

TUESDAY, MARCH 13, 2018

WEDNESDAY, MARCH 14, 2018

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Meetings Industry Council of Colorado  
Educational Conference and Trade Show

COLORADO CONVENTION CENTER, DENVER, COLORADO

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

Produced by the thirteen Meetings Industry Council of Colorado Organizations:

CFEA  
CMCA  
CSAE  
GBTA

HSMIA  
IAEE  
ILEA Denver  
MPIRMC

NACE Denver  
NSA - Colorado  
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# WELCOME TO THE 18TH ANNUAL MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO EDUCATIONAL CONFERENCE AND TRADE SHOW



Greetings! I'm thrilled you're attending our 18th Annual MIC Education Conference, a unique collaboration of 13 meetings and events industry organizations. I hope you feel a sense of welcome here, because MIC reflects the spirit of hospitality itself. We know, because we're all in this business, that hospitality is not just what we do, but how we relate to one another while doing it.

We've got a terrific conference lined up for you, chock-full of information, insight and innovation. Speaking of innovation, as we focus on the vision for MIC 2020 (it's closer than you think!), the Council has made an intentional decision to focus on innovation for this event and our future offerings. Here are just a few examples of how we're focusing on innovation with this year's conference:

- **You'll see it** in our main conference space and Facebook Live segments and visualize it with our opening keynote speaker, Mike Walsh, who'll be sharing how to Design Your Conference for the 21st Century
- **You'll hear it** in our interactive, relevant sessions from nationally-recognized industry thought leaders
- **You'll feel it** in the environment we've created – from unique menus using food safety & inclusion and interactive entertainment to the MIC@MIC – our mindfulness information center.

So, while it's a jungle out there, we've designed this event to equip you with content, creativity and connections so that you can increase the effectiveness of YOU and your future meetings.

Dean Savoca, M.Ed., BCC, CSP™  
2018 MIC Chair

#micCO2018



## 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.

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

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

**Todd Seymour**, Wellshire Event Center – Chair Elect

**Lora Knowlton**, Current Events, LLC – Treasurer

**Jenn Kimbel, CMP**, Sage – Secretary

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**Cody Galloway**, Collaborative Events  
Chair - Industry Relations

**Sarah Michel, CSP**, Velvet Chainsaw Consulting  
Director at Large – Programs

**Kelly Kucera**, Multimedia Audio Visual  
Director at Large – Communications

**Kimberly Forte, CGMP**, Marriott International  
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8:00 AM - 12:00 PM - PLANNER ONLY PRE-CON - Page 5

✈ Brenda Rivers: **RISK MANAGEMENT TRAINING FOR MEETING PROFESSIONALS** - ROOM 503 (60 PRE-REGISTERED ONLY)

1:00 - 2:00 PM: MINDFULNESS CENTER OPEN HOUSE - SEE PAGE 23

2:00 - 3:15 PM - PLANNER ONLY EDUCATION SESSION - Page 5

✈ Greg Bogue: **CREATING AUTHENTIC, MEMORABLE & IMPACTFUL EVENT EXPERIENCES - 7 STAGES OF THE JOURNEY OF A CONFERENCE<sup>†</sup>** - ROOM 201/203 - OPEN TO ALL REGISTERED PLANNERS

3:30 - 4:30 PM - TRADE SHOW - VISIT SPONSORS & EXHIBITORS

4:30 - 5:30 PM - OPENING GENERAL SESSION - Page 5

✈ Christine Cashen, CSP, CPAE: **CARPE CONFERENCE! HOW TO GET IT DONE AND HAVE A LOT MORE FUN** - MILE HIGH BALLROOM



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5:30 - 7:00 PM - OPENING NIGHT RECEPTION  
VISIT SPONSORS & EXHIBITORS

Wednesday, March 14, 2018

7:30 - 8:30 AM - REGISTRATION AND NETWORKING BREAKFAST  
VISIT SPONSORS & EXHIBITORS

8:30 - 9:30 AM - OPENING GENERAL SESSION - Page 9

Emcee - Christine Cashen, CSP, CPAE

✈ Mike Walsh: **DESIGNING YOUR CONFERENCE FOR THE 21ST CENTURY** - MILE HIGH BALLROOM

9:45 - 10:45 AM - CONCURRENT BREAKOUT SESSIONS A - Page 13

✈ Danielle Cote: **EVENT MARKETING LIVE & UNPLUGGED** - ROOM 403/404

✈ Laura Stack, MBA, CSP, CPAE: **FASTER TOGETHER: ACCELERATING YOUR TEAM'S PRODUCTIVITY** - ROOM 205/207

✈ Andrea Vahl: **FACEBOOK ROI: ORGANIC AND PAID STRATEGIES FOR YOUR EVENT<sup>†</sup>** - ROOM 401/402

✈ Ruby Newell-Legner: **BUSINESS SUCCESS BY OUTLINING YOUR EVENTS' CYCLES OF SERVICE<sup>TM†</sup>** - ROOM 503-504

✈ Greg Bogue: **MORE THAN A MEETING: TURN YOUR EVENT INTO A MOVEMENT<sup>†</sup>** - ROOM 201/203

✈ Betsy Wiersma: **TURNING SPONSORSHIP INTO BRAND EXPERIENCES: 30 YEARS OF BIG IDEAS<sup>†</sup>** - ROOM 405/406/407

10:00 - 10:20 AM - Holly Duckworth, CAE, CMP, LSP: **MINI TALK ON PERSONAL PRACTICES FOR MINDFULNESS AND MINDFUL MEDITATION** - ROOM 501/502 - SEE PAGE 23 FOR MORE INFORMATION

11:00 AM - 12:00 PM - CONCURRENT BREAKOUT SESSIONS B - Page 19

✈ Brenda Rivers: **MITIGATING MEETING DISASTERS: CREATING SAFE MEETINGS IN AN UNSAFE WORLD<sup>†</sup>** - ROOM 503-504

✈ Chris Kearney: **THE POWER OF LIVE: HOW TO MAKE OFFLINE EVENTS MATTER IN AN ONLINE WORLD<sup>†</sup>** - ROOM 403/404

✈ Bob Wendover, CSP: **DECISIONINJAS!™ BUILDING THE NEXT GENERATION OF MEETINGS INDUSTRY PROBLEM SOLVERS<sup>†</sup>** - ROOM 401/402

✈ Simon Melser: **HOW NEW TECHNOLOGY & AV WILL DRIVE MEETING DESIGN** - MILE HIGH BALLROOM

✈ Michael Dominguez: **CONNECTING THE DOTS: WHAT DOES ALL THE DISRUPTION MEAN FROM A STRATEGIC VIEW<sup>†</sup>** - ROOM 205/207

✈ Christie Ward, CSP: **THE INNOVATION ZONE<sup>†</sup>** - ROOM 405/406/407

✈ Holly Duckworth, CAE, CMP, LSP: **MINDFUL MEETING PROFESSIONAL: HOW YOUR PERSONAL PRESENCE CREATES MEETINGS THAT MATTER<sup>†</sup>** - ROOM 501/502 - SEE PAGE 23 FOR MORE INFORMATION

<sup>†</sup> Available on-demand after the program

12:15 - 1:15 PM - LUNCH AND PROGRAM - FOUR SEASONS BALLROOM  
LUNCH - EMCEE: Christine Cashen, CSP, CPAE

1:15 - 2:30 PM - TRADE SHOW - VISIT SPONSORS & EXHIBITORS

2:30 - 3:30 PM - CONCURRENT BREAKOUT SESSIONS C - Page 35

✈ Corinne Hancock, MCC: **THRIVING IN CHAOS - CAREER GROWTH<sup>†</sup>** - ROOM 403/404

✈ Heather Lutze, CSP: **SEARCH AND BE SEARCHED: WHAT EVERY MEETING PLANNER NEEDS TO KNOW ABOUT HOW PROTECT THEIR BRAND ONLINE.<sup>†</sup>** - ROOM 401/402

✈ Michael Dominguez & David Dubois, CMP, CAE, CTA, FASAE: **DUTY OF CARE; PROTECTING OUR ATTENDEES AND EXHIBITORS IN AN UNCERTAIN WORLD<sup>†</sup>** - ROOM 205/207

✈ Josh Packard Ph.D.: **PARTICIPATION, ACTIVITY, CONVERSATION AND COMMUNITY: USING RESEARCH TO DESIGN POWERFUL MEETINGS AND MEMBERSHIPS FOR MILLENNIALS AND BEYOND<sup>†</sup>** - ROOM 405/406/407

2:30 - 3:00 PM - Holly Duckworth, CAE, CMP, LSP: **MINI TALK ON PERSONAL PRACTICES FOR MINDFULNESS & MINDFUL MEDITATION** - ROOM 501/502 - SEE PAGE 23 FOR MORE INFORMATION

3:45 - 4:45 PM - CLOSING GENERAL SESSION - Page 41

Emcee - Christine Cashen, CSP, CPAE

✈ Yossi Ghinsberg: **BRINGING AMAZON SURVIVAL SKILLS TO BUSINESS** - MILE HIGH BALLROOM

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

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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 Pre Con Disaster Training on the 13th is 4.0 CE and the Planner Only session along with the Opening Keynote immediately following is 1.0 CE. On the 14th, both of the General Sessions 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.eventscouncil.org](http://www.eventscouncil.org).

Note: This program is not endorsed, accredited, or affiliated with the Events 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.



