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TUESDAY, MARCH 10, 2020

7:30 AM - REGISTRATION

9:00 AM - 1:00 PM - CMP BOOT CAMP EXPERIENCE

cmp✓ Carol Benavidez, CMP, CMM, HMCC - ROOM 207 - (4-HOUR PRE-CON - \$50)

1:00 - 2:00 PM: MINDFULNESS CENTER OPEN HOUSE - ROOM 210-212

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

cmp✓ Michael Dominguez: **2020 VISION: PREPARING FOR WHAT'S AHEAD** -
MILE HIGH BALLROOM - OPEN TO ALL REGISTERED PLANNERS

**3:30 - 4:30 PM - BUSINESS CONNECTIONS WITH PLANNERS AND
SPONSORS/EXHIBITORS ONLY - MILE HIGH BALLROOM**

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

cmp✓ Judi Holler: **FEAR IS MY HOMEBOY®: HOW TO TRANSFORM FEAR INTO YOUR
SUCCESS SECRET WEAPON** - FOUR SEASONS BALLROOM

**5:30 - 7:00 PM - OPENING NIGHT RECEPTION
BUSINESS CONNECTIONS - MILE HIGH BALLROOM**



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. All of the 2020 MIC Educational Programs are pre-approved for CMP certification credit.

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

Wednesday, March 11, 2020

**7:30 - 8:30 AM - REGISTRATION AND NETWORKING BREAKFAST
BUSINESS CONNECTIONS - MILE HIGH BALLROOM**

8:30 - 9:30 AM - OPENING GENERAL SESSION Emcee - Judi Holler

cmp✓ **BE THE SPARK: FIVE PLATINUM SERVICE PRINCIPLES FOR CREATING CUSTOMERS
FOR LIFE** - Simon T. Bailey: FOUR SEASONS BALLROOM

9:30 - 10:45 AM - SOLUTION CIRCLES

9:30 - 10:45 AM - BUSINESS CONNECTIONS - MILE HIGH BALLROOM

10:45 - 11:00 AM - MORNING BREAK TO CONCURRENTS

11:00 AM - 12:00 PM - FIRST CONCURRENT SESSIONS

cmp✓ **MAKING ATTENDANCE GROWTH A PRIORITY** - Gary Schirmacher and Megan
Finnell CMP: ROOM 403-404 - **CREATIVE GROWTH STRATEGIES**

cmp✓ **MAKING MEETINGS MORE WELCOMING FOR DIVERSE ATTENDEES** - Billy Kolber:
ROOM 401-402 - **INDUSTRY HACKS**

cmp✓ **THE ANNUAL CONFERENCE AS AN ENGAGEMENT TOOL** - Lindsay Currie, CAE
and Heather Wakefield: ROOM 405-407 - **INNOVATIVE ATTENDEE ENGAGEMENT
EXPERIENCES**

cmp✓ **MINDFULNESS MEETINGS** - James Ripley: ROOM 207 - **MIND AND MATTER**

11:00 AM - 12:00 PM - SPEAKER SHOWCASE (SESSION 1) - MILE HIGH BALLROOM

12:00 - 1:15 PM - LUNCH AND PROGRAM - FOUR SEASONS BALLROOM

1:30 - 2:45 PM - SECOND CONCURRENT SESSIONS

cmp✓ **BUILDING TRUST AND CONNECTION** - Hilary Blair, CSP™, MFA, Certified CIQ:
ROOM 207 - **MIND AND MATTER**

cmp✓ **CREATIVE SPONSORSHIP STRATEGIES** - Bill MacDonald: ROOM 403-404 - **CREATIVE
GROWTH STRATEGIES**

cmp✓ **HOTEL CONTRACTS NEGOTIATION SMACKDOWN** - Kimberly Dorony, CMP and
Kimberly Forte, CGMP: ROOM 401-402 - **INDUSTRY HACKS**

cmp✓ **AI TECHNOLOGIES & FUTURE OF LIVE BRAND EXPERIENCES** - Wilson Tang: ROOM
405-407 - **INNOVATIVE ATTENDEE ENGAGEMENT EXPERIENCES**

1:30 - 2:45 PM - SPEAKER SHOWCASE (SESSION 2) - MILE HIGH BALLROOM

**2:45 - 3:30 PM - BUSINESS CONNECTIONS & DESSERT O'RAMA
MILE HIGH BALLROOM**

3:30 - 4:30 PM - CLOSING GENERAL SESSION

cmp✓ **PERSPECTIVE, COLLABORATION IS THE KEY TO SUCCESS** - Vinh Giang:
MILE HIGH BALLROOM

Meetings Industry Council (MIC) of Colorado Mission & Purpose:

The Meetings Industry Council (MIC) of Colorado enhances collaboration among member organizations to foster the growth of the meetings and events industry in Colorado and beyond.

The benefits of the collaborative efforts of MIC include:

- Planning, promoting and execution of the MIC Annual Conference. This effort allows us to maintain one or two full-day, all-inclusive conference for networking, education and trade show/supplier opportunities.
- 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.
- Serving Up Hope – Community Service Event

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

Jenn Wade, CMP, Sage – Chair

Kimberly Forte, CGMP, Marriott International – Chair Elect

Lora Knowlton, Current Events, LLC – Treasurer

Cody Galloway, Collaborative Events – Secretary

Todd Seymour, Wellshire Event Center – Immediate Past Chair

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20TH ANNUAL



Meetings Industry Council of Colorado
Educational Conference & Trade Show

March 10-11, 2020

Agenda-at-a-Glance

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