

Rejuvenate MARKETPLACE 2010

Educational Tracks

Tuesday, October 19	2:45 – 4:00 p.m.	4:15 – 5:35 p.m.
BUDGET/ FINANCE	Managing Your Room Block Monica Compton, CMP, Pinnacle Productions Room 109 <i>Sponsored by Columbus, GA CVB</i>	Creative Food and Beverage on a Budget Bonnie Wallsh, CMP, Bonnie Wallsh Associates Room 109 <i>Sponsored by Dolce Hotels and Resorts</i>
LEGAL	★ Creating and Implementing a Risk Management Plan Bonnie Wallsh, CMP, Bonnie Wallsh Associates Barbara Dunn, Howe & Hutton Room 108 <i>Sponsored by Detroit Metro CVB</i>	★ Trademarks, Copyrights and Patents – Oh My! Barbara Dunn, Howe & Hutton Room 108 <i>Sponsored by Team New Orleans</i>
MARKETING	Social Media and Your Marketing Plan Maurilio Amorim, The A Group Room 106/107 <i>Sponsored by Oklahoma City CVB</i>	7 Deadly Sins of Marketing Maurilio Amorim, The A Group Room 106/107 <i>Sponsored by Buffalo Niagara CVB</i>
MEETING FUNDAMENTALS	Working With Your Decorator Kevin Belanger, Shepard Exposition Services Room 110/111 <i>Sponsored by LA INC.: The Los Angeles CVB</i>	Developing an RFP That Works for You Dean Jones, CMP, Collinson Media & Events Room 110/111 <i>Sponsored by Columbus, GA CVB</i>
PERSONAL DEVELOPMENT	Harnessing Your Creative Power for Innovation and Success Billy Kirsch, Kidbilly Music Room 112 <i>Sponsored by Tulsa CVB and Tulsa Convention Center</i>	Exploring CMP Certification Tommy Keown, CMP, LifeWay Christian Resources Room 112 <i>Sponsored by Detroit Metro CVB</i>
	Adding a Little Adventure to Your Event James Evans, Benchmark Adventure Ministries Room 114 <i>Sponsored by Charleston, WV CVB</i>	Storytelling for Success Christine Born, Collinson Media & Events Room 104 <i>Sponsored by Oklahoma City CVB</i>
PROGRAMMING	How to Attract, Engage and Maintain Gen Y Participation Jason Dorsey, The Gen Y Guy Room 101/104 <i>Sponsored by Fort Worth CVB</i>	How Cultural Factors Affect Your Planning Process Monica Compton, CMP, Pinnacle Productions Room 113 <i>Sponsored by Dolce Hotels and Resorts</i>
	Planning Special Events in Your Local Church Bob Thomas, Bob Thomas Ministries Room 113 <i>Sponsored by Snowbird Resort and Conference Center</i>	Processing Experiences for Growth James Evans, Benchmark Adventure Ministries Room 114 <i>Sponsored by LA INC.: The Los Angeles CVB</i>
ROUNDTABLE	CVB Panel Room 102/103	New Meeting Planners Charlene Johnson Ugwu, CMP Liaisons Meeting Management Services Room 102/103
TECHNOLOGY	Fundamentals of Web Design James Spellos, Meeting U. Conference Theatre <i>Sponsored by Visit Charlotte</i>	Hot Technologies in the Industry James Spellos, Meeting U. Conference Theatre <i>Sponsored by Charleston, WV CVB</i>
	10 Ways Smartphones are Revolutionizing Events Corbin Ball, CMP, Corbin Ball Associates Room 115/116 <i>Sponsored by Greensboro CVB</i>	Technology Town Hall Meeting Corbin Ball, CMP, Corbin Ball Associates Room 101 <i>Sponsored by Fort Worth CVB</i>
VETERAN PLANNING	★ Meetings Beyond Logistics Joan Eisenstodt, Eisenstodt Associates Room 105 <i>Sponsored by Louisiana Association of CVBs</i>	★ Ethics in the Meetings Industry Joan Eisenstodt, Eisenstodt Associates Room 105 <i>Sponsored by Snowbird Resort and Conference Center</i>