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## TOP 10 REASONS TO CHOOSE

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*Colorado Springs is a year-round meeting destination boasting mild temperatures, more than 300 days of endless blue skies and stunning natural scenery. Discover first-tier amenities, an array of properties and unique venues.*



COLORADO SPRINGS AIRPORT

- 1 It's Colorado Springs** - A top destination, attendees will be thrilled with such a beautiful backdrop.
- 2 Complimentary services** - From custom site visits to attendee items, the CVB offers award-winning guidance.
- 3 Fantastic accommodations** - 14,500 city-wide rooms and 450,000 square feet of flexible meeting space.
- 4 Easy access** - The Colorado Springs Airport is close to downtown with a variety of non-stop options.
- 5 One-stop** - The CVB staff is a convenient single-source for all your event planning needs.
- 6 Personalization** - Enjoy hands-on service through each step of the selection and planning process.
- 7 Support system** - Get assistance for services, activities and other event details when the time is right.
- 8 Climate** - Mild year-round climate and sunshine create the perfect environment, even in off-season.
- 9 Expertise** - Connect with a seasoned staff, intimately familiar with the choices in the area.
- 10 Promotion** - Tap into destination assets, relationships, PR support, welcome bags and other tools.



**PreCon Emergency Preparedness Training****8:00 a.m. - 12:00 p.m. - Room 503**

mic-colorado.org



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**Risk Management Training for Meeting Professionals**

Brenda Rivers, Andavo Meetings and Incentives

Participants will engage in an interactive training process that begins with learning how to assess their organization's true state of preparedness to mitigate meeting crises and fulfill their duty of care. Using crisis scenario exercises, participants will understand how to set up a replicable risk management strategy for their meetings so their whole team will know what to do in the first ten minutes of a crisis. The training includes: active shooter training, evacuation and crowd control and how to handle their own fear and panic. Participants will leave this session feeling more informed, empowered and confident to know how to react, respond and recover from a meeting crisis. Training includes: A risk management workbook with templates, checklists for the vulnerability study, crisis response plans, crisis simulation exercises, crisis communication plan with sample messaging and recovery plan. A whitepaper will be available in soft copy after the training.

## Learner Objectives:

1. Develop a written assessment of your organization's current state of preparedness
2. Understand the 4 main elements and 12 key actions for meeting organizers to fulfill their legal duty of care.
3. Draft a vulnerability study for all types of meetings and foreseeable crises
4. Design and develop a replicable risk management playbook for your organization. The playbook includes:
  - How to develop a risk management policy
  - How to ready your resources, beginning in the RFP stage
  - Develop a crisis response plan for each crisis
  - Design the crisis communication strategy, with decision tree and participant messaging
  - How to rehearse crisis scenarios in a pre-event and onsite setting



CMP-IS Domain: Risk Management – 4.00 CE credits

**2:00 p.m. - 3:15 p.m. - Room 201/203 - (OPEN TO ALL REGISTERED PLANNERS)****Creating Authentic, Memorable and Impactful Event Experiences<sup>+</sup> - Room: 201/203**

Greg Bogue, Vice President of Experience Design, Maritz Global Events

Discover the process and strategy behind creating a people-centered, science-based methodology design approach to your conference/events that will really resonate with your customers, industry and across all borders. Join the Chief Experience Officer of Maritz Global Events for an interactive workshop to learn how to create a strategic framework for your event to help you identify an organizing principle, business objectives, key impressions and shared values—all with your guests in mind.

## Learner Objectives:

1. Discover how to use the Maritz Event Experience Map to help you design for all 7 stages of an event.
2. Discuss how to re-imagine your event with your guest's needs front and center.
3. Learn the value of having an organizing principle for every event.

CMP-IS Domain: Meeting &amp; Event Design – 1.00 CE credit

**3:30 P.M. – 4:30 P.M. ~ OPENING TRADE SHOW****Opening Night General Session - Mile High Ballroom****4:30 - 5:30 p.m.****CARPE CONFERENCE! How to get it done and have a lot more fun**

Presented by America's Top Humorista and MIC Conference Emcee

Christine Cashen, CSP, CPAE

Join the campaign to stop global whining – because it's dangerously contagious! You have a lot to do with shrinking budgets and it can take a toll on you. It is time to Carpe Conference! Seize your time, seize your energy and take the reins on your life.

We are all given what we need to succeed and Christine will help you put those skills to the best use. This program will help you:

1. Play better with others
2. Create a better day with more energy and time
3. Discover how to have less stress and more funess

CMP-IS Domain: Stakeholder Management – 1.00 CE credit

**5:30 P.M. – 7:00 P.M. ~ OPENING NIGHT RECEPTION AND TRADE SHOW**



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## A MEETINGS DESTINATION WITH BACKBONE

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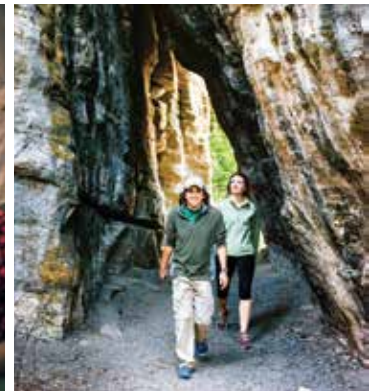
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**EMCEE - CHRISTINE CASHEN, CSP, CPAE, SPEAKER HALL OF FAME**

Fasten your seatbelt and enjoy the ride! Christine Cashen delivers a fast-paced, hilarious program with useful content that makes her a sought after speaker worldwide. For more than 20 years, she has jazzed an amazing variety of audiences throughout the United States, Canada, South Africa and Australia. Christine is an authority on sparking innovative ideas, handling conflict, reducing stress and energizing employees.

Before hitting the speaking scene, Christine was a university admissions officer, corporate trainer and broadcaster. Christine holds a Bachelors Degree in Communication and a Masters Degree in Adult Education. She is a member of the National Speakers Association and is a Certified Speaking Professional (CSP).

In 2014, Christine was inducted into the National Speakers Association, CPAE Speaker Hall of Fame®, Admission into the CPAE Speaker Hall of Fame is a lifetime award for speaking excellence and professionalism. In 2016, she was received an honorary doctorate degree from Central Michigan University. What makes her unique is the "real" factor.

Whether talking about her "hottie engineer" husband, her pet peeves or growing up in an Italian/Irish household, audiences always relate to her experiences, struggles and lessons. She combines a down-to-earth attitude with a colorful artistic streak. Comments such as "I feel like I've known her forever," "we must take her back to our workplace" and "it felt as if Christine was speaking directly to me," are a testament to her effectiveness and style.

Her book, THE GOOD STUFF: Quips & Tips on Life, Love, Work and Happiness, was named motivational book of the year by the Next Generation Indie Book Awards. She has also been featured as a creativity expert in HOW Designs at Work magazine. Her learning resources also include: The Fun Factor DVD, The Good Stuff CD Audio Book and Why Can't Everybody Just Get Along CD.

Christine resides in Dallas with her husband, their two children and Murphy, the chocolate lab.

**8:30 - 9:30 a.m.****Mike Walsh - Designing Your Business for the 21st Century - MILE HIGH BALLROOM**

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



*'Most companies are simply not designed to survive. They become successful on the basis of one big idea or breakthrough product,' says CEO Mike Walsh of Tomorrow, a global consultancy that helps design 21st century businesses. 'The companies that will thrive in the near future are the ones not only embracing change but breaking the rules.'*

Companies built to survive the future are no accident. They are a result of deliberate business design decisions smart leaders are making today. In his ongoing research on the world's most innovative companies, Mike has organized these decisions into seven strategic priorities – that he will explore with audiences as a roadmap for their own reinvention.

In this keynote, Walsh will outline the mega-trends shaping the future of business and consumer behaviour, and the lessons learned from successful Fortune 500 companies on leveraging disruptive innovation, adopting a data-driven mindset and leading change through digital transformation.

**Learner Objectives:**

1. Why machine learning, conversational interfaces, messaging ecosystems, sensors and the Internet of Things will disrupt and transform traditional markets
2. How the generation raised by AI will expect products, services and experiences to be personalized for them
3. Why now is the time to re-imagine, re-design and re-invent everything you do, before a new data-driven competitor does it for you

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## 9:45 AM - 10:45 AM ~ CONCURRENT BREAKOUT SESSIONS A (6)

## EVENT MARKETING LIVE &amp; UNPLUGGED - Room 403/404

CMP-IS Domain: Marketing - 1.00 CE Hour



**Danielle Cote**, Vice President, Event Marketing, Sage Worldwide  
Sage North America ~ [Danielle.cote@sage.com](mailto:Danielle.cote@sage.com) ~ [sage.com](http://sage.com)

Go behind the scenes with the VP of Event Marketing for Sage, A Global 2000 company, responsible for strategy, operations and execution for over 100 annual global events and managing a 20+ million budget and 18 team members. In this interactive session, get the skinny on creating strategies that successfully integrate marketing into your events and discover how it can earn you a seat at the C-suite table. Learn from actual marketing event case studies and scenarios, plus tried-and-true methods and strategies that you can apply to your own events.

## Learner Objectives:

- Learn how to view your event from a strategic lens
- Get secrets on how to evolve to a strategic thinker
- Participate in an interactive workshop to start the process.

