



Education Programs

April - June 2017

academy.mpiweb.org





The MPI Academy provides leading-edge education on topics essential to meeting and event professionals as well as certificate programs that enhance critical job skills. This education is delivered online and in-person throughout the year and is open to all meeting and event professionals. For more information, visit academy.mpiweb.org.

MPI Signature Events

- PYM LIVE Events
- MPI Experiential Event Series
- World Education Conference

MPI Academy Professional Certificate Courses (Instructor-Led)

- Certificate in Meeting Management (CMM)
- Healthcare Meeting Compliance Certificate (HMCC)
- Women in Leadership: Executive Leadership Skills
- Emergency Preparedness for Meetings and Events
- Basics Boot Camp: Meeting Fundamentals Part 1 (Strategy & Sourcing) & Part 2 (Design & Logistics)

Self-Paced Professional Certificate Courses (Online)

- Healthcare Meeting Compliance Certificate
- Sustainable Meeting Professional Certificate
- Meetings and Events at Sea Certificate
- Venue Sales Certificate
- Meeting Essentials2 Certificate

Webinars

- April-June 2017 broadcast schedule



Plan your
m **eeetings**
@MEETING PROFESSIONALS INTERNATIONAL

PYM LIVE EVENTS

April 20: The Godfrey Hotel, Chicago, 8:30a.m. - 1p.m.

May 18: Omni Austin Downtown, 1 - 5:30 p.m.

June 27: Topgolf, Charlotte, N.C. 8:30a.m. - 1p.m.

Free for meeting and event planners; \$299-\$399 fee for certificate courses

Available certificates:

Healthcare Meeting Compliance Certificate and Women in Leadership: Executive Leadership Skills (see p. 10 for certificate descriptions)

Register: planyourmeetings.com/events

PYM LIVE Events are the fastest way for meeting and event planners to research meeting venues, network and learn from their peers, play with new event technology and establish important business relationships. Admission is complimentary for meeting and event planners responsible for site selection because speed-meetings with potential venues and destinations make up a significant portion of the event program.

Two interactive educational sessions—one bite-sized and one full-length for a total of 1.25 clock hours of CMP-IS accredited education—feature content developed by the MPI Academy to help you navigate the challenges of the new year. In addition to formal education, PYM LIVE Events deliver many informal educational opportunities baked into the fabric of its event design. Spend a half-day with us and you'll walk away with a year's worth of new ideas and business contacts.

2017 is The Year of Risk. Featured education will help emergency-proof your upcoming meetings and events and give you actionable tips on how to best work with your venues and vendors to prepare for and handle crises.



EXPERIENTIAL EVENT SERIES

MPI Experiential Event Series

May 5-11: Voyage into Experience and Discovery, Royal Caribbean
Departing from Port of Fort Lauderdale
Culinary Event Management Certificate

Register: mpiweb.org/Events/royal-caribbean

May 24-26: Commerce, Meet Creativity at C2
Montreal, Canada
Event Design Certificate

Register: mpiweb.org/Events/c2

May 26-29: Indy 500
Indianapolis, Ind.
Sports Event Management Certificate

Register: mpiweb.org/Events/royal-caribbean

Cost: \$1,499-\$1,799 (non-member pricing includes 1 year of MPI membership)
mpiweb.org/events

The MPI Experiential Event Series takes you behind the scenes of the world's most impressive entertainment, sports, culinary and mega-events and introduces you to the people who produce them, program the content, manage the thousands of volunteers, develop the security and crisis management protocols, set the marketing strategy and design the event experience. For more information and to register, go to mpiweb.org/events.

Why you should attend

In addition to earning 20 hours of continuing education credit that you can apply towards gaining CMP or CMM accreditation, you'll enjoy peer-to-peer learning, networking opportunities and VIP event access. Plus, you'll gain insights from the pros that you can apply to your work and use to take your career to the next level.



