelly Peiffer, MBA 206.461.5853 kpeiffer@visitseattle.org www.visitseattle.org Lanvard

(continued next page)

# **Bronze Sponsors**

# **CEAVCO Audio Visual**

Pete Goetz 303-539-3541 petegoetz@ceavco.com www.ceavco.com **Cash Sponsor** 

# City of Loveland, Colorado

Cindy Mackin 970-962-2626 cindy.mackin@cityofloveland.org www.cityofloveland.org The "Love" Sponsor

## Elitch Gardens Theme and Water Park

Lisa Miller 303-595-4386 x213 lmiller@elitchgardens.com Cash Sponsor

# Hermes Worldwide, Inc.

Kevin Hedican 577-7600 7611 kevin@hermesworldwide.com www.hermesworldwide.com **Transportation Sponsor** 

# Little Eden Plantscaping

Terry Rennolds 303-422-3336 littleeden@mac.com www.littleeden.com **Plantscaping Sponsor** 

# **Monterey County Convention &** Visitors Bureau

Beatriz Enriquez 831-657-6416 beatriz@seemonterey.com www.seemonterey.com Cash Sponsor

# Radio Resource, Inc.

Jodi Richards 720-833-5629 iodi@radioresource.com www.radioresource.com

# Radio Sponsor Splash Promotions Russ Aagaard

303-550-2052 russ@splash-promo.com www.splash-promo.com **Speciality Advertising Sponsor** 

# The Ritz-Carlton **Bachelor Gulch and Denver**

Theresa Wheeler 970-343-1014 theresa.wheeler@ritzcarlton.com kaytlin.powers@ritzcarlton.com www.ritzcarlton.com Massage Sponsor

# **Visit Phoenix**

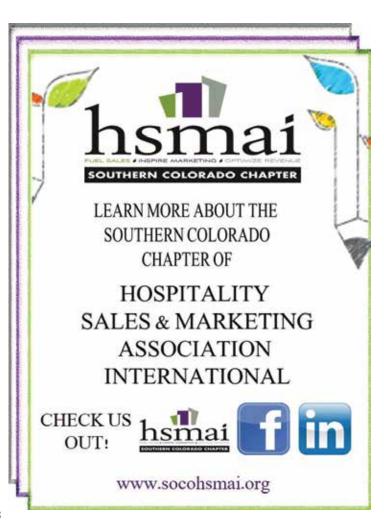
Thom Terranova 602-452-6272 tterranova@visitphoenix.com www.visitphoenix.com Cash

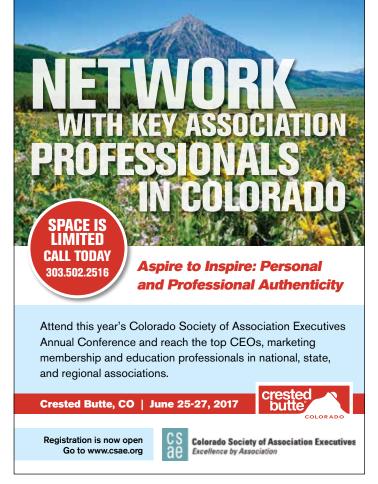
## Conference and Trade Show Coordinators:

Association Management and RMEC **Event Planning Company** Rocky Mountain Event Consultants, LLC Allow Us To Exceed Your Expectation

Rocky Mountain Event Consultants LLC Keith and Freddie Templeton 7300 W. Stetson Pl., Unit 41 Littleton, CO 80123

Phone: 720.733.8000 • Fax: 720.733.8999 info@mic-colorado.org • www.mic-colorado.org







# Working with GES brings which of the following benefits?

- A Full Live Event Services
- B Show Stopping Audio-Visual Effects
- CadmiumCD's Complete Content Management System
- All of the above

If you didn't choose "All of the above," choose differently for your next event!

Partner with GES, a full-service provider for live events. We provide a full suite of event services from planning and design to execution and measurement to event accommodations and show-stopping AV all with a single point of contact. And now you can get your attendees more engaged with your content through GES Content Management Services – Powered by CadmiumCD.

Discover what your GES Denver team can do for you.

Contact Pamela Mather at 720.369.7146 or PMather@ges.com







\*Actual results may vary, but one thing is certain, with Image Audiovisuals in charge of your AV production, you will have a lot less to worry about and keep you awake at night. We assign a dedicated team to every project that is committed to seeing the event through from start to finish, from city to city. We work with you and your venue to make sure every aspect of your AV production is spectacular and stress-free. Reach out to us by phone at 800-818-1857 or online at ImageAV.com



The sooner you do, the sooner we can get started on your AV needs, and the sooner you can shift your focus to the million other things on your list.