## FASTER TOGETHER: ACCELERATING YOUR TEAM'S PRODUCTIVITY - Room 205/207

CMP-IS Domain: Project Management- 1.00 CE Hour



**Laura Stack, MBA, CSP, CPAE**, The Productivity Pro, Inc.  
[Laura@TheProductivityPro.com](mailto:Laura@TheProductivityPro.com) ~ [TheProductivityPro.com](http://TheProductivityPro.com)  
Don't Slow Down—Team Up! With countless emails, constant communication, cascading deadlines, and seemingly endless meetings, it's a wonder any of us gets anything done these days. You can try working harder or faster or smarter, but what really makes the difference is "teaming well." A good team is the most powerful productivity machine in existence. Laura

Stack's F-A-S-T model mobilizes teams to be the most effective they can be, while keeping each other's best interests at heart. Teams learn to work together Fairly, accept Accountability, apply Systems thinking, and maximize available Technology. An interactive assessment helps you evaluate your team's current speed and rate of acceleration.

## Learner Objectives:

- Work together FAIRLY to build relationships, handle conflict, and improve cohesiveness
- Accept ACCOUNTABILITY to trust your team members, accept responsibility, and maximize performance
- Apply SYSTEMS thinking to make effective decisions, manage time, and increase efficiency
- Maximize available TECHNOLOGY to communicate properly, meet effectively, and follow protocols

FACEBOOK ROI: ORGANIC AND PAID STRATEGIES FOR YOUR EVENT<sup>†</sup> - Room 401/402

CMP-IS Domain: Marketing - 1.00 CE Hour



**Andrea Vahl**, Speaker and Consultant  
Andrea Vahl Inc. ~ [Andrea@AndreaVahl.com](mailto:Andrea@AndreaVahl.com) ~ [AndreaVahl.com](http://AndreaVahl.com)

What is working now on Facebook? How do you reach the right people to fill your events? Andrea Vahl, co-author of Facebook Marketing All-in-One for Dummies, will share the specific tactics to get more organic reach including Facebook Live, Videos, and when to post. We'll also dive into Facebook ads and how to approach your targeting and budget so that you are getting the best bang for your buck. You'll walk away with a plan on how to approach your Facebook Marketing Strategy for your next event.

## Learner Objectives:

- Learn the best tactics to get the most organic reach and engagement with your Facebook posts
- Develop a Facebook Ad plan to promote your event
- Learn how to target your ads effectively and determine which ads work best for you

BUSINESS SUCCESS BY OUTLINING YOUR EVENTS' CYCLES OF SERVICE<sup>TM</sup> - Room 503-504

CMP-IS Domain: Stakeholder Management- 1.00 CE Hour



**Ruby Newell-Legner**, President  
7 Star Service ~ [ruby@7StarService.com](mailto:ruby@7StarService.com) ~ [7StarService.com](http://7StarService.com)

Ruby's decade of work with the Burj Al Arab, frequently referred to the only 7 Star Hotel in the world, gives her the experience to elevate your service delivery and shine for your clients. Working side by side with Jumeirah Group leaders in Dubai, United Arab Emirates, Ruby has developed a proprietary 7 step process to promote 7 Star Service. In this session, Ruby reviews her proprietary process to promote 7 Star Service by providing a roadmap for positive interactions with meeting attendees by outlining the attendee's Cycles of Service<sup>TM</sup>. She offers templates and includes case studies of how she has worked with various groups to:

- enhance their service delivery (with scores of up to 100% customer satisfaction)
- escalate customer loyalty (with regular attendees increasing from 5500 to 14,000)
- increase customer retention (with an 85-90% renewal rate)

## Learner Objectives:

- Attendees will learn how to outline the Cycles of Service<sup>TM</sup> for their specific meeting, conference or event
- Attendees will learn how to clarify expectations for each step of the Cycles of Service<sup>TM</sup> for their specific meeting, conference or event
- Attendees will discover interactions that are critical to service excellence and then design experiences that are unique and memorable

MORE THAN A MEETING: TURN YOUR EVENT INTO A MOVEMENT<sup>†</sup> - Room 201/203

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



**Greg Bogue**, Vice President of Experience Design  
Maritz Global Events ~ [greg.bogue@maritz.com](mailto:greg.bogue@maritz.com) ~ [maritz.com](http://maritz.com)

Changes in behavior, habit and attitudes are causing a dramatic shift in what your participants need and want from events. In this session, Greg Bogue will explore the hierarchy of human gatherings, he showcases how events are evolving from staged experiences to passion-filled and purposeful movements. Through stories and activities, participants will examine how today's most successful events deliver richer experiences, built on a much stronger and sustainable foundation-personal values.

## Learner Objectives:

- Identify three key differences between staged experiences and movements
- Explain why the era of "blind" attendance is ending and how personal values will impact decisions to attend your events in the future
- Describe how a concise Organizing Principle drive better design decisions and investments

<sup>†</sup> Available on-demand after the program

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**Kevin Hedican**  
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9:45 AM - 10:45 AM ~ CONCURRENT BREAKOUT SESSIONS A (6) - CONTINUED

**TURNING SPONSORSHIP INTO BRAND EXPERIENCES: 30 YEARS OF BIG IDEAS<sup>+</sup> - Room 405/406/407**

CMP-IS Domain: Marketing - 1.00 CE Hour

**Betsy Wiersma**, Camp Experience Founder

Wiersma Experience Marketing ~ betsy@campexperience.com ~ CampExperience.com

Award-winning event producer and sponsorship marketer Betsy Wiersma brings her 30+ years of ideas to this fun and interactive session. Betsy will explore her event and meeting production case studies where sponsors find measurable results from their sponsorship investment. Expect:

- A review of ideas and outcomes to get yourself in the creative sponsorship mindset
- Get Up And Get: Interactive exercise for What We want and What We Can Give
- Plenty of Ideas to Steal and Make them your own with your sponsor's personal agenda

Learner Objectives:

- Understand the process of sponsorship creation through implementation
- Learn to audit the opportunities from your own meeting or event
- See the important of excellence and creative "style points" in delivery

**10:00 A.M. - 10:20 A.M. - MINDFULNESS MINI TALK - MINDFUL MEETING PROFESSIONAL: HOW YOUR PERSONAL PRESENCE CREATES MEETINGS THAT MATTER - Room 501/502****Holly Duckworth**, CAE, CMP, LSP, Leadership & Mindfulness Advisor

Leadership Solutions International ~ holly@hollyduckworth.com ~ hollyduckworth.com

Overwhelmed and overworked these are the top two words that meeting professionals use to describe themselves. Each event brings more stress. Is it time for you to break the stress cycle?

Learner Objectives:

- What is presence and mindfulness?
- Access research on mindfulness in life and business.
- Learn what tools are out there to support you in mindful living.

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SESSIONS A

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CHAPTER

### **MPI After 5**

Embassy Suites Boulder  
**3.22.18** @ 4:00 pm – 7:00 pm

### **April Educational Program**

Wellshire Event Center  
**4.19.18** @ 11:30 am – 1:30 pm

### **Annual “GalAuction”**

Baldoria on the Water  
**6.20.18** @ 5:30 pm – 9:00 pm

**Not a member? Come check us out!** Be one of the first 5 people to stop by the MPIRMC table during the exhibit times and receive a coupon for **FREE admission** to MPI After 5 or the April Educational Program.

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**11:00 AM - 12:00 PM ~ CONCURRENT BREAKOUT SESSIONS B (6)****MITIGATING MEETING DISASTERS: CREATING SAFE MEETINGS IN AN UNSAFE WORLD<sup>†</sup> - Room 503/504**

CMP-IS Domain: Risk Management - 1.00 CE Hour

**Brenda Rivers**

Andavo Meetings and Incentives ~ brivers@andavomeetings.com ~ andavomeetings.com

After 25 successful years as a CEO in the Meeting & Incentive industry, Brenda Rivers knew there was a better way to ensure her meeting clients were not only ready but able to deal with whatever potential disaster could come their way. In this content rich session, Brenda will share a new, collaborative approach to building, executing and most importantly, selling your C-Suite on an exceptional and cost-effective method for ensuring your company is ready... for anything. Participants will engage in a discovery process that puts their crisis management skills to the test.

**Learner Objectives:**

- Assess your current state of preparedness and understand your duty of care.
- Design a vulnerability study to assess risk of disruption and crises for your event.
- Develop a crisis management and communication playbook.

**THE POWER OF LIVE: HOW TO MAKE OFFLINE EVENTS MATTER IN AN ONLINE WORLD<sup>†</sup> - Room 403/404**

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

**Chris Kearney, Regional Manager, Event Solutions**

Cvent ~ CKearney@cvent.com ~ www.cvent.com

We'll look at key event and marketing technology trends which amplify the on-site attendee experience and the power of human connection. Learn how to extend the life of the community created at a live event through digital, mobile and social.

**Learner Objectives:**

- How investment into marketing automation has seen the rise of the marketing cloud
- How big data is leading to new hyper-personalization for improved experiences for attendees
- Creating human connections to improve your events

**DECISIONINJAS!™ BUILDING THE NEXT GENERATION OF MEETINGS INDUSTRY PROBLEM SOLVERS<sup>†</sup>****- Room 401/402**

CMP-IS Domain: Strategic Planning - 1.00 CE Hour

**Bob Wendover, CSP, Principal**

Common Sense Enterprises, Inc. ~ bobw@commonsenseenterprises.net ~ commonsenseenterprises.net

Are you a DecisioNinja™ - someone who works independently, takes smart risks, thinks three and four steps ahead and inspires those around you to do the same? Based on interviews with more than 2700 senior leaders and managers, you'll discover how the best decision makers share eight attributes that propel them past their peers. In today's crazy-busy meetings industry, the ability to make effective decisions in a timely way separates those who lead from those who follow. Join us for an engaging and energy-filled session that will help you boost your career trajectory. Walk away with practical strategies for improving your own decisions and the decisions of those around you.

