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PCMA Education Foundation

## 2012 Program Speakers

PCMA Headquarters is excited to announce the 2012 **Best in Class** program, which enables your chapter to obtain highly evaluated speakers from 2011. 2012 Convening Leaders speakers are coming soon. Below are the **Best in Class** speakers (alphabetical order and according to solo-presenters/co-presenters). Book your speaker today! Visit the following link to submit your speaker request: <http://bic.pcma.org>

### Solo Presenters

**Terri Breining, CMP, CMM** (Available until December 31, 2012)

#### **Measuring the Real Value of Your Meetings**

Now more than ever, planners are expected to measure the contribution of meetings and events against their organization's strategy. This session will provide an introduction and overview of the ROI Methodology developed specifically for the meeting industry and in the process enable participants to begin using the ROI Methodology at a basic level as soon as they return to work.

**Learner Outcomes:** Determine measurable objectives and appropriate evaluation levels for your meetings and events. Identify effective data collection methods to convey your meetings ROI. Recognize why demonstrating ROI is an essential business practice.

**Joan Eisenstodt** (Available until December 31, 2012)

#### **Using Questions to Devise Innovative Strategies**

The process of asking questions can be as powerful as having all the answers. Open your mind to possibilities you may not have considered if you'd started with answers first. Explore the Q-Storming<sup>®</sup> process – a collaborative thinking technique for creating strategies. Implementing this process will help you discover new possibilities to enhance your strategic thinking.

**Learner Outcomes:** Determine how Q-Storming<sup>®</sup> differs from brainstorming. Facilitate conversations which produce breakthroughs to your most pressing challenges. Utilize the Q-Storming<sup>®</sup> process to align your meetings portfolio with your organization's business goals and objectives.

**Joan Eisenstodt** (Available until December 31, 2012)

#### **We Won't Judge You! Your Employer or Clients Might: Ethics in Today's Workplace<sup>®</sup>**

Diverging practices and business ethics have always been an issue confronting our industry. Issues of payment of commissions, relationships with vendors, meeting points or rewards and other types of non-monetary gifts or items of value, how we use social media relative to ethics and getting and keeping jobs have raised and continue to raise concerns. In this session, we will explore issues and topics that can result in "gray areas" as they relate to professionalism and ethics in this industry. We'll explore guidelines for consistent industry ethical practices.

**Learner Outcomes:** Evaluate current industry practices that create or give rise to ethics discussions. Define "gray" areas frequently encountered. Create five questions to ask to address ethical behavior in the workplace and our industry.

**Joshua L. Grimes, Esq.** (Available until December 31, 2012)

#### **Contract Essentials for a Recovering Economy and Meetings Industry**

The economy is beginning to recover after a long recession and the meeting industry is showing signs of rebound. However, returning to "business as usual" can bring new challenges. Slow times meant lower room rates, conservative room blocks, and attrition risks. The economy also delayed hotel and facility renovations, and it caused some properties to reduce staffing levels, discontinue amenities and more. Even as the economy recovers these factors must be considered in future meeting contract negotiations. Discover the issues to watch for and identify sample clauses to help both planners and suppliers protect their interests and stage meetings consistent with expectations and budget.

**Learner Outcomes:** Identify the most important contract changes caused by the recession and the recovering economy. Protect your organization against lingering effects of the recession, including reduced staffing,



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deferred property maintenance, and changes in hotel brand. Guard against room pricing swings that could make hotel rates uncompetitive and lead to booking outside the block and attrition.

### **Sue Hershkowitz-Coore, CSP** (Available until December 31, 2012)

#### **Be a Storyteller: How to Present Ideas Memorably**

Meeting and convention managers need every tool to persuade stakeholders that their ideas and meetings have value. Following an interactive program on how to vastly improve your presentation skills, take part in small group exercises where you will “tell your story” and receive feedback. Discover specific, practical concepts to tell your story confidently and competently.

**Learner Outcomes:** Discover your own/organizational stories. Apply the tools of good storytelling. Prove your point and improve persuasiveness with your story.