2017 World Education Conference

MGM Grand, Las Vegas, June 19-22

\$299-\$999 for conference registration;

\$299-\$699 for certificate courses

Available certificate programs: Healthcare Meeting Compliance Certificate, Women in Leadership: Executive Leadership Skills, Emergency Preparedness for Meetings and Events and Basics Boot Camp: Meeting Fundamentals (see page 7 for certificate course descriptions).

Register: mpiweb.org/Events/wec-2017/home

Stop planning meetings. Start designing experiences.

People attend meetings because they have to. People have experiences because they want to. At #WEC17 you'll learn how to produce unique, memorable experiences that capture the imaginations of diverse, multi-generational audiences and rally them to connect, learn and interact. You'll also stay current on the issues that matter, from security and crisis management to the latest engagement techniques that foster learning like never before. How will we do it?

Through dedicated learning tracks like:

- Security and risk management
- Technology and big data
- Event operations
- Personal and career development
- Transforming yourself from planner to producer
- Transforming yourself from supplier to partner
- Event marketing
- Legal, procurement and compliance



Professional Certificate Courses

CMM

Certificate in Meeting Management

Certificate in Meeting Management (CMM)

For meeting professionals with more than seven years of experience, including a minimum of two years in management positions.

May 23-26: Palm Springs Cohort

DoubleTree by Hilton Golf Resort Palm Springs, Calif.

Cost: \$2,499-\$2,999 (non-member pricing includes 12 months MPI Membership)

Apply before April 15 and register before April 23: mpiweb.org/Education/CMM/main

When you're an industry veteran, you don't need to prove that you know how to plan meetings and events, you want a seat at the executive table. The CMM designation program offers MBA-level education on financial management, negotiation strategies, business strategy, profit forecasting, Lean Six Sigma, people management and other crucial executive leadership skills.

Taught by university faculty from the University of Virginia's Darden School of Business, the CMM is a micro-Master's program for busy meeting professionals. Surrounded by the industry's best and brightest, you'll learn by doing and working in small groups of your peers.

After the conclusion of the cohort, you'll earn your CMM by completing online self-guided courses and submitting a final project that solves a real-world work problem.

What they're saying

"CMM is a credential any legitimate meeting professional should work toward completing. The training will set you apart and hotels and other vendors in the industry may respect you more for these three initials behind your name."

- Tyrrell Joiner Eiland, CMM Candidate

"The CMM Program is the pinnacle of management training for those interested in taking their careers to the next level. It is taught by world class business professors, and the program allows for a deep dive with your industry peers to help apply the curriculum to the meetings and hospitality industry. It is an experience that leaves you energized to improve personally and professionally, and to inspire change within your organization and the industry."

- Taya Paige, CMM Candidate



HEALTHCARE MEETING

COMPLIANCE CERTIFICATE

Healthcare Meeting Compliance Certificate

April 6: Visit Alexandria

Alexandria, Va., 8 a.m.-1:30 p.m.
Cost: \$499-\$699

April 20: PYM LIVE Chicago

The Godfrey Hotel, Chicago, 1-5:30 p.m.
Cost: \$499-\$699

May 4: HMCC Refresh Webinar (to recertify every 2 years)

Webinar, 11 a.m.-1 p.m.
Cost: \$149

May 15: IMEX Frankfurt 2017

Hall 8, Frankfurt, Germany, 10 a.m.-2 p.m.
Cost: \$499-\$699

June 19: World Education Congress

MGM Grand, Las Vegas, 1-5 p.m.
Cost: \$499-\$699

Register: mpiweb.org/MPI-Academy/HMCC

*The HMCC also is available as a private training session for your clients or employees.
Email mhelm@mpiweb.org to learn more.*

Why not make an investment in your future and your company's success by participating in the Healthcare Meeting Compliance Certificate Program (HMCC)?

Every healthcare meeting professional must balance unprecedented changes and demands to understand the global impact of healthcare compliance. They must tackle tough regulations, and adjust and readjust priorities while keeping an eye on both short-term and long-term survival — A tough job without a continuing flow of knowledge. Why not make an investment in your future and your company's success by participating in the Healthcare Meeting Compliance Program?

