



# EDUCATION

Tuesday, October 19

2:45 - 4:00 PM

4:15 - 5:35 PM

<b>BUDGETING/ FINANCE</b>	<p>Managing Your Room Block <i>Monica Compton, Pinnacle Productions</i></p>	<p>Creative Food &amp; Beverage on a Budget <i>Bonnie Walsh, Bonnie Walsh Associates, LLC</i></p>
<b>LEGAL</b>	<p>Creating and Implementing a Risk Management Plan <i>Bonnie Walsh, Bonnie Walsh Associates, LLC Barbara Dunn, Howe &amp; Hutton, Ltd</i></p>	<p>“Trademarks, Copyrights and Patents - Oh My!” <i>Barbara Dunn, Howe &amp; Hutton, Ltd</i></p>
<b>MARKETING</b>	<p>Social Media &amp; Your Marketing Plan <i>Maurilio Amorim, The A Group</i></p>	<p>7 Deadly Sins of Marketing <i>Maurilio Amorim, The A Group</i></p>
<b>MEETING FUNDAMENTALS</b>	<p>Working With Your Decorator <i>Kevin Belanger, Shepard Exposition Services</i></p>	<p>Developing an RFP that Works for You <i>Dean Jones, Collinson Media &amp; Events</i></p>
<b>PERSONAL DEVELOPMENT</b>	<p>Harnessing Your Creative Power for Innovation and Success <i>Billy Kirsch, Kid Billy Music</i></p> <p>Adding a Little Adventure to Your Event <i>James Evans, Benchmark Adventure Ministries,</i></p>	<p>CMP Certification: Is it for Me and Where Do I Start? <i>Tommy Keown CMP, Lifeway</i></p>
<b>PROGRAMMING</b>	<p>How to Attract, Engage &amp; Maintain Gen Y Participation at Your Meetings <i>Jason Dorsey, The Gen Y Guy</i></p> <p>Planning Special Events in Your Local Church <i>Bob Thomas,</i></p>	<p>Behind the Scenes: Kentucky International Convention Center</p> <p>Learning from What You’re Doing - Processing Experiences for Growth <i>James Evans</i></p>
<b>ROUND TABLES</b>	<p>CVB Panel</p>	<p>New Meeting Planners</p>
<b>TECHNOLOGY</b>	<p>Fundamentals of Web Design <i>James Spellos, Meeting U</i></p> <p>Mobile Applications: 10 Ways Smart Phones are Revolutionizing Events <i>Corbin Ball, Corbin Ball Associates</i></p>	<p>Hot Technologies in the Industry <i>James Spellos, Meeting U</i></p> <p>Technology Town Hall Meeting <i>Corbin Ball, Corbin Ball Associates</i></p>
<b>VETERAN PLANNING</b>	<p>Meetings Beyond Logistics <i>Joan Eisenstodt, Eisenstodt Associates</i></p>	<p>Ethics <i>Joan Eisenstodt, Eisenstodt Associates</i></p>



# EDUCATION

Wednesday, October 20

9:30 -10:45 AM

3:55 - 5:10 PM

<b>BUDGETING/ FINANCE</b>	<p>Return On Investment Strategy: Outlining the Value of your Meeting <i>Monica Compton, Pinnacle Productions</i></p>	<p>Audio and Visual Production <i>Scott Reagles, Initial Production Group</i></p>
<b>LEGAL</b>	<p>A Contract Odyssey: Contract Legal Issues <i>Barbara Dunn, Howe &amp; Hutton, Ltd</i></p>	<p>Advanced Contract Legal Issues &amp; Negotiation Strategies <i>Barbara Dunn, Howe &amp; Hutton, Ltd</i></p>
<b>MARKETING</b>	<p>Another Website Redesign: Top 10 Dos &amp; Don'ts <i>Ryan Tuttle, Collinson Media &amp; Events</i></p>	<p>Finally, the Year of the Mobile. Wait, what?! <i>Ryan Tuttle, Collinson Media &amp; Events</i></p>
<b>MEETING FUNDAMENTALS</b>	<p>What Planners Wish Suppliers Knew <i>Dean Jones, Collinson Media &amp; Events</i></p>	<p>FUNDamentals of Meeting Planning <i>Bonnie Wallsh, Bonnie Wallsh Associates, LLC</i></p>
<b>PERSONAL DEVELOPMENT</b>	<p>Conflict Resolution <i>Rick Friesen and Kerri Takeuchi, Peacemaker Ministries</i></p> <p>Learning from What You're Doing - Processing Experiences for Growth <i>James Evans, Benchmark Adventure Ministries, Inc.</i></p>	<p>Harnessing Your Creative Power for Innovation and Success <i>Billy Kirsch, Kidbilly Music</i></p> <p>Adding a Little Adventure to Your Event <i>James Evans, Benchmark Adventure Ministries, Inc.</i></p>
<b>PROGRAMMING</b>	<p>Program Design and Development <i>Bonnie Wallsh, Bonnie Wallsh Associates, LLC</i></p> <p>Learning from What You're Doing - Processing Experiences for Growth <i>James Evans, Benchmark Adventure Ministries, Inc.</i></p>	<p>How Cultural Factors Affect Your Planning Process <i>Monica Compton, Pinnacle Productions</i></p> <p>Adding a Little Adventure to Your Event <i>James Evans, Benchmark Adventure Ministries, Inc.</i></p>
<b>ROUND TABLES</b>	<p>Veteran Meeting Planners <i>Joan Eisenstodt, Eisenstodt Associates</i></p>	<p>Green Meetings <i>Kevin Johnston, CMP, Advantage Event Group</i></p>
<b>TECHNOLOGY</b>	<p>Meetings 2.0 - How to Use Social Media to Market, Manage &amp; Improve Events <i>Corbin Ball, Corbin Ball Associates</i></p> <p>Online Registration Tool <i>SignUp 4</i></p>	<p>Technology for the SOHO (Small Office/Home Office) <i>Corbin Ball, Corbin Ball Associates</i></p> <p>Audio and Visual Production <i>Scott Reagles, Initial Production Group</i></p>
<b>VETERAN PLANNING</b>	<p>Veteran Meeting Planners <i>Joan Eisenstodt, Eisenstodt Associates</i></p>	<p>Our Industry's Future <i>Joan Eisenstodt, Eisenstodt Associates</i></p>