

Meetings Academy 2018 Agenda

Thursday, April 19, 2018

Westin Sarasota

8:00 a.m. Meetings Academy Hosted Buyer Registration
(Must have submitted approved application to attend)

8:30-10:00 a.m. Meetings Academy Hosted Buyer Session

9:30-10:15 a.m. General Registration & Networking

10:15-11:25 a.m. **Welcome & Opening Speaker – Heather Hansen O’Neill**

Leadership is not about titles and corporate ladders any longer. It’s not a top down philosophy - it’s an inside out one. True leadership is a genuine interest in influencing another’s life in a positive way. And that ability to see the bigger picture, connect deeper, and make a difference is ultimately what reduces everyday stress and creates space for meeting professionals to grow, become more successful, and enjoy the significant time they spend at work. In today’s world, each meeting planner is required to be calm in the face of stress, and to be knowledgeable, flexible and confident enough to lead an event. The Find Your Fire strategies will help both planners and suppliers look at the inner strength required to navigate challenge as well as create more productive, collaborative, and motivated teams. Attendees will leave both Fired Up and with strategies they can use right away in the ever- changing meeting industry.

Heather Hansen O’Neill is an award-winning speaker and author who fires up organizations and corporations on leadership, team development, and change management. For over 18 years Heather’s company has helped clients from entrepreneurs of new businesses to Fortune 100 companies improve their relationships and lead more effectively in a rapidly changing corporate environment. She has helped her clients create deeper more meaningful relationships in sales and customer service resulting in increased customer loyalty and overall profit. In addition, the work she does to enhance understanding within and between departments has shown a better flow of productivity as well as higher ratings in employee satisfaction.

11:25-11:40 a.m. Break

11:40 a.m.-12:40 p.m. Education Breakout Sessions

What if, You Changed One Thing?

Brian Avery

Are you the missing link to a successful risk management plan? This interactive program explores the role of meeting/event planners and venue operators in the risk management identification, response, and recovery process. A thorough review of a complex meeting/event industry case study will act as a guide for discussion and role-playing activity. A free safety guide will be provided to attendees.

Previously approved through CIC, Domain: Risk Management - Strategic Planning

Learning Objectives:

1. Recognition of role in the risk management process.
2. General understanding of hazard indicators.
3. Response process for major and catastrophic failures.

Pearls of Wisdom: Winning Stakeholder Support for Your Ideas

Michele Wierzgac

Analyzing your stakeholders is critical to the success of every project or assignment in every organization. By engaging the right people in the right way, you can make a big difference to your project’s success – and to your career. As your career develops, the projects you manage and actions you take will affect more and more people – the more likely your actions will impact those who have power and influence over your projects or career. These stakeholders could be strong supporters of your work – or they could block it. Michele promises you will leave this high-energy and engaging program with tips, tools and techniques that can be applied on the job immediately!

Learner Objectives:

1. Brainstorm who your stakeholders are.
2. Prioritize stakeholders according to their level of power and influence.
3. Understand your key stakeholders and how they are going to react.

Connexions: Ways to Make Your Meeting More Interactive and Engaging

Sharon Fisher

Adult learning habits are changing. Attention spans are shrinking. Online gaming and socializing are distracting at exponential rates. The "all about me" world is exploding. More memories are being made through Facebook than through live experiences. Information is everywhere. So what's a planner to do?

Jump into the fray! Stop repeating the same time worn formula: PowerPoint presentations, Q&A, expected patterns. It's time to turn meetings inside out and upside down - and put the attendees first. Come learn a variety of techniques - including flash learning mobs, walk the walls, labyrinth white space, Passeggiata - to engage your attendees, make content more hands-on, increase idea-sharing and networking, and make your meetings more relevant. Experience for yourself how to recreate your meetings and add some attention-getting techniques into the agenda. Prepare to be engaged and join in the learning!

Sharon Fisher is the CEO/Chief IdeaSparker of Play with a Purpose, a company devoted to creating more fun, creative and hands-on meetings. Sharon Fisher is a professional "experience-maker". When all her friends were getting real degrees, she chose to major in "whistle blowing" as her father called her degree in Recreation. The Orlando Chamber of Commerce named her company one of the Top 25 Best Places to Work, proving that her passion for play works. With clients like Disney, GSK, Feld Entertainment, Microsoft, Met Life, the Daytona Speedway and even the North Carolina Sweet Potato Commission, thinking different is a part of daily life. Since she believes the back of napkins is still the best place to get new ideas, she spends lots of time brainstorming while drinking wine. Her quote "In a world full of copies, here's to the ORIGINALS!" summarizes her business style.

Learning Outcomes:

1. Uncover ways to make meetings more engaging
2. Discover immediately use-able ideas to get attendees interacting
3. Explore techniques for driving ROI from your meetings

12:45-1:45 p.m. Networking Lunch

2:00-3:00 p.m. Education Breakout Sessions

Accidental Wisdom: Learning from Loss

Brian Avery

Explore the trajectory of tragedies and learn how accidents are caused and how they can be prevented. This interactive program explores the common traits of meeting and event catastrophes and provides planners and venue operators with analytical methods to identify and procedures to mitigate known and foreseeable hazards before it's too late. A free safety guide will be provided to attendees.

Previously approved through CIC, Domain: Risk Management

Learning Objectives:

1. General understanding of how accidents are caused.
2. Recognition/identification of known and foreseeable hazards.
3. Development and implementation of mitigating tactics to address known and foreseeable hazards.
4. Documentation techniques.

I Agreed to What?

James M. Goldberg

Once they agree on meeting dates, room rates and space usage, many planners overlook -- or don't understand -- other contract provisions which can have substantial impact in the event of an unanticipated occurrence. In this session, a lawyer with long experience in reviewing and negotiating venue contracts will "drill down" into some key provisions and

offer suggestions for their improvement. In addition, the session will focus on language which typically is not included in a hotel's contract "template," but should be.

Mr. Goldberg has more than 30 years' experience working for and with tax-exempt organizations. A frequent author and speaker on association legal issues, Mr. Goldberg is former Chairman of the American Bar Association's Subcommittee on Trade Associations. He has served on the governing Council of the American Society of Association Executives' Legal Section, and he is an active member of the District of Columbia Bar's Subcommittee on Tax-Exempt Organizations. He is admitted to practice in the District of Columbia and Maryland, as well as before several federal courts and the Supreme Court of the United States. He is a charter member of the Academy of Hospitality Industry Attorneys. In addition to representing Associations, Mr. Goldberg has served as a director and/or officer of several tax-exempt organizations, and thus brings an understanding of how these organizations function in the "real world" to his practice.

3:10-4:10 p.m. Expert Panel Discussion

4:15-6:00 p.m. Poolside Reception