### **Tyra Hilliard JD, CMP** (Available until December 31, 2012)

#### **The Right Crisis Management Plan**

Your meeting’s crisis management plan is unique and must be a flexible, customizable document. At this session, participants will be given a sample outline of a crisis management plan and will walk through the steps of writing a plan. Leave this interactive session with a sketch of a crisis management plan that you can take back to your organization, complete, and implement as part of a regular crisis management plan.

**Learner Outcomes:** Identify key elements of a crisis management plan. Construct a crisis management plan outline for your organization’s meetings and events. Devise strategies to mitigate risks.

### **David Houle** (Available until December 31, 2012)

#### **Leading and Succeeding in the Transformation Decade**

The next 10 years promise to be one of the most transformative decades in human history. In this riveting and fast paced presentation, explore mind boggling changes in the marketplace, demographics, and technology which will challenge the way we do business, how we communicate with one another, and how we manage our meetings and events of the future. Don’t miss this thought provoking presentation designed to prepare you to lead and succeed in the next 10 years.

**Learner Outcomes:** Discover how marketplace changes will alter the value of conferences. Explore how to increase productivity, efficiency and lower costs through project management. Identify the qualities of leadership essential to success in the next ten years.

### **Jeff Hurt** (Available until December 31, 2012)

#### **Designing Next Generation Conference Education**

Audience engagement and participation vs. talking heads with passive listeners. What’s the best way to provide education at conferences and events? Discuss new research on adult learning from MIT, Duke and the University of California and its impact on your conference education. Discover how physical environments and room set-ups impact learning.

**Learner Outcomes:** Compare and contrast education versus informational conference sessions. Identify six principles for designing next generation conference education sessions. Discover new ways to integrate and structure horizontal, collaborative, and networked learning opportunities in your conference or event.

### **John Jamison, Ph.D.** (Available until December 31, 2012)

#### **Have You Walked Through a Kidney Lately? Virtual Learning for Medical (and Other) Meetings**

The advent of new technologies gives us the opportunity to design learning activities that engage attendees in ways not previously possible. During this session you will be introduced to a wide range of virtual approaches to learning and training in the medical meetings field and beyond, including online 3D virtual environments that increase engagement and decrease your costs. You will also see examples of how virtual spaces are being used for all types of meetings, collaborative workshops, and larger group gatherings.

**Learner Outcomes:** Identify ways to use virtual technologies for enhanced learning. Determine how 3D virtual environments can be used to increase engagement for your meetings or trainings. Use the Trance Formational Learning model to create emergent experiences and support long-term learning.



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**Connie Merritt** (Available until December 31, 2012)

### **The Future of Healthcare: Healthcare Rx for Tweeters, Googlers and Kaboomers**

What are the future trends that are rocking healthcare today? - and how do they affect you and your organization? We are leading to a world of unprecedented opportunities for healthcare industry. We are living in the most exciting, challenging, demanding and dynamic time in the healthcare industry. Healthcare professionals in the US are seeking insight into scientific, technological, consumer and social trends that will continue to make the most dramatic, sweeping changes to the concept of healthcare that the world has seen in hundreds of years. The whole concept of collaboration, teamwork and how we share diagnosis and treatment is changing as we become in a world of Global Touch. We have stepped into a world of pervasive, massive connectivity. Designed for healthcare audiences, this presentation cuts through all the noise and stimulates new threads of thought - and provides insight - as we explore the rapid, massive change in the healthcare industry and how it impacts providers and organizations.

**Learner Outcomes:** Review key transformative changes in the healthcare industry and how these changes will directly impact all aspects of healthcare. Understand the drivers and dynamics impacting the changes and gain vital insights into the future of the healthcare world that is at our doorstep today. Analyze understandings and resolutions for an environment of change.

**George Myers** (Available until December 31, 2012)

### **Building Positive Influence: Rejuvenating Work Relationships**

Creating high levels of trust, respect and positive influence with others in the workplace ultimately reduces conflict and fuels stronger communication and collaboration. In this session, individual contributors, managers and even senior leaders will learn how to build positive influence with others, helping employees to get support from their colleagues for their ideas or projects; enabling Supervisors and Managers to get more engagement and commitment from employees; and equipping employees to build stronger relationships with customers leading to increased loyalty. Overall, this session provides the foundation for more positive and productive relationships which increase energy and reduce stress.