**Learner Objectives:**

- Identify the eight attributes of a DecisioNinja.™
- Explain the 5Cs of Problem Solving™ and how it can be applied in the meetings industry.
- Identify at least five strategies for improving the decisions of those around you.

**HOW NEW TECHNOLOGY & AV WILL DRIVE MEETING DESIGN - MILE HIGH BALLROOM**

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

**Simon Melser**

Image Audio Visuals ~ simon@imageav.com ~ www.imageav.com

Get a backstage pass to your General Session! Get up close and personal to the latest in Corporate Theatre Technology. Experience the latest technology in lighting, video and décor to expose the why and the how behind the what to transform your general sessions. Find out how you can leverage the latest AV technology without breaking your budget.

**Learner Objectives:**

- To provide insight into the latest innovations in the use of lighting, video and décor on your main General Session Stage.
- Discover how Projection Mapping can be simplified while maintaining its WOW factor.
- Explore the use of Virtual Reality for Set and Room Design.

**CONNECTING THE DOTS: WHAT DOES ALL THE DISRUPTION MEAN FROM A STRATEGIC VIEW<sup>†</sup>****- Room 205/207**

CMP-IS Domain: Stakeholder Management - 1.00 CE Hour

**Michael Dominguez, Senior Vice President of Corporate Sales**

MGM Resorts International ~ mdominguez@mgmresorts.com ~ mgmresorts.com

The year of 2017 was like no other we have seen in decades. From disruption of technological forces that are changing the way we work and play to changes in Washington which will take time to understand its full impact, it is important to understand the context of what is taking place. The speed of change is a force that we will all wrestle with over the next decade.

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in all business environments. The impacts of global political and economic instability still exist although the global economy is growing together for the first time in modern history.

Our world has become much more complex with a variety of issues from, cyber security, meetings advocacy, behavioral changes and Health & Wellness leading the charge. In this dynamic session, industry veteran Michael Dominguez shares the latest trends in the hotel industry and how they affect your meetings and incentives.

Gain a better understanding of the economic environment, how structural changes will have an impact in 2018 and beyond, identify ways to optimize your ability to maneuver through this quickly changing environment. We will also explore the internal and external forces that will continue to pressure meeting design, content dissemination and the need to understand we no longer have attendees, but rather participants in meetings.

**Learner Objectives:**

- Understand the need to move fast in changing organizational structureNeed
- Take a look at the impact of global political and economic forecasts
- Review industry forecast for the US and Global sectors
- Understand new competition and disruptive forces that will move us all



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## 11:00 AM - 12:00 PM ~ CONCURRENT BREAKOUT SESSIONS B (7)

**THE INNOVATION ZONE<sup>+</sup> - Room 405/406/407**

CMP-IS Domain: Stakeholder Management- 1.00 CE Hour

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**Christie Ward, CSP, Leadership Facilitator**

The Impact Institute™ ~ christie@christieward.com ~ christieward.com

Ever want to just sit down with your peers and finally nail that great idea to the ground? You've kicked it around but not come up with a solid plan. You need some advocates in the same business as you are to play devil's advocate with you, but you haven't found the time or space to engage them and make it happen.

This year at MIC, you will get your chance. We are offering an opportunity to bring your idea, gather with your peers and collaborate to finally create a solution you can implement. We can't do this alone. Those who come with ideas can share them briefly to the whole group, and everyone can choose what they want to work on. You will work in groups of from 5-7 people, ideal for being heard and getting work done. You will leave with a plan and a group to support you through to your implementation of that great idea. Come make your idea a reality at the Innovation Zone, MIC 2018. Leave with an action plan and accountability partners to cheer you on. This is your opportunity.

**Learner Objectives:**

- Choose a challenge you are having with the profession, or join someone else who's having a similar challenge, and clearly articulate the issue or problem.
- Discover what the barriers are to solving the problem and identify steps to mitigate these barriers and determine possible options.
- Take part in a collaborative problem solving session with your peers to determine action steps to implement a new solution.

**BRINGING MINDFULNESS TO YOUR MEETING<sup>+</sup> - Room 501/502**

CMP-IS Domain: Stakeholder Management - 1.00 CE Hour

**Holly Duckworth, CAE, CMP, LSP, Leadership & Mindfulness Advisor**

Leadership Solutions International ~ holly@hollyduckworth.com ~ hollyduckworth.com



\*Limited to the first 24 attendees

Your audiences are a stressed out. They don't need more information they need to know how to apply the information they have. And so are you. In this small group concurrent session you will hear case studies of companies actively infusing mindfulness into their meetings. Companies like Google, Aetna, Moss Adams and more. Walk away with one idea you can champion in 2018 that make your meeting the mindfulness trendsetter for your industry.

**Learner Objectives:**

- Define what mindfulness is, and is not
- Expand your knowledge of researched strategies you can use to integrate mindfulness into every meeting.
- Assess one mindfulness technique that can be used in your meetings to increase the value of your meetings for attendees from all industries.

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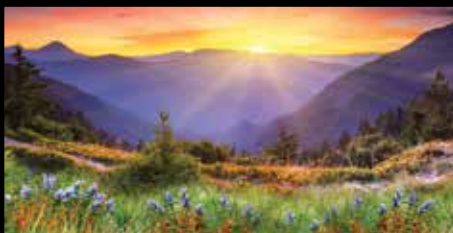
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**Why is there an MIC@ MIC?** The purpose of a mindfulness center is to educate, connect, and inspire meeting industry professionals to try mindfulness in their personal lives and be educated on how to add mindfulness to meetings and events.

**Curious? Exhausted?** Do you wish your meetings could provide places for mindfulness vs overwhelm and stress? A survey carried out by MPI for IMEX focused on stress at work. MPI queried a number of meeting professionals on their ability to unplug and found that while only 5 percent of the meeting professionals surveyed admit to feeling no stress at work, a huge 95 percent struggle to separate work life from personal life. Companies like Aetna, Moss Adams, Google and more have active mindfulness trainings in their company culture and meetings.

Join mindfulness expert, and meeting professional Holly Duckworth and the Leadership Solutions International team in the mindfulness center. Here you will find a place to be educated on what mindfulness is and is not. Inside MIC @MIC you can choose to listen to a mini-talk on mindfulness, or have a mindfulness meditation experience. Join us for the CEU credit concurrent Brining Mindfulness To Your Meeting at 11:00 am. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional. Once you try mindfulness we hope you will be inspired to add mindfulness to your life and to your meetings.

#### Tuesday March 13

1:00 – 2:00pm – **Mindfulness Center Open House** – If you arrive at MIC a few minutes early come in to learn more about mindfulness is a casual open house setting. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional.

1:30 – 1:50pm – **Mindful Practice Session** – Take a seat in a chair or on a meditation pillow. Holly will lead a guided meditation and intention session moment. You walk away grounded and focus as you enter MIC 2018. New to meditation, take this opportunity to give it a 10-minute try.

#### Wednesday March 14

7:00am – 8:00am – **Mindfulness Center Open House** – If you arrive at MIC a few minutes early come in to learn more about mindfulness is a casual open house setting. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional.

8:00am – 8:20am – **Mindful Practice Session** – Take a seat in a chair or on a meditation pillow. Holly will lead a guided meditation and intention session moment. You walk away grounded and focus as you enter MIC 2018. New to meditation, take this opportunity to give it a 10-minute try.

**Concurrent 1:** 10:00 a.m. – 10:20 a.m. – **Mindfulness Mini Talk - Mindful Meeting Professional: How Your Personal Presence Creates Meetings That Matter**

**Concurrent 2:** 11:00 – 12:00 (CEU Credit Program) – **Bringing Mindfulness To Your Meeting** \*Limited to the first 24 attendees

**Concurrent 3:** 2:30 p.m. – 3:00 p.m. **Mindfulness Mini Talk - Personal Practices For Mindfulness & Mindful Meditation**

#### About Leadership Solutions International

Holly Duckworth, CMP, CAE, LSP, has been a dynamic leader in the meetings industry since 2009, a New York Times contributor on the topic of mindful leadership keynote speaker, coach. Got stress? Bring it to Holly where she will teach you easy practices you can integrate into your day to reduce stress and increase profits. Holly brings MIC the mindfulness information center where you can pop in for a short talk on mindfulness, a full mindfulness experience or just ask her staff your questions on mindfulness in the workplace. IMEX named Mindfulness a 2018 future trend in meetings don't get left behind. Bring mindfulness to your personal leadership style or your meetings by contacting – [www.hollyduckworth.com](http://www.hollyduckworth.com)

