



MiSGMP Calendar of Events

August 2018–June 2019

August 15, 2018 – 8:30 am–2:00 pm*

A Lesson in Protocol

Presenter: Lindsay Kirchinger, Chief of Protocol & Director of Events
Michigan Economic Development Corporation

Lindsay will share the benefit of her background in business/government relations and provide strategies for navigating the do's and don'ts of protocol in today's meeting industry. Get answers to questions including: 1) How do I handle *reply all* emails? 2) When do I send a *thank you note*? 3) What is *flag protocol* at my meeting?

Core Competency: Protocol

Eagle Eye Golf Club, 15500 Chandler Road, East Lansing, MI 48823

*In conjunction with the Halo Tradeshow, Halopolooza!

September 12, 2018 – 3:30–6:00 pm

DMOs CAN Make Your Life Easier!

Facilitators: Heidi Schmitt, Experience Grand Rapids and Terese McInnis, Traverse City Tourism

In travel and tourism terms, DMO stands for Destination Marketing Organization. DMOs represent destinations and help to develop their long-term travel and tourism strategy. DMOs come in various forms with labels including Convention and Visitors Bureau, Tourism Boards and Tourism Authority. In Michigan, the most common label is Convention and Visitors Bureau (CVB). CVBs offer amazing services, probably more than you're aware of! CVBs work closely with planners and suppliers to promote the destination and its properties and attractions. Learn how they can you with the planning and execution of meetings, and about the immense range of services they offer.

Core Competency: Facilities and Services

Crowne Plaza Lansing West, 925 S. Creyts Road, Lansing, MI 48917

October 17, 2018 – 10:30 am–2:00 pm

Hot Topics Cafe

Moderator Laurie Nickson, CMP, Michigan AEYC and MI Dept. of Education

Facilitators Charnitamy Alexander, Michigan Veterans Affairs Agency and
Terese McInnis, Traverse City Tourism

Engage in your choice of facilitated round table discussions about the hospitality and meeting industry. Audiovisual; diet, diversity and liability; consistency of services; security of data; and Wi-Fi are a few potential topics. ***MiSGMP members will receive a survey prior to the meeting requesting topic suggestions.***

Each table of participants will discuss a topic or topics chosen by those at the table, and will select someone to record and 'report out' at the conclusion of the session. Share your thoughts and learn from your colleagues!

Core Competency: Education

Michigan Princess, Grand River Park, Lansing, MI 48917

November 14, 2018 – 11:30 am–2:00 pm

State of Michigan Travel Rates and Policies

Presenter: Ronda Whiting, Travel Manager, State of Michigan

Learn about the State of Michigan travel policies including the how the state sets the rates and how to work within the policies and rates. Gain information about the policies state employees must follow when arranging meetings or travel. Explore the differences between federal per diems and Michigan's travel rates.

Core Competency: Federal, State and Local Travel

Michigan Public Health Institute, 2436 Woodlake Circle, Suite 380 Okemos, MI 48864

December 12, 2018 – 11:30 am–2:00 pm

9 Secrets to Building a Volunteer Surplus

Presenter: Aaron Wolowiec, Chief Executive Director, Event Garde

Although the benefits of a successful volunteer management program are many and varied, the complexities should not be underestimated. Given the right approach, however, the investment can be well worth it. Explore the nine strategies for making the most of your volunteer management program. Learn how to make it easy, enjoyable and beneficial for your volunteers to give back – and you will be rewarded tenfold.

Core Competency: Leadership

Kellogg Hotel & Conference Center, 219 S. Harrison Rd, East Lansing, MI 48824

January 2019 – No MiSGMP Meeting

February 20, 2019 – 11:30 am–2:00 pm

To Sue or Not to Sue: A Case of Room Poaching

Presenters: Laurie Nickson, CMP, President, MiSGMP; Director of Professional Programs, Michigan AEYC and Specialist, Office of Great Start, MI Dept. of Education; with MiSGMP members as the lawyers, plaintiff, defendant, and witnesses

A simulated court case with Judge Laurie presiding. Hear about the issues from the perspectives of the plaintiff and the defendant including the rationale, reasons and impact of room block poaching. Room block poaching is a practice by businesses that actively seek to recruit or divert event attendees away from officially contracted room blocks at hotels and into other hotel bookings. Participants will learn about techniques used by room poachers to approach attendees; explore the impact room poaching can have on current and future events and contracts; and gain tips to combat piracy and protect room blocks, customer relationships, and their brand.

Participants will serve as jurors, deliberating and determining the verdict!

Core Competency: Financial and Contract Management

Michigan Educational Leadership Group, MASB Board Room, 1001 Centennial Way, Suite 400, Lansing MI 48917

March 2019 – Details TBD!

MiSGMP Annual Education Conference

Comfort Inn & Suites and Conference Center, 2424 S. Mission Street, Mt. Pleasant, MI 48858

April 17, 2019 – 11:30 am–2:00 pm

Plan Ahead and Save Money on AV!

Presenter: Dave Scott, President/CEO, Motown Digital

Learn what you can do bring down AV costs and add impact to your event with effective planning. Gain specific tips that will help you reduce costs while still utilizing state of the art technology. Explore venue contracts and the merits of short term and long-term relationships with vendors. And, learn about very cool new technology!

Core Competency: Technology

Crowne Plaza, 5700 28th Street SE, Grand Rapids, MI 49546

May 15, 2019

2nd Annual Knowledge Quest and Education Session – Details TBD!

Kalamazoo, MI

June 2019 – No MiSGMP Meeting – SGMP National Education Conference (NEC) is in Detroit!

June 25–27 at the Detroit Marriott at Renaissance Center

Visit www.sgmp.org for information!