**Learner Outcomes:** Distinguish the important difference between behavior and personality. Recognize your behavior style, your own strengths, blindspots and how you come across to others. Employ behavior changes to improve communication and relationships.

**Mathias Posch** (Available until December 31, 2012)

### **Global Meetings: The Benefits of Working with a PCO**

Meeting Planners and Corporate/Association Executives are facing challenging times. The global economy has forced them to be more strategic, creative and proactive in maintaining momentum for their businesses and associations. Strategic partnerships are the key to remaining successful and a Professional Congress Organizer (PCO) is more valuable to corporations and associations than ever. Whether building a brand abroad or staging an international meeting, partnering with a PCO is an important investment that can provide a profitable outcome and an elevated awareness of your association.

**Learner Outcomes:** Determine what exactly a PCO offers and what distinguishes a PCO from a DMC or a Meeting Planner. Identify key issues you could face when meeting internationally which a PCO could address. Recognize key characteristics and opportunities for a successful partnership with a PCO.

**Roger Rickard** (Available until December 31, 2012)

### **Meetings Move Main Street**

Using the latest research from the comprehensive Convention Industry Council (CIC) Economic Significance of Meetings to the U.S. Economy, explore the economic business case for the profitability of face-to-face gatherings through meetings. Discover how to use the data gathered to advocate the value of meetings publicly and to policy makers and stakeholders within your organization. Leave with confidence in your ability to speak persuasively about the industry's positive impact on jobs and the economy.

**Learner Outcomes:** Identify three compelling talking points from the Economic Significance Study. Develop a plan to advocate for your job, organization and industry. Utilize the seven actions of highly effective advocates.



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**Stephanie S. Selesnick, CEM** (Available until December 31, 2012)

### **With the Advent of Virtual, How Do We Compel Attendance at our Live Events?**

What are the three top reasons people attend your meetings and conventions? Is it Education? Certification? Networking? The Parties? Location? Something else? Do you know? Believe it or not, virtual is not the enemy! Fear of change is! While virtual is now part of the meetings, conventions and tradeshow landscape, when used properly it is driving attendance to live events, bringing in new segments of attendees (and sponsors) and forcing planners to ratchet up the quality of the programming. This interactive session will give tips for making your meetings and conventions "must not miss" - from utilizing a few basic social media skills to help drive live attendance, to reviewing the basics like quality programming and phenomenal networking opportunities (with a modern twist), to yes, using virtual, attendees will take away new ideas to begin implementing immediately back at the office.

**Thom Singer** (Available until December 31, 2012)

### **The Conference Catalyst**

"Networking opportunities" are a main reason cited for attendance at conferences, conventions and seminars. However, most people never take full advantage of achieving meaningful connections with the other amazing people in the audience. Thom Singer will serve as your "Conference Catalyst" and transform your one-day or multi-day meeting into a highly energized experience for those in attendance. Going beyond a traditional keynote, the catalyst is weaved into the program and sets the tone to encourage connections that continue beyond the closing remarks of the conference.

**Learner Outcomes:** Everyone becomes an active part of the event culture. Maximize the investment in participating at the event. Engage individuals and groups in memorable and meaningful conversations. Change the perception of how they look at the possibilities in the power of business relationships. Own the follow up. Properly utilize social media to continue the connections.

**Bonnie Wallsh, CMP, CMM** (Available until December 31, 2012)

### **How Can You Make Your Meeting Dollars Go Further?**

In this tumultuous economy, meeting planners are challenged to do more with fewer resources and be on or under budget. As part of this interactive session, you will learn practical and effective ideas on how to stretch your budget as far as you can and acquire techniques and tips that will impress your boss. You will receive 75 specific tips that are guaranteed to stretch your budget. In addition, bring your most effective money saving tip with you as participants share how to reduce costs without diminishing the effectiveness of meetings and events. The tips will be compiled and emailed to all participants following our session.

**Learner Outcomes:** Discover the 7 Common Mistakes that meeting planners make in spending more money than was budgeted. Learn how you can save money by becoming more effective with your: • Accounting • Audio Visual/ Technology • Food and Beverage • Negotiating • Program Design • Shipping and Postage • Signage • Speakers and Entertainment • Sponsorship • Staffing • Transportation.