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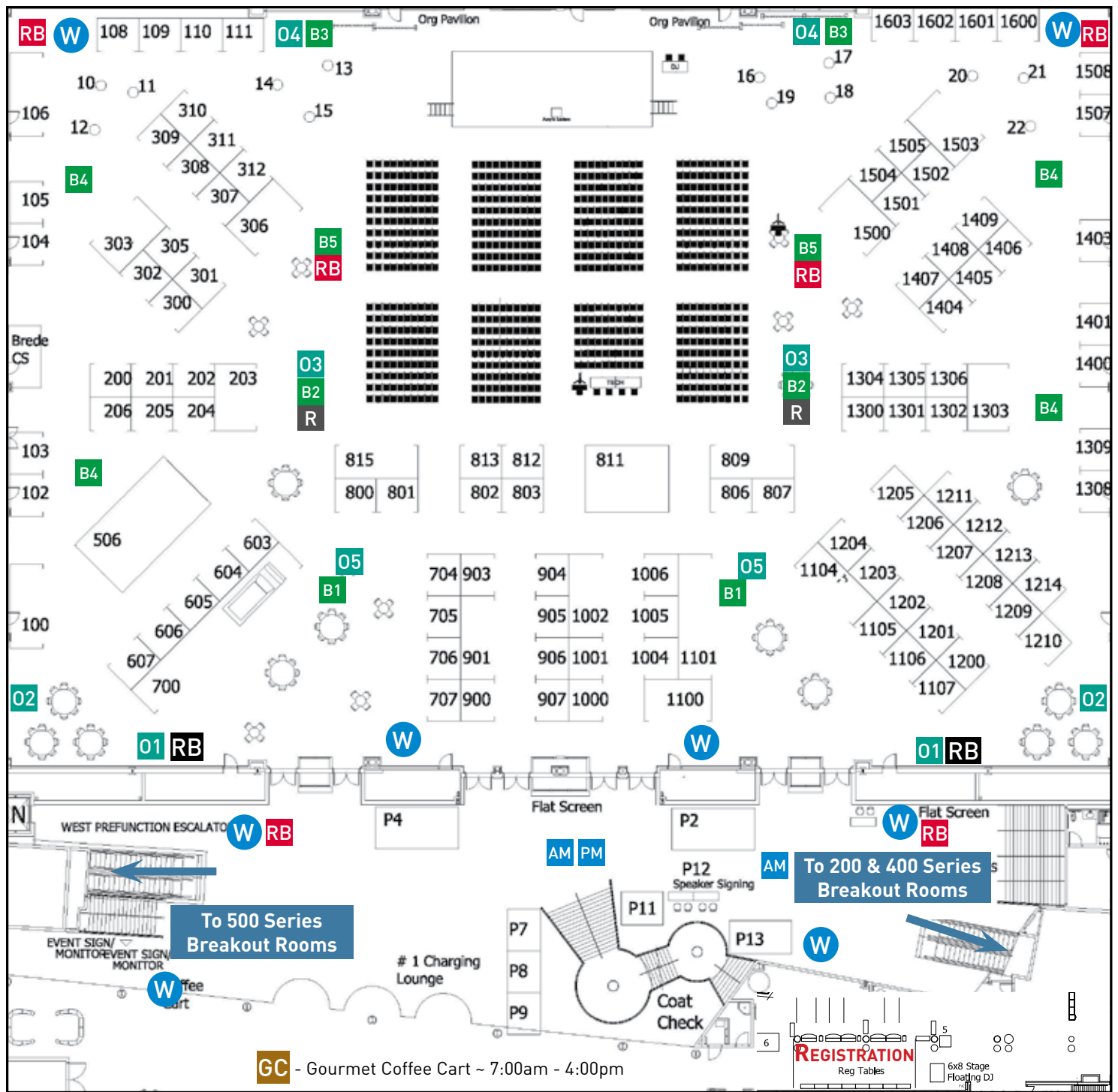
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**O2** : Street Corn Salad

**O3** : Charcuterie Fromage

**O4** : Empanada

**O5** : Water

**RB** = Opening Reception Bar

3/14/18

**B** = Breakfast ~ 7:30am - 8:30am

**B1** : Super Foods Mason Jar

**B2** : Fritata

**B3** : Breakfast Skillet

**B4** : Coffee

**B5** : Water

**AM** = AM Break ~ 9:30am - 9:45am

**Lunch & Program** ~ 12:15pm - 1:15pm  
**In the Four Seasons Ballroom**

**PM** = PM Break ~ 3:30am - 3:45am

**R** = Closing Reception ~ 4:45pm - 5:45pm

**RB** = Closing Reception Bar

**W** = Water Station

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# 2018 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

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1101	ALHI	Denver, CO	Bill Light	303-756-9466	blight@alhi.com	www.alhi.com
P7	All Digital Photo & Video	Lafayette, CO	Cal Cheney	303-494-2320	info@alldigitalstudios.com	www.AllDigitalStudios.com
1201	Ameristar Casino Resort Spa Black Hawk	Black Hawk, CO	Rebecca Sosa	720-275-0225	Rebecca.Sosa@ameristar.com	www.ameristar.com
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1204	Aspen Chamber Resort Association	Aspen, CO	Liz Cluley	970-920-7196	lcluley@aspenchamber.org	www.aspenchamber.org
1203	Beaver Run Resort & Conference Center	Breckenridge, CO	Kim Hawks	970-453-8729	khawks@beaverrun.com	www.beaverrun.com
1602	Bismarck-Mandan Convention & Visitors Bureau	Bismarck, ND	Lori Yantzer	701-557-7117	lori@bmcbv.com	www.noboundariesnd.com
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1104	Business Event Canada	Whistler, CANADA	Allison Staley	604-938-2771	astaley@tourismwhistler.com	www.tourismwhistler.com
802	Cayman Islands Department of Tourism	New York, NY	Julie Obreiter	303.518.0573	JObreiter@caymanislands.ky	www.visitcaymanislands.com
1000	CEAVCO Audio Visual	Arvada, CO	Pete Goetz	303-539-3541	petegoetz@ceavco.com	www.ceavco.com
806	Centerplate Catering	Denver, CO	Erin Brown	303-228-8081	Erin.Brown@Centerplate.com	www.centerplate.com
309	Cheyenne Mountain Resort – A Dolce Resort	Colorado Springs, CO	Penny Bergsten	719-538-4024	penny.bergsten@dolce.com	www.cheyennemountain.com
20	Christian Meetings and Convention Association (CMCA)	Westminster, CO	Jayne Kuryluk	303-451-6678	jayne@christianmeeting.org	www.christianmeeting.org
1506	Christie's Photographic Solutions	Orlando, FL	Robert Christie	427-345-1100	photos@ChristiesPhotographic.com	www.christiesphotographic.com
807	Colorado Convention Center	Denver, CO	Rich Carollo	303-228-8022	rcarollo@denverconvention.com	www.denverconvention.com
11	Colorado Festivals and Events Association (CFEA)	Denver, CO	Cody Galloway		cody@collaborativeevents.com	www.coloradofestival.com
903	Colorado Meetings + Events Magazine	Centennial, CO	Bob Haddad	303-617-0548	bob.haddad@tigeroak.com	www.meetingsmags.com
14	Colorado Society of Association Executives (CSAE)	Westminster, CO	Ann Marie Cole	970-361-7644	annmarie@greeleydoubletree.com	www.csae.org
813	Colorado Springs Convention and Visitors Bureau	Colorado Springs, CO	Katherine Reak	719-685-7632	kathy@visitcos.com	www.visitcos.com
1213	Copper Mountain Resort	Copper Mountain, CO	Sharon Shoeffield, MBA	970-968-2318 Ext. 38831	sschoeffield@coppercolorado.com	www.coppercolorado.com
P9	Cort Furniture	Denver, CO	Ashley Fisher	303.365.7830	ashley.fisher@cort.com	www.cort.com
312	Crested Butte Mountain Resort	Crested Butte, CO	Janet Randles	970-349-2335	Jrandles@cbmr.com	www.cbmr.com
P13	Cultivate	Boulder, CO	Rebecca Meskis	720-739-1839	rebecca@cultivatepcg.com	www.cultivatepcg.com
803	Cvent	Tysons Corner, VA	Chris Kearney	571-830-2311	CKearney@cvent.com	www.cvent.com
1301	Denver Adventures and Zipline Tours	Denver, CO	Stefan Van der Steen	303-984-6151	svds@denveradventures.com	www.denveradventures.com
1206	Destination Colorado	Lakewood, CO	Stacy Daeffler	970-331-6063	stacy.daeffler@destinationcolorado.com	www.destinationcolorado.com
606	Devil's Thumb Ranch Resort & Spa	Tabernash, CO	Darby Kurtz	970-726-3768	dkurtz@devilsthumbbranch.com	www.devilsthumbbranch.com
1208	DoubleTree by Hilton Colorado Springs	Colorado Springs, CO	Stephanie Howard	719-527-4601	showard@coloradospringsdoubletree.com	www.coloradospringsdoubletree.com