The certificate program provides a foundation in key healthcare disciplines in a condensed format. It has been instructionally designed for planners and suppliers who need a broader understanding of a full range of global healthcare regulatory topics.

This program is taught by professionals and faculty members who are trained to develop a competency foundation while building critical thinking skills through case studies, business simulation, discussion and active exercises.

Healthcare Meeting Compliance Certificate (continued)

Learner outcomes:

- Gain healthcare compliance management skills
- Recognize unique terminologies
- Process reporting management with samples
- Understand transfers of value
- Learn the who, what, where and how of international healthcare guidelines and laws, including the U.S. Open Payments, the EFPIA Code on Disclosure of Transfer of Value as well as other country codes and regulations
- Interact with peers to share success stories and challenges

Benefits of completing this certificate course:

- Get up to speed in just four hours
- Increase credibility with clients and tap into new employment opportunities
- Receive a certificate endorsed by Meeting Professionals International
- Maintain HMCC designation for two years (refresh it by attending a webinar)
- Earn 4 CMP-IS/CMP-HC clock hours



Women in Leadership: Executive Leadership Skills

May 18: PYM LIVE Austin, Texas

Omni Austin Downtown, 8:30 a.m.-12:30 p.m.

Cost: \$299-\$399

June 19: World Education Congress

MGM Grand, Los Vegas, 1 p.m.-5 p.m.

Cost: \$299-\$399

Register: mpiweb.org/MPI-Academy/women-in-leadership

Women play key roles in the hospitality and meeting industries, but many find it challenging to move into leadership positions. In fact, recent studies show that women are 28% less likely to get an executive-level position if they possess the skills that make other job applicants attractive candidates for CEO, COO, CMO and CFO positions. In this four-hour course, we'll examine why this is, what you can do about it and help you create a personal action plan to overcome some of the common career obstacles women face.

Upon completion of the course, participants will be able to:

1. Describe which skills help women ascend to executive leadership roles in this industry (and beyond).
2. Identify methods for overcoming common challenges women face in obtaining leadership opportunities.
3. Create a personal action plan for leadership success.
4. Locate additional resources available to women seeking leadership roles in the meeting and event industry.

Participants of this course receive:

- 4 clock hours in CMP-IS Strategic Domain E: Human Resources; Domain F: Stakeholder Management; and Domain J: Professionalism
- Access code for Clifton StrengthsFinder 2.0 assessment
- Individual Development Plan worksheets to create a personalized action plan
- Peer-to-peer mentoring
- Certificate in Executive Leadership Skills

Course overview:

- Module 1: Executive Leaders Around the World and in the Meetings and Events Industry
- Module 2: Challenges and Solutions
- Module 3: Creating Your Personal Action Plan
- Module 4: Resources for Further Development

Please note, some pre-work is required for this course (skills assessment, light reading and worksheet). These materials will be emailed to participants.



Emergency Preparedness for Meetings and Events

June 19: World Education Congress

MGM Grand, Las Vegas, 10 a.m.-5 p.m.

Cost: \$499-\$699

Register: www.mpiweb.org/Events/wec-2017

Did you know that 50 percent of meeting and event professionals don't have a risk management plan in place? Meeting Professionals International hopes to close this gap by partnering with safety and security experts to provide education that increases the level of security of events worldwide.

Created in partnership with the National Center for Spectator Sports Safety and Security (NCS4), this 6-hour, intensive course will take a deep dive into incident management strategies as needed for the prevention, preparedness, response and recovery from all-hazard emergency incidents. Learners will be introduced to techniques to prevent and respond to extraordinary crimes, violence, terrorist attacks, natural disasters and ordinary incidents such as fights, or drunkenness to ensure the safety and security of all attendees, limit damage and restore services in the event of emergencies.