**Robert Weinhold, Jr.** (Available until December 31, 2012)

### **Be Your Own Chief Reputation Officer: Communicating about Adversity**

Are you ready to prepare for, navigate through, and recover from adversity should a crisis hit your organization? The timely flow of information, coupled with positive, decisive leadership results in the resiliency of an organization, its people and its stakeholders. This session will address the importance of brand, reputation, crisis planning, crisis anatomy, strategic communications, stakeholder relations and media relations during times of adversity.

**Learner Outcomes:** Anticipate the categories of crisis that might potentially befall your organization and develop a plan for each. Recognize the value of telling your story before someone else does. Identify traditional and digital media strategies that will help your organization recover from a crisis situation.



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### Co-Presenters

**Leslie Brand and Melinda Kendall** (Available until December 31, 2012)

#### **Rethink and Retool your Tradeshow to Generate Revenue**

**(This session can be delivered in its entirety or divided up by Part 1 or Part 2)**

Capturing leads and brand awareness are the top goals for exhibitors and successful show organizers know how to best position their event as the essential place for exhibitors to fuel their pipeline. In this 3 hour workshop, discover how to position and market your show to reap results from exhibitors and explore solutions for creating an impactful environment for connecting exhibitors with attendees.

#### Part 1: Position Your Audience to Attract Exhibitors/Sponsors

Access to attendees is the best asset show organizers can offer exhibiting companies and sponsors. In this interactive session, discover how analyzing and utilizing attendee information—from interest areas to buying power—can help map content with exhibitor business strategies and learn how to develop sponsorship and exhibitor sales tools to increase revenue for your organization and the ROI for sponsors and exhibitors.

#### Part 2: Creating a New Trade Show Floor Experience

The future of the exposition hall includes non-traditional floor plans which create multiple immersive areas. In this interactive session, you will learn ways to develop new unique selling propositions for interactive, theme-based show floors to launch a bold new expo plan that connects exhibitors and attendees like never before—and generate new exhibitor and sponsorship revenue.

**Roberta Kravitz and L.J. Williams, MIM, MIJ** (Available until December 31, 2012)

#### **Budgets: Staying Afloat in International Waters**

Do you know which elements of an international meeting could cost you the most? Could those elements be exchange rate fluctuations and local tax implications? Or other more easily known expenses such as customs, international transaction fees, cross-border transportation, and translation costs? Depending on your meeting you could be facing hefty increases to your meeting budget if you aren't careful. This instructive session will explore ways to be vigilant with your meeting's bottom line.

**Learner Outcomes:** Create sound international meeting budgets which stand up to stakeholders' scrutiny. Avoid unforeseen expenses and obtain cost savings strategies. Monitor, analyze and implement financially savvy techniques to manage your expenditures and produce the appropriate surplus after all of the invoices are paid!

**Kimberly Meyer and Carolyn Pund, CMP, CMM** (Available until December 31, 2012)

#### **SMMP: Integrate Procurement and Meetings**

Have you been tasked with integrating procurement tactics into your organization's meeting strategy? This session will explore the meeting/data analytics critical from a procurement perspective as well as the importance of partnerships to a successful SMMP. Hear how one company was successful in getting buy-in cross-organizationally to meet the needs from finance/procurement, legal, risk management and event marketing.

**Learner Outcomes:** Recognize the importance of partnering with procurement/category management to build and meet shared objectives. Connect your meeting/event strategies to procurement requirements and align to your organization's business objectives. Build your supplier relationships to support your SMMP efforts.

**Dana Rhoden, CMP, CMM and Eli Gorin** (Available until December 31, 2012)

#### **Executing a Successful Meeting in Latin America**

Vibrant cultures and the opportunity for great ROI make South America, Central America and the Spanish Caribbean alluring destinations for your meetings and events. Join this interactive session to explore the unique aspects of planning events in Latin America and determine if it is a match for your organization.



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**Learner Outcomes:** Assess the strengths and weaknesses of meetings infrastructure and services available in the regions that comprise Latin America. Tailor your planning process with a country-specific approach and quantitative checklists. Explore risk vs. ROI in bringing your meeting to Latin America.