1400	El Conquistador Tucson, A Hilton Resort	Tucson, AZ	Danae Norris	520-544-1125	danae.norris@hilton.com	www.hiltonelconquistador.com
800	Estes Park Events Complex	Estes Park, CO	Karen Lynch	970-577-3956	klynch@estes.org	www.estes.org
105	EventWaves & Executivevents	Englewood, CO	Hugo Hellberg	303-562-5551	hugo.hellberg@eventwaves.com	www.eventwaves.com
1403	Experience Scottsdale	Scottsdale, AZ	Shannon Johnson	480-889-2704	sjohnson@experiencescottsdale.com	www.MeetInScottsdale.com
1507	Explore St. Louis	St. Louis, MO	David Rayment	303-828-0958	drayment@explorestlouis.com	www.explorestlouis.com
201	Four Seasons Hotels and Resorts	Irving, TX	Melissa Quest Hays	972-831-0307	melissa.hays@fourseasons.com	www.fourseasons.com
901	Freeman	Denver, CO	Darlene Bass	303-210-6343	Darlene.Bass@freemanco.com	WWW.FREEMAN.COM
1205	Garden of the Gods Collection	Colorado Springs, CO	Lee Reijgers	719-632-6970	lreijgers@ggclub.com	www.ggclub.com
111	GES	Aurora, CO	Matthew Kalb	443-805-1571	mkalb@ges.com	www.ges.com
10	Global Business Travel Association (GBTA)	Firestone, CO	Shannon Griffiths		shannon.ryan19@gmail.com	rockymountainbta.org
1100	Greater Boston Convention & Visitors Bureau	Boston, MA	Maureen Buckley	617-867-8248	mbuckley@bostonusa.com	www.bostonusa.com
1508	Green Valley Ranch Resort and Spa	Henderson, NA	Fiona Dwyer	702-617-7717	fiona.dwyer@stationcasinos.com	www.stationcasinos.com
1202	Halo Branded Solutions	Centennial, CO	Mary Keener	303-618-3537	mary.keener@halo.com	www.halo.com/mary-keener
1106	Hermes Worldwide Transportation	Denver, CO	Kevin Hedican	303.577.7611	kevin@hermesworldwide.com	www.hermesworldwide.com
P12	History Colorado Center	Denver, CO	David Furst	303-866-4597	davidfurst@krmssa.com	www.historycolorado.org
12	Hospitality Sales & Marketing Association International (HSMAI)	Denver, CO	Patty Farmer	303-871-4438	pfarmer@du.edu	www.hsmaidenver.org
801	Hotel Monaco Denver	Denver, CO	Brian Ratkovic	303-294-3023	Brian.Ratkovic@hotelmonaco.com	www.hotelmonaco.com
204	Hotel Talisa, Vail	Vail, CO	Lauren Lacy	303-204-0224	llacy@hoteltalisa.com	www.hoteltalisa.com
1305	Houston First	Houston, TX	Nyomi Jourdan	713-853-8022	njourdan@visithouston.com	www.visithouston.com
811	Image Audiovisuals, Inc.	Denver, CO	Diana Mueller	303-758-1818	diana@imageav.com	www.imageav.com
1300	Imprint Events	Denver, CO	Nicole Marsh	800-432-1492	nicole@imprintgroup.com	www.imprintgroup.com
21	Intl. Assn. of Exhibitions and Events (IAEE) Rocky Mountain Chapter	Boulder, CO	Ken Longenecker	303-998-9440	Ken.Longenecker@penton.com	www.iaee-rmc.com
22	International Live Events Association (ILEA)	Commerce City, CO	Jennifer LaGraff	720-432-0544	jenniferyanlouis@gmail.com	ileadenver.com
1504	J&S Audio Visual	Denver, CO	Jennifer Winget	303-792-5588	jenniferw@jsav.com	www.jsav.com
1309	Little Rock Convention & Visitors Bureau	Little Rock, AK	Marilyn Koehler	501-370-3225	Mtkoehler@littlerock.com	www.littlerock.com
1408	Long Beach Convention and Visitors Bureau	Long Beach, CA	Jennifer Gonzalez	562-833-7650	jenniferk@longbeachcvb.org	www.visitlongbeach.com
1501	Los Angeles Tourism & Convention Board	Los Angeles, CA	Andrea Rodriguez	206-453-5618	arodriquez@latourism.org	www.meetla.com
311	Madeline Hotel & Residences Telluride	Telluride, CO	Allison Grasseti	970-390-2925	allisong@madelinetelluride.com	www.madelinetelluride.com
506	Marriott Global Sales	Austin, ?	Kevin O'Keefe	303-674-2021	kevin.O'Keefe@marriott.com	www.marriott.com
1200	Meet Minneapolis, Convention + Visitors Association	Minneapolis, MN	Sheila Tapia	612-767-8126	sheilat@minneapolis.org	www.minneapolis.org
1107	Meet Puerto Rico	Chicago, IL	Aileen Laracuate	312-840-8090	alaracuate@meetpuertorico.com	www.meetpuertorico.com
18	Meeting Professionals International (MPI) Rocky Mountain Chapter	Littleton, CO	Stacie Cisco	720-250-9582	stacie.cisco@gmail.com	www.mpi-rmc.org
705	Melia Hotels International	Helotes, TX	Brandi Ronk	210-788-0158	brandir@sol-group.com	www.melia.com
103	Monterey County Convention & Visitors Bureau	Monterey, CA	Joe Marcy	(310) 748-3075	joe@seemonterey.com	www.seemonterey.com
100	Mount Princeton Hot Springs Resort	Nathrop, CO	Scott Peterson	719-395-2447	scott@mtprinceton.com	www.mtprinceton.com
1304	Multimedia AV	Denver, CO	Kelly Kucera	303- 623-2324	kkucera@multimedia-av.com	www.multimedia-av.com