About the NCS4:

Following the September 11, 2001 terrorist attacks, the Department of Homeland Security identified sport venues as soft targets of terrorism. The University of Southern Mississippi took the academic initiative to respond to the nation's emerging security needs by establishing the National Center for Spectator Sports Safety and Security (NCS4) in 2006. The NCS4 is the nation's only research Center focused on spectator sports safety and security. NCS4 serves as a cornerstone in representing The University of Southern Mississippi's innovative approach to research, training, and development.

The goal of NCS4 is to address the evolving security challenges of the ever-growing 60 billion dollar U.S. sports industry. New challenges emerge every day that increase the complexity of protecting people, property, and information. Through quality training, research, technology assessments, certifications, and professional development, NCS4 provides the knowledge and expertise needed for professional leagues, intercollegiate and interscholastic athletics, marathons/endurance events, private sector firms, and governmental agencies to protect spectators and other key assets.

About the MPI - NCS4 Partnership:

Like spectator sports, meetings and events are soft targets. They often take place over several legal jurisdictions and involve transportation, crowd control and multiple indoor/outdoor spaces. NCS4's mission is to conduct innovative research, deliver quality training, and enhance professional development. This dovetails neatly with MPI's vision to lead and empower the meeting and event community to change the world - in this case, that change begins with creating safer and more secure meetings and events.

Participants of this course receive:

- 6 clock hours in CMP-IS Strategic Domain C: Risk Management
- Certificate in Emergency Preparedness for Meetings and Events



Basics Boot Camp: Meeting Fundamentals, Part 1 (Strategy & Sourcing) & Part 2 (Design & Logistics)

June 19: World Education Congress

MGM Grand, Las Vegas, 10 a.m.-5 p.m.

Cost: \$499-\$699

Register: mpiweb.org/MPI-Academy/basics-boot-camp-meetnig-fundamentals

Meeting Professionals International is recognized for providing premier education and professional development opportunities to its members and the meeting and event industry at large. MPI is excited to bring this educational program to those that are not necessarily a full-time meeting professional but who still have a need to gain the skill set for occasional oversight of meetings or events.

Have you just been tasked with running the leadership conference at your job? Did you just get assigned to manage a new training event within your organization? Or, have you been planning board meetings for a few years but want to be sure you are keeping up with the latest trends and technology? This program will provide a quick and easy plan for your meeting and event needs, or it will improve your existing skills.

MPI partnered with Plan Your Meetings to create this program. Plan Your Meetings is the leading expert in providing education and networking assistance to those just starting out. Everything they do is designed to educate, empower and inspire you.

Course overview:

Part 1 (Strategy & Sourcing)

- Module 1: Define Your Meeting
- Module 2: Create a Blueprint
- Module 3: Develop the Budget
- Module 4: Prepare the Request for Proposal
- Module 5: Site Inspections
- Module 6: Vendor Selection
- Module 7: Contracts

Part 2 (Design & Logistics)

- Module 1: Design Your Meeting
- Module 2: Program Content
- Module 3: Manage Speakers
- Module 4: Plan Food and Beverage
- Module 5: Manage Audiovisual and Event Technology
- Module 6: Arrange Transportation
- Module 7: Supervise Onsite and Post-Event Activities

Basics Boot Camp: Meeting Fundamentals, Part 1 (Strategy & Sourcing) (continued)

Learner outcomes:

- Identify key stakeholders
- Define meeting goals and SMART objectives
- Understand how the elements of meeting design help achieve goals and objectives
- Analyze the requirements of event procurement, design and execution
- Feel confident strategically designing and managing meeting programs

Participants of this course receive:

- 6 clock hours in CMP-IS Strategic Domain A: Strategic Planning; Domain B: Project Management; Domain D: Financial Management; Domain F: Stakeholder Management; or Domain H: Site Management
- Certificate in Meeting Fundamentals

Please note: Some pre-work in the form of light reading is required for this course. Registrants will be emailed the pre-work packet.

What they're saying

" 'Planner' isn't part of my title, but I plan meetings of fewer than 100 people. My boss suggested I sign up for this program, and I was afraid it might be too basic, but it wasn't at all. I loved the contracting and RFP part of it. I enjoyed learning how to define my meeting and set S.M.A.R.T. objectives, too. I don't have a lot of communication with the meeting stakeholders when they're setting goals. But I want to be more involved now.