*all subject to change; ★ Veteran course

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Wednesday, October 20	9:30 – 10:45 a.m.	4:00 – 5:15 p.m.
BUDGET/ FINANCE	<p>★ ROI Strategy: Outlining the Value of Your Meeting Monica Compton, CMP, Pinnacle Productions Room 109 <i>Sponsored by Visit Charlotte</i></p>	<p>Audio and Visual Production Scott Reagles, Initial Production Group Room 109 <i>Sponsored by Tulsa CVB and Tulsa Convention Center</i></p>
LEGAL	<p>A Contract Odyssey: Contract Legal Issues Barbara Dunn, Howe & Hutton Room 108 <i>Sponsored by Greensboro CVB</i></p>	<p>★ Advanced Contract Legal Issues and Negotiation Strategies Barbara Dunn, Howe & Hutton Room 108 <i>Sponsored by Charleston, WV CVB</i></p>
MARKETING	<p>Website Redesign: Top 10 Dos and Don'ts Ryan Tuttle, Collinson Media & Events Room 106/107 <i>Sponsored by Louisiana Association of CVBs</i></p>	<p>Finally, the Year of the Mobile. Wait, what?! Ryan Tuttle, Collinson Media & Events Room 106/107 <i>Sponsored by Fort Worth CVB</i></p>
MEETING FUNDAMENTALS	<p>What Planners Wish Suppliers Knew Dean Jones, CMP, Collinson Media & Events Room 110/111 <i>*Suppliers Only</i></p>	<p>FUNDamentals of Meeting Planning Bonnie Wallsh, CMP, Bonnie Wallsh Associates Room 110/111 <i>Sponsored by Detroit Metro CVB</i></p>
PERSONAL DEVELOPMENT	<p>★ Conflict Resolution Rick Friesen and Kerri Goss Peacemaker Ministries Room 102/103 <i>Sponsored by Team New Orleans</i></p> <p>Processing Experiences for Growth James Evans, Benchmark Adventure Ministries Room 115/116 <i>Sponsored by Buffalo Niagara CVB</i></p>	<p>Adding a Little Adventure to Your Event James Evans, Benchmark Adventure Ministries Room 115/116 <i>Sponsored by Greensboro CVB</i></p> <p>Harnessing Your Creative Power for Innovation and Success Billy Kirsch, Kidbilly Music Room 112 <i>Sponsored by Visit Charlotte</i></p>
PROGRAMMING	<p>Program Design and Development Bonnie Wallsh, CMP, Bonnie Wallsh Associates Room 104 <i>Sponsored by Columbus, GA CVB</i></p> <p>Behind the Scenes: Kentucky International Convention Center Room 113</p>	<p>Adding a Little Adventure to Your Event James Evans, Benchmark Adventure Ministries Room 115/116 <i>Sponsored by Greensboro CVB</i></p> <p>On-Site Meeting and Production Management Debra J. Collins, CMP, Jurare Resource Group Room 113 <i>Sponsored by Dolce Hotels and Resorts</i></p>
ROUNDTABLE	<p>★ Veteran Planners Roundtable Joan Eisenstodt, Eisenstodt Associates Room 106/107</p>	<p>Green Meetings Kevin Johnston, CMP, Plan Smart Room 102/103</p>
TECHNOLOGY	<p>Using Social Media to Market, Manage and Improve Events Corbin Ball, CMP, Corbin Ball Associates Room 101 <i>Sponsored by Oklahoma City CVB</i></p> <p>The True Cost of Meetings Mark Hubrich, SignUp 4 Room 114 <i>Sponsored by Team New Orleans</i></p>	<p>Technology for the SOHO (Small Office/Home Office) Corbin Ball, CMP, Corbin Ball Associates Room 101 <i>Sponsored by Buffalo Niagara CVB</i></p> <p>Audio and Visual Production Scott Reagles, Initial Production Group Room 109 <i>Sponsored by Tulsa CVB and Tulsa Convention Center</i></p>
VETERAN PLANNING	<p>★ Veteran Planners Roundtable Joan Eisenstodt Eisenstodt Associates Room 105 <i>Sponsored by Detroit Metro CVB</i></p>	<p>★ Our Industry's Future: Expectations and Preparations Joan Eisenstodt, Eisenstodt Associates Room 105 <i>Sponsored by Tulsa CVB and Tulsa Convention Center</i></p>

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