# 2018 MEETINGS INDUSTRY COUNCIL (MIC) OF COLORADO LIST OF EXHIBITORS

BOOTH	COMPANY	CITY, STATE	CONTACT	PHONE	E-MAIL	WEBSITE
1601	Nashville Convention & Visitors Corporation	Nashville, TN	Maggie Reaville	615-259-4738	maggie@visitmusiccity.com	maggie@visitmusiccity.com
16	National Association for Catering & Events (NACE)	Lakewood, CO	Karen Tucker	303-727-9200	karen@relishcateringco.com	nacedenver.com/
17	National Speakers Association - Colorado (NSA-CO)	Denver, CO	Merit Gest	720-980-1286	merit@meritgest.com	www.nsacolorado.org
1001	New Orleans Convention and Visitors Bureau	New Orleans, LA	Sallee Pavlovich	504-566-5035	spavlovich@neworleanscvb.com	www.neworleans.com
1306	OKC-CVB	Oklahoma City, OK	Donna Wilson	405-297-8907	dwilson@visitokc.com	www.visitokc.com
603	Omni Hotels & Resorts	Broomfield, CO	Lindsay Mistretta	617-620-5916	lindsay.mistretta@omnihotels.com	www.omnihotels.com
706	Phantom Circus Entertainment	Denver, CO	Natalia Brown	720-504-7993	natalie@phantomcircus.com	www.phantomcircus.com
1505	PHLCVB - Philadelphia Convention Visitors Bureau	Philadelphia, PA	James Delmar	215-636-3323	James@discoverPHL.com	www.discoverphl.com
1600	Platinum DMC Collection and VAT IT	Park City, UT	Debbie Disch	763-202-5133	debbie@platinumdmc.com	www.platinumdmc.com
1214	PMSI-Professional Marketing Services, Inc	Stratford, CT	Marty Bear	203-767-2780	marty@callpms.com	www.callpms.com
1404	Preferred Hotels & Resorts	Sacramento, CA	Jennifer Collins	916-570-3849	jcollins@preferredhotels.com	www.phgmeetings.com
109	Premier Charters	Golden, CO	Robert Waterman	303-961-8003	robw@pctransportation.com	www.pctransportation.com
15	Professional Convention Mgmt. Assn. Rocky Mtn. Chapter (RMPDMA)	Westminster, CO	Jodi Church	303-268-4614	jchurch@destinationhotels.com	rockymountain.pdma.org
905	ProForma Imagery	Englewood, CO	Suzanne Hagen	720-489-5001	suzanne.hagen@proforma.com	www.proforma.com/imagery
307	Providence Warwick CVB	Providence, RI	Kathleen Ceseretti	401-456-0234	kceseretti@goprovidence.com	www.goprovidence.com
1210	PSAV	Denver, CO	Alyson Fetherolf	303-592-1977	afetherolf@PSAV.COM	www.psav.com
110	Realize Colorado	Denver, CO	Deana Mitchell	970-471-7529	deana@realizecolorado.com	www.realizecolorado.com
605	Renaissance Denver/Holiday Inn Stapleton	Denver, CO	Justin Budyak	303-336-5214	justin.budyak@renaissancehotels.com	www.marriott.com/densa
102	Renaissance Schaumburg Convention Center Hotel	Schaumburg, IL	Lisa Saner	847-303-4136	Lisa.Saner@renhotels.com	www.renaissanceschaumburg.com
1405	Reno Tahoe	Reno, NV	Aleta Barrett	970-710-1859	abarrett@RenoTahoeusa.com	www.visitrenotahoe.com
303	SAGE	Aurora, CO	Renee Wriedt	303-307-3107	renee.wriedt@diamarriott.com	www.marriottdia.com
1603	Sage Hotel Collection	Cherry Creek, CO	Ben Powers	720-772-5017	Ben.Powers@halcyonhotelcherrycreek.com	www.halcyonhotelcherrycreek.com
1409	San Diego Tourism 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@sfrtravel.com	www.sfrtravel.com
1212	Snowmass Tourism	Snowmass Village, CO	Jim O'Leary	970-922-2232	joleary@snowmass tourism.com	www.snowmass tourism.com
13	Society of Gvmt Meeting Professionals Rocky Mountain Chapter (SGMP)	Arvada, CO	Lynette Schick	303-424-0657	li_schick@hotmail.com	www.sgmprockymtn.com
200	Sonnenalp Hotel	Vail, CO	Heather Kerstiens	303-798-0098	hkerstiens@sonnenalp.com	www.sonnenalp.com
1006	Sonoma County Tourism	Santa Rosa, CA	Nancy Garvey	714-602-6312	ngarvey@sonomacounty.com	www.sonomacounty.com
1105	Spectrum Audio-Visual	Denver, CO	Gail Brienza	303-561-4229	gbrienza@spectrumav.com	www.spectrumav.com
P10	Splash Promotions	Aurora, CO	Russell Aagaard	303-550-2052	russ@splash-promo.com	www.splash-promo.com
P11	Tempe Tourism	Tempe, AZ	James Tevaul	480-305-1365	james@tempetourism.com	www.tempetourism.com
P2	The ART Hotel	Denver, CO	Colin Bennett	303-572-8000	cbennett@theearthotel.com	www.Theearthotel.com
700	The Boulder Convention and Visitors Bureau	Boulder, CO	Angela Wirth	303-938-2089	angela.wirth@bouldercvb.com	www.bouldercoloradousa.com/meetings-and-groups/
812	The Broadmoor	Colorado Springs, CO	Jeremy Wilson	719-471-6230	jwilson@broadmoor.com	www.broadmoor.com
104	The Historic Stanley Hotel	Estes Park, CO	Lora Hassen	303-941-4816	Lhassen@stanleyhotel.com	www.stanleyhotel.com
206	The Mountain Collection by Wyndham Vacation Rentals	Avon, CO	Kirsten Conner	970-547-5987	kirsten.conner@wynvr.com	www.wynvr.com
302	The Ritz-Carlton	Denver, CO	Kaytlin Powers	303-312-3817	kaytlin.powers@ritzcarlton.com	www.ritzcarlton.com
202	The Sebastian Vail	Vail, CO	Iliana Salazar	970-477-8148	isalazar@thesebastianvail.com	www.thesebastianvail.com
1211	The Steamboat Grand	Steamboat Springs, CO	Meg Palumbo	970-871-5537	mpalumbo@steamboat.com	www.steamboatgrand.com
P8	Thrive! Meetings & Events	Atlanta, GA	Tracy Stuckrath	404-242-0530	tracy@thrivemeetings.com	www.thrivemeetings.com
308	TOURISM Santa Fe	Santa Fe, NM	Kim Harmon	505-955-6218	kaharmon@santafenm.gov	www.santafe.org
900	Two Roads Hospitality	Englewood, CO	Kathie Giles	303-268-6878	kgiles@tworoadshotels.com	www.tworoadshotels.com
809	Vail Resorts Meetings & Events	Broomfield, CO	Ellen Collins	303-881-7167	ecollins@vailresorts.com	www.vailresortsmmeetings.com
306	Visit Albuquerque	Albuquerque, NM	Megan Gastelum	505-222-4315	Gastelum@VisitABQ.org	www.VisitABQ.org
1308	Visit Anchorage	Anchorage, AK	Marlene Geils	888-257-2381	mgeils@anchorage.net	www.anchorage.net
1002	Visit Aurora	Aurora, CO	Justin Clark	720-484-8906	justinclark@visitaaurora.com	www.visitaaurora.com
300	Visit Beaver Creek	Avon, CO	Mitzi Forrester	970-845-5288	mforrester@bcoresortco.com	www.visitbeavercreeknow.com
707	Visit Casper	Casper, WY	Ryan Hauck	307-234-5362	ryan@visitcasper.com	www.visitcasper.com
1303	Visit Cheyenne	Cheyenne, WY	Jim Walter	307-778-3133	jim@cheyenne.org	www.cheyenne.org
907&19	VISIT Denver...The Convention & Visitors Bureau	Denver, CO	Gysela Fillingham	303-571-9422	gfillingham@visitdenver.com	www.visitdenver.com
205	Visit Grand Junction	Grand Junction, CO	Marci Kurrnen	303-979-1535	sales@gjcity.org	www.visitgrandjunction.com
904	Visit Indy	Indianapolis, IN	Nicole Perry	317-262-3000	nperry@visitindy.com	www.visitindy.com
906	Visit Loveland	Loveland, CO	Chris Bierdeman	970-617-0482	Chris.Bierdeman@cityofloveland.org	www.cityofloveland.org
1502	VISIT Milwaukee	Milwaukee, WI	Connie Kopecky	414-287-4245	conkopecky@gmail.com	www.visitmilwaukee.org
815	Visit Newport Beach	Visit Newport Beach, CA	Amanda Kliem	949-467-2743	Amanda@visitnewportbeach.com	www.visitnewportbeach.com
305	Visit Park City	Park City, UT	Kim Davis	435-658-9624	kim@visitparkcity.com	www.visitparkcity.com
1406	Visit Phoenix	Phoenix, AZ	Chris Robertson	602-452-6221	croberson@visitphoenix.com	www.visitphoenix.com
301	Visit Salt Lake	Salt lake City, UT	Diane Utley	801-534-4937	dutley@visitsaltlake.com	www.visitsaltlake.com
1407	Visit Santa Barbara	Santa Barbara, CA	Cat 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
1302	Visit Spokane	Spokane, WA	Lisa McHaffie	509-742-9383	lmchaffie@visitspokane.com	www.visitspokane.com
1004	Visit St. Petersburg/Clearwater	Largo, FL	Jill Brown, CMP	727-464-7236	Jill@VisitSPC.com	www.VisitSPC.com
1005	Visit Tampa	Tampa Bay, FL	Brittany Callahan	813-342-4067	bcallahan@visittampabay.com	www.visittampabay.com
1401	Visit Tucson	Tucson, AZ	RoxAnne Erickson	520-770-2120	erickson@visittucson.org	www.visittucson.org
203	Visit Vail Valley	Highlands Ranch, CO	Susan Proffitt	970-477-4007	sproffitt@visitvailvalley.com	www.visitvailvalley.com
1207	Visit Fort Collins	Fort Collins, CO	Erik Barstow	970-631-7312	Erik@ftcollins.com	www.ftcollins.com
106	White Lodging	Denver, CO	Christy DeSiato	720-996-1513	Christy.DeSiato@whitelodging.com	www.whitelodging.com
1209	Wings Over The Rockies	Denver, CO	Keisha Makonese	303-360-5360	KMakonese@WingsMuseum.org	www.WingsMuseum.org



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12:15 PM - 1:15 PM ~ LUNCH PROGRAM

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LUNCHEON



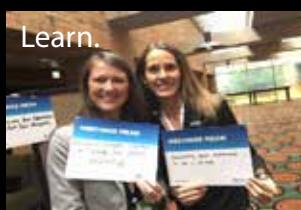
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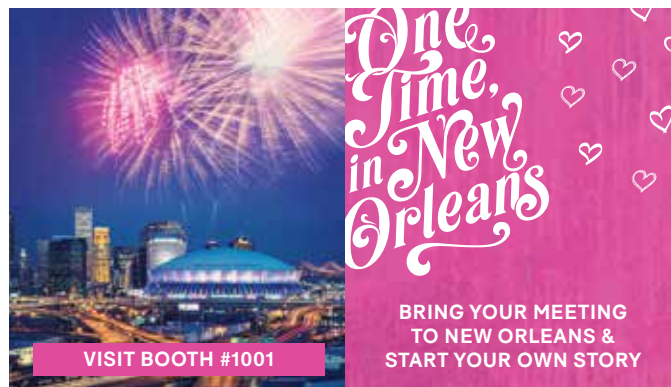
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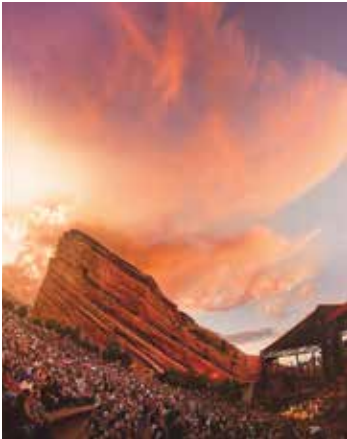


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## 2:30 - 3:30 PM ~ CONCURRENT BREAKOUT SESSIONS C (4)

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CMP-IS Domain: Risk Management - 1.00 CE Hour

**Corinne Hancock, MCC**, Chaos Expert

My Powerful Life ~ 312-423-7226 ~

corinne@mypowerfullifenow.com ~ corinneancock.com

In business and in life, we're put to the test not when things are going right, but when they get chaotic. How we react can be the difference between success and failure, and determine whether our team comes together or falls apart. Learn strategies to adapt your thoughts and plans on a moment's notice, lead through uncertainty, and thrive in chaos.

Using Corinne's Chaos Ready Framework, we'll explore how to get yourself chaos ready and how to stay in a mindset focused on solutions when chaos hits. We will explore what you do, how you respond and who you are during times of change and disruption.

## Learner Objectives:

- Understanding and clarity on how your thoughts, actions and language influence others, and impact your ability to participate and thrive in chaos.
- A tested framework to prepare yourself and your team to thrive in chaos, no matter the environment.
- Tools and exercises you can immediately use to engage and inspire both yourself and your team regardless of situation.

SEARCH AND BE SEARCHED: WHAT EVERY MEETING PLANNER NEEDS TO KNOW ABOUT HOW TO PROTECT THEIR BRAND ONLINE<sup>†</sup> - Room 401/402

CMP-IS Domain: Marketing - 1.00 CE Hour

**Heather Lutze, CSP**, Founder and Professional Speaker

Findability University ~ heather@findability.com ~

findability.com

Have you Googled your events? Why do those search results show up in web, images and video? 82% of all potential attendees will search for your event name and what shows up can make or break your event! Learning how to control what your searchers "see" when they search for your association, event or conference is possible. This session will pull back the curtain and show you the blind spots and quick tips that will make your event look its very best in online search results. Go ahead Google yourself!

## Learner Objectives:

- Attendees will learn 3 critical elements that they need to watch, keep track of and adjust for maximum impact to fill seats and protect their brand.
- Attendees will learn how to be "Chief Listening Officers" for their events. Keeping an ear to the ground in search and social.
- Attendees will leave with an action list of easy, non-techie SEO and Brand Reputation Management tips they can go back and implement right away.