I'm glad I came. I want to advance in my career and taking this meeting fundamentals boot camp was a great first step. I plan to continue my studies and eventually become a certified meeting professional."

– Sandy Palma, Lennox



Self-Paced Online Certificate Courses

Learn at your own pace anywhere, anytime on any device. In addition to the courses listed below, learners will find on-demand education on a variety of topics as well as virtual passes to past MPI signature events.



HEALTHCARE MEETING

COMPLIANCE CERTIFICATE

Healthcare Meeting Compliance Certificate

Cost: \$499-\$699

academy.mpiweb.org

Why not make an investment in your future and your company's success by participating in the Healthcare Meeting Compliance Certificate Program (HMCC)?

Every healthcare meeting professional must balance unprecedented changes and demands to understand the global impact of healthcare compliance. They must tackle tough regulations, and adjust and readjust priorities while keeping an eye on both short-term and long-term survival — A tough job without a continuing flow of knowledge. Why not make an investment in your future and your company's success by participating in the Healthcare Meeting Compliance Program?

The Certificate program provides a foundation in key healthcare disciplines in a condensed format. It has been instructionally designed for planners and suppliers who need a broader understanding of a full range of global healthcare regulatory topics.

The 4-hour self-guided course qualifies for both CMP-IS and CMP-HC clock hours. For full description, see p. 8.



Sustainable Meeting Professional Certificate

Cost: \$299-\$399

academy.mpiweb.org

This Sustainable Meeting Professional Certificate course is designed for those who make sustainability a priority and wish to improve sustainability efforts in planning their meetings and events. It is a perfect fit for organizations involved in hosting, organizing or planning a meeting or event for themselves or others. Sustainable planning is applicable to any organizational meeting from board meetings and training sessions to annual conferences and global conventions.

The Sustainable Meeting Professional Certificate course can provide your organization with a set of policies and procedures to plan a sustainable meeting and event. A key benefit of participating in the SMPC course is learning about the comprehensive nature of the SMPP® system. Knowledge of the SMPP system will help you plan sustainable events immediately. It provides education, training and implementation steps to begin planning.

Upon completion of the course, participants will be able to:

- Adopt a comprehensive system of sustainable planning policies and procedures
- Plan an event that meets ISO 20121 and APEX/ASTM sustainability standards
- Plan an event with the required criteria for GRI EOSS reporting
- Demonstrate they are implementing sustainable policies and procedures
- Demonstrate transparency by listing in the SMPP® Directory
- Self-certify to the ISO 20121 standards
- Self-certify to the APEX/ASTM standards
- Meet the criteria for SMPP® 3rd party Certification by iCompli
- Meet the criteria for ISO 20121 3rd party Certification by iCompl.

The SMPC course presents the following educational material from the SMPP® on-line system. The course instructs and prepares students to implement the Sustainable Meeting Planning Program® upon completion of the course.

- Sustainability Policy for Meeting Planning
- Sustainable Meeting Planning Standards: ISO, APEX/ASTM & GRI
- Sustainability Impacts of Meetings and Events
- Sustainable Meeting Planning Guidelines, Goals and Objectives
- Compliance, Measurement and Reporting
- Sustainability checklists and scoring forms
- Organizational Implementation of Sustainable Meeting Planning Program
- Sustainability Purchasing, RFP/Contract Clauses and Data Collection
- Event-Specific Sustainability Requirements and Procedures

Avila Government Services, Inc.

MPI has partnered with Avila Government Services, Inc. (Avila) to bring you the Sustainable Meeting Professional Certificate. Avila is the first company which is third party certified by iCompli BPA Worldwide to the ISO 20121 standards for sustainable meeting planning. The SMPP® system is also endorsed by the Convention Industry Council, which partnered with Avila to provide the SMPP® tool for planners to meet the APEX/ASTM level 1 planner.



