



International Summit

October 13-14, 2011 • Las Vegas, NV



Co-located with



Las Vegas * October 11-13, 2011

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THURSDAY

All Sessions Held at the Venetian/Palazzo Congress Center, Level 2

11:30 A.M. | REGISTRATION

1:00 P.M. | OPENING REMARKS



Philip W. Arbuckle, MT, MBA, CMP
President
MeetingTrack Inc.
Association & Conference Management



Jennifer M. Sombar, CMP
Director, Travel & Event
Management
CFA Institute

1:15 – 2:00 P.M. | A LOOK AHEAD AT GLOBAL TRENDS THAT WILL IMPACT YOUR MEETINGS



Location: Titian 2201B

Speaker: Jeff Thredgold – President, Thredgold Economic Associates

This session will discuss trends in the world economy and a look into the future. The rising price of oil may change the meetings landscape due to the increased cost of flights and travel. As food costs more, it negatively affects your F&B budget. How can meeting planners pay attention to the changing economy now to help their organization in the future?

2:00 – 2:45 P.M. | ROUNDTABLES

Location: Titian 2201B

Let's get interactive! Discuss with colleagues how the changes in the global economy will affect the meetings industry and your meeting. Work together with other global professionals to understand what you can do to see change, adapt and stay flexible for your organization.

- Examine the global economy and understand the effects on the meetings industry
- Evaluate the current norms of the industry, identifying the changes that will need to occur due to globalization
- Analyze your current operations and determine steps that need to be taken to adapt to globalization

2:45 – 3:00 P.M. | BREAK

3:00 – 3:45 P.M. & 3:50 – 4:35 P.M. | BREAKOUT SESSIONS

Breakout #1: Making Your Dollar/Yen/Rupee Go Further: Budgets and Taxes for International Meetings

Location: Titian 2203



Speaker: Martin Pinsonnault - President, Taxport USA Corp.

Planners are constantly trying to trim budgets and stretch each dollar further. Through this interactive session, attendees will solve budget problems with colleagues and share ideas on what has worked for them. When putting on a meeting in a foreign country, it is important to understand all aspects of your dollar.

- Identify currency and tax resources available when executing a meeting in another country, both local and global
- Evaluate your organization's financial methods abroad and learn how to save more money
- Draw upon tips and knowledge gained from other global planners

Breakout #2: Making the Most of Global and Local Sponsorships

Location: Titian 2204



Speaker: Leigh Wintz, FASAE, CAE, PRP - Principal Consultant, Tecker International, LLC

How can you work with local resources to maximize opportunities to grow and support your meeting? It is important to be aware of the resources available in the local community in which your meeting is taking place in. What are the best practices for approaching potential sponsors overseas and are there "nontraditional" partners that should be considered? Sometimes balancing your local sponsorships with your headquarter sponsorships can be a challenge. This session will help guide you to successfully manage and optimize these relationships.

- Write an action plan that leverages your local sponsorships to help build attendance
- Determine how your organization can maximize both local and global sponsorships
- Identify nontraditional partners that can be utilized to help offset costs

5:30 – 6:30 P.M. | EVENING NETWORKING RECEPTION

Venetian/Palazzo Congress Center, Level 2

7:30 – 10:00 P.M. | ELTON JOHN: MILLION DOLLAR PIANO, CAESARS PALACE

Bus leaves from Venetian/Palazzo Congress Center Level 1 at 6:30 p.m.

Brought to you by Hawai'i Convention Center, Tourism Vancouver and Vancouver Convention Centre

FRIDAY

7:00 – 8:00 A.M. | BREAKFAST

Location: Titian 2203 & 2204

8:00 – 9:30 A.M. | CULTURAL LEARNING LOUNGE

Location: Titian 2203 & 2204

The Cultural Learning Lounge will provide you with the opportunity to engage in bite-size learning, directly from the experts of the countries you are curious about. Understand the key cultural differences, contracting changes, and local social media tools that will help you gain a better grasp of the country and tips to execute a successful meeting.

- Illustrate the impact of understanding the local culture to your staff and attendees
- Distinguish the key differences in executing meetings in various regions in the world
- Determine which changes to your organization's current approach to global meetings might result in stronger relationships and greater efficiency
- Identify local experts who can be resources in the future

10:00 A.M. – 12:00 P.M. | CLOSING SESSION - GLOBAL PROFESSIONAL IDEA EXCHANGE

Location: Titian 2201B

Facilitator: Robin Lokerman, CMM - CEO, MCI Institutional Division

What are your burning questions? What keeps you up at night? This open forum will allow you to pose the questions for which you need solutions and together, with other industry colleagues, the solutions will be shared. In an idea exchange, you'll learn who the experts are within your PCMA global planner community and who your trusted advisors will be.



- Share ideas and solutions with other planners
- Recognize key industry trends that are challenging to global planners
- Solve global meetings related problems by identifying resources among your knowledgeable colleagues

UPCOMING AT PCMA

PCMA HOSTED BUYER PROGRAMS

PCMA's participation in Hosted Buyer Programs provide professional advancement opportunities for members who plan meetings outside of North America. PCMA Hosted Buyers experience a complimentary VIP business, networking and educational experience at these outstanding exhibitions. Mark your calendars and contact Michelle Stoddard at mstoddard@pcma.org to learn more and participate.



PCMA EVENTS



MASTERS SERIES – pcma.org/mastersseries
The Bold New World of Convention Exhibits and Tradeshow
October 20, 2011 in Washington, D.C.



EXECUTIVE EDGE – pcma.org/executiveedge
Creating, Building and Rejuvenating Your Event Brand
November 15, 2011 at Northwestern University
Chicago (Evanston), IL



CONVENING LEADERS – conveningleaders.org
January 8-11, 2012 in San Diego, CA



2012 EDUCATION CONFERENCE – pcma.org/educon
June 10-13, 2012 in San Antonio, TX

SAVE THE DATE FOR THE 2012 INTERNATIONAL SUMMIT – OCTOBER 11-12 in LAS VEGAS

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Convening Leaders[®]

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January 8-11, 2012

You'll encounter new approaches and innovation at every turn—from a retooled opening general session and expanded hands-on Learning Lounge to a streamlined onsite registration and innovative food and beverage functions. You're sure to depart from San Diego with a virtual briefcase of innovative solutions for your own programs.

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