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<sup>†</sup> Available on-demand after the program

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DUTY OF CARE; PROTECTING OUR ATTENDEES AND EXHIBITORS IN AN UNCERTAIN WORLD<sup>†</sup> - Room 205/207

CMP-IS Domain: Risk Management - 1.00 CE Hour

**Michael Dominguez**, Senior VP of Corporate Sales

MGM Resorts International ~ mdominguez@

mgmresorts.com ~ mgmresorts.com

**David Dubois, CMP, CAE, CTA, FASAE**, President and CEO

Int'l. Association of Exhibitions and Events ~ ddubois@iaee.com ~ iaee.com

A top priority of our industry is the safety and security of our attendees, members, exhibitors and employees. This session will discuss the status of The Exhibitions and Meetings Safety and Security Initiative (EMSSI) which is supported by more than 60 organizations. Learn what hotels, venues and meeting professionals are doing to protect everyone and what you can do to help mitigate and protect your event from future disruptions or horrific incidents.

## Learner Objectives:

- Better understand the obligations that we have relative to our "Duty of Care" in the meetings and events industry.
- Review the many positive outcomes and opportunities of the EMSSI (Exhibitions Meetings Safety and Security Initiative)
- Learn more about the "Four C's" of Safety and Security: Caution, Cops, Canines and Cameras

PARTICIPATION, ACTIVITY, CONVERSATION AND COMMUNITY: USING RESEARCH TO DESIGN POWERFUL MEETINGS AND MEMBERSHIPS FOR MILLENNIALS AND BEYOND<sup>†</sup> - Room 405/406/407

CMP-IS Domain: Human Resources - 1.00 CE Hour

**Josh Packard Ph.D.**, Professor of Sociology and CEO

The Packard Group ~ josh@joshpackard.com ~

joshpackard.com

Millennials are one of the most unique generations to emerge in the United States. Their deep institutional distrust impact nearly all of their experiences and decisions. Social life has been altered dramatically as millennials disengage from nearly all traditional institutions. The way people work is even changing. Employees are more likely to be working on contract for multiple employers, and they're more likely to be self-employed.

## Learner Objectives:

- Increase your capacity to identify which social trends are impacting your organization.
- Gain a deeper understanding of why millennials appear to be so different than previous generations.
- Develop the skills of relational authority in order to connect deeply with millennials around issues they care about

## 2:30 P.M. - 3:00 P.M. - MINDFULNESS MINI TALK - PERSONAL PRACTICES FOR MINDFULNESS &amp; MINDFUL MEDITATION - Room 501/502

**Holly Duckworth, CAE, CMP, LSP**, Leadership & Mindfulness Advisor

Leadership Solutions International ~

holly@hollyduckworth.com ~ hollyduckworth.com

Are you skeptical about mindfulness? Science is now proving the power of mindfulness in our world of overwhelm. In this short talk Holly will share with you two mindfulness practices that don't require you to sit in the lotus position. You will learn how research is making mindfulness a proven business strategy to reduce your stress and provide you a healthier life. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional.

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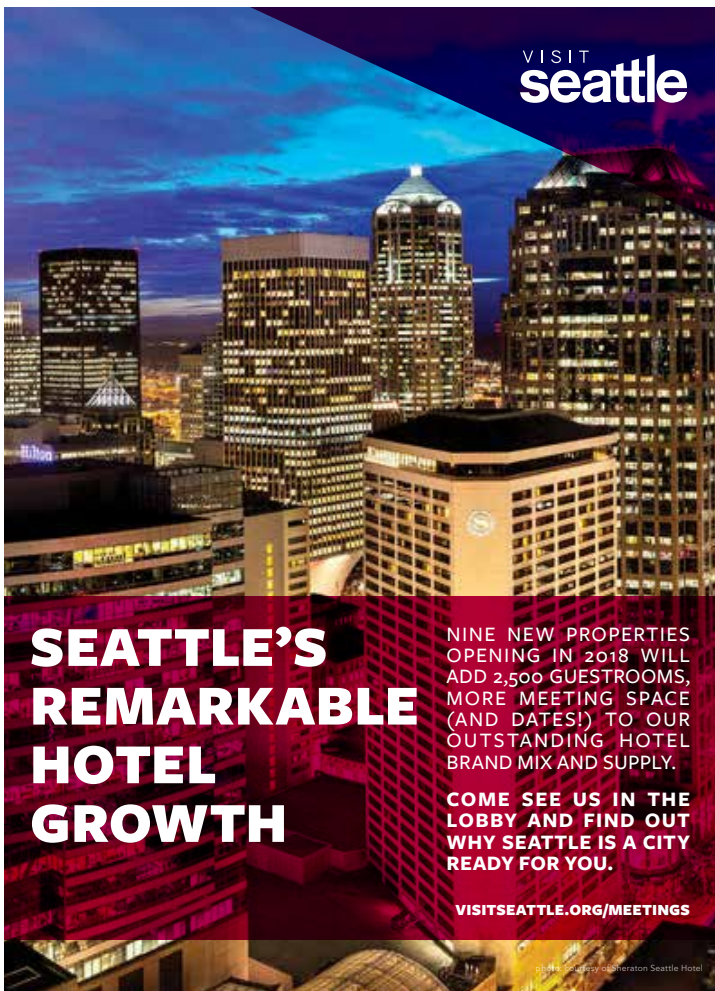


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**3:45 PM - 4:45 PM ~ CLOSING KEYNOTE****Yossi Ginsberg - Bringing Amazon Survival Skills to Business - MILE HIGH BALLROOM**

CMP-IS Domain: Risk Management – 1.00 CE Hour



Yossi's '*Amazon Survival Skills for Business*' is a mesmerizing storytelling session that will keep audiences riveted to the edge of their seats. However, this total absorption facilitates also a deep learning experience. Yossi's counter-intuitive insights will expand horizons, open new dimensions and facilitates new possibilities. What can be learnt from a man who survived against all the odds in the Amazon Jungle?

Yossi Ghinsberg is a master storyteller with an epic story to share. Lost alone in the midst of the Amazon rainforest for three weeks, he not only survived, he found new meaning for his life and work. The author of the international bestseller '*Jungle*', now a major motion picture starring Daniel Radcliffe, Yossi was recently rated as one of the top ten speakers in the business. His survival skills for business are

designed to shift your attendees' perspective and inspire them to always assume responsibility, taking their game to the next level. His energy is contagious – his insights mind-bending and counter-intuitive.

**Learner Objectives:**

- Survival is not a negative. Survival is a desired state for the workplace, driving everyone to their peak performance.
- Survival should be part of the work culture since survival is an intense competition where everybody wins, and no one loses.
- Survival equals peak performance – peak performance of all faculties – physical, mental, emotional and spiritual – all are at the top of their game and consolidated on one single purpose.
- Survival is extremely efficient. The 'secret sauce' of survival is the realization that competition is a waste of energy and inefficient, hence a poor survival strategy. A better, more efficient strategy is investing the energy in innovation, creating a Niche Monopoly™.

Yossi Ghinsberg's business adventures include: a tech entrepreneur in the heart of Silicon Valley, VP of a groundbreaking medical corporation and the visionary behind Chalalan the most celebrated eco-resort in the Bolivian Amazon. A world explorer and epic storyteller, he is a graduate of philosophy and business administration from Tel Aviv University. His book '*Jungle*' has sold millions of copies globally, aired as a docudrama on Discovery Channel and has been produced as a major motion picture starring Daniel Radcliffe, entitled *Jungle*.

Yossi has met with world leaders, bringing his Amazon survival skills to institutes and organizations worldwide. He knows survival like no one else, and he knows why it is important for businesses to learn and embed these survival principles. Yossi advises leaders and teams worldwide on how to awaken their 'Day to Day Hero,' following a set of natural survival skills we have all forgotten that we possess. His unique insights are counter-intuitive, mind-bending and nothing short of transformational for individuals and organizations today.

Yossi knows that the old Darwinian approach is wrong, limiting and dated, and yet so prevalent. There is a new way of thinking about leadership and business with new science behind it. Fascinating and enlightening, Yossi is an epic storyteller who has shared the stage with luminaries such as Bill Clinton, Richard Branson and Wayne Dyer.







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The Serving Up Hope Luncheon was started 23 years ago to assist people in need specifically for Food Bank of the Rockies. The extreme kindness of the industry professionals has encouraged MIC to take this one step further (and all year long – thus MIC 365) and start a community service project

### SERVING UP SOAP

“Toiletries” donated to Food Bank of the Rockies, Stout Street Foundation and Volunteers of America – Colorado Branch

- Raid your closets for miniature toiletries you have collected from hotels, then bring to MIC on March 13 & 14, 2018 at the Colorado Convention Center. See [mic-colorado.org](http://mic-colorado.org)

After MIC – we will begin a monthly campaign to give away to both wonderful charities

- Campaign to raise toiletries at your place of work
- Companies that participate will be recognized at MIC the following year, in order of total weight received.
- We will also keep track of which MIC Organization you want to donate to (overall weight) and announce the winning organization at MIC

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

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## 2017 SERVING UP HOPE LUNCHEON AT THE DENVER MART



On Tuesday, November 7, 2017, thirteen Colorado hospitality organizations joined forces for the 24th Annual Serving Up Hope Luncheon and raised \$30,000+ for Food Bank of the Rockies' Denver's Table program. A total of 736 industry professionals from around the state were registered.

Serving Up Hope is sponsored by the Meetings Industry Council (MIC) of Colorado ([www.mic-colorado.org](http://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!





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