Meetings and Events at Sea Certificate

Cost: \$299-\$399

academy.mpiweb.org

In partnership with the Cruise Line International Association (CLIA), MPI presents this program in our Unique Venues series that explores the advantages of hosting events on cruise ships as opposed to traditional venues. This interactive session highlights which types of meetings or events should be conducted onboard as well as provides valuable cost comparisons. In addition to a live or virtual tour of an actual ship, the session provides insight into incentive trips, examines things to consider when hosting your event at sea and walks participants through the meeting planning process to outline what to expect before, during and after your meeting or event at sea.

About Cruise Line International Association (CLIA) - One Industry, One Voice

Celebrating its 40th Anniversary in 2015, Cruise Lines International Association (CLIA) is the unified voice and leading authority of the global cruise community. As the largest cruise industry trade association with 15 offices globally, CLIA has representation in North and South America, Europe, Asia and Australasia. CLIA's mission is to support policies and practices that foster a safe, secure, healthy and sustainable cruise ship environment for the more than 23 million passengers who cruise annually, as well as promote the cruise vacation experience. Members are committed to the sustained success of the cruise industry and are comprised of the world's most prestigious ocean, river and specialty cruise lines; a highly trained and certified travel agent community; and other cruise industry partners, including ports, destinations, ship developers, suppliers, business services and travel operators. For more information, visit cruising.org or cruiseforward.org or follow Cruise Lines International Association on Facebook and Twitter pages.

Program overview

Times are changing, and cruise ships are not just for incentive travel anymore. This Meetings & Events at Sea course is designed for those who plan meetings for a variety of clients including corporate, healthcare, association, etc. It is a perfect fit for anyone looking for a competitive edge in an environment of meeting attendees seeking alternatives to the typical venues. This program demonstrates that meetings and events of any type and size can be hosted on an appropriate cruise ship for a fresh, cost-effective venue option.

Upon completion of the course, participants will be able to:

1. Identify the advantages of cruising
2. Compare meetings and events at sea to traditional venues
3. Explain the planning process for a meeting or event at sea
4. Describe what to expect before, during, and after your meeting or event at sea

At the completion of the 4-hour course, students receive an electronic certificate of completion as well as 4 CMP-IS clock hours.

This course does not have a test and there is no pass/fail. The focus is on education of current meeting and event options at sea.



Venue Sales Certificate

Cost: \$449-\$699

academy.mpiweb.org

Maximize Leads, Change the Way You Sell and Create Proposals that Win!

Meeting professionals have changed the ways they buy, but have you changed the ways you market your venue? It's not about how you want to sell; it's about how planners want to buy. Discover what meeting professionals need to hear in order to help them say "yes." Planners use your sales tools to help them make decisions. Are your tools up to the job? Focus on the three foundational areas of your sales process—your pitch, your positioning and your proposal—and discover how to turn them into big impact, power sales tools that position your venue for more wins.

Module 1: Your Pitch

What can you say in order to get more direct conversations with decision makers? Discover the killer questions to ask in order to uncover what meeting professionals are really buying and what will help them pay your rates. Planners need to go through certain steps in their buying processes in order for them to say "yes," and you have to get a "yes" at each step in order to convert their business. The pitch is your first step in making that happen.

Module 2: Your Positioning

Discover how to position yourself in the marketplace, and how to stand out and sound different.

Module 3. Your Proposal

Your proposal is the biggest conversion sales tool any company can create. Learn three main areas (proposal structure, content and presentation) to master in order to write proposals that win, and take the focus off your rate.

Delivery: You will receive immediate access to all three modules upon payment. It is on demand and can be accessed at any time from any device via short training videos, case studies, cheat sheets, worksheets and real life examples.

Program participants generally see a return on investment of US \$50,000+ within a few months of implementing these steps.



Meeting Essentials2

\$999-\$1,299

academy.mpiweb.org

The meeting and event industry is experiencing massive development around the globe, leading to an increased need for trained and skilled professionals. And due to a fundamental lack of understanding about the value of meetings, there exists a strong need for industry standards around return on investment (ROI) and return on objective (ROO) of events, and professionals who understand and can articulate these principles.

Meeting Essentials2 will provide event professionals with three to five years of experience with the knowledge they need to understand the business purpose of their roles and improve their meetings or meeting portfolios.

Attendees will review the information covered in the Meeting Essentials1 program and deep dive into the areas of:

- Stakeholder management
- Objective and metric setting
- Budget development
- Meeting design
- Risk and project management
- Sustainability and CSR
- Promotion
- Marketing
- Public relations
- ROI and ROO measurement
- People management
- And more

The program aligns with the industry's accepted competency standards to advance the ideas and concepts necessary to be a strategic meeting and event professional and is worth 25 CMP-IS clock hours.



Webinars

April - June 2017

Access to free, on-demand education from the MPI Academy is a member benefit of Meeting Professionals International, a global industry association that provides meeting and event professionals education, certifications and business exchanges that elevate careers and generate exceptional meeting experiences. To learn more about MPI, visit: mpiweb.org/joinmpi.

To register go to: academy.mpiweb.org

(free for MPI members/\$34.99 for non-members)

April 4, 2017 | 11 a.m. to noon CST

1 Hour Domain C: Risk Management

Sponsored by Marriott International

Bullets, Bad Guys, Fire & Brimstone: A Look at Risk in a Changing World

MaryAnn Bobrow and Michael Owen

The Bataclan Paris. Pulse Nightclub Orlando. Nice Bastille Day. Fort Hood Army Base. Inland Regional Center San Bernardino. The Boston Marathon. Terrorism and active shooters. Is it just a matter of time before a Meetings and Event Industry Conference appears in similar horrific headlines? What about civil unrest, controversial legislation and weather-related catastrophes such as Hurricane Katrina, the Nashville flood, Atlanta tornado? These, and other equally disruptive forces may be beyond our control but defining the role of the meeting owner or event organizer in assuring that their participants are informed and as safe as possible is not. We can't prevent every risk scenario, but shouldn't we prepare for threats even as we hope they never occur?

Learner outcomes:

- Comprehend the magnitude of attendee safety issues; it is not just about terrorism or active shooters.
- Collaborate with suppliers and partners to customize safety tips for your event.
- Acquire resources to aid in creating plans for multiple events.

April 11, 2017 | 11 a.m. to noon CST

1 Hour Domain A: Strategic Planning

Sponsored by MGM and IMEX Group

Meetings Outlook: A Deep Dive into the Latest Business Trends (Q1 2017)

Jessie States, CMM

Meeting professionals are so over-taxed in the present, they often forget—or don't have the time—to look ahead. Take a moment to preview the future based on MPI's most recent Meetings Outlook research, published quarterly in The Meeting Professional magazine and then discuss the trends that are most affecting you and your peers. Brainstorm ways to start planning for the uncertain future with case studies and best practices from around the globe.

Learner outcomes:

- Review the forecast for events in the coming year, including budget, attendance and business conditions.
- Deep dive into trends that matter and discuss next steps with your peers.
- Learn how these trends affect you and the future of your meetings.

To register go to: academy.mpiweb.org

(free for MPI members/\$34.99 for non-members)

April 25, 2017 | 11 a.m. to noon CST

1 Hour Domain I: Marketing

How to Write Proposals for Planners That Win!

Ciara Feely

You'll be sending out lots of proposals after this webinar, and Ciara Feely will be there to help ensure more of them win. The proposal communicates so much more than just rates. Ciara will share what planners have told her—how they read your proposal and what they absolutely must see in it.

Learner outcomes:

- What to write in a proposal that gets the planner to call you back.
- Learn that the structure and content of a proposal can help you get more wins.
- Take the focus off rate and concentrate on what the planner is really buying.

May 2, 2017 | 11 a.m. to noon CST

Don't be LinkedOUT

Thomas Blasucci

On a scale of one-to-10, how do you rate the quality of your LinkedIn profile? How often do recruiters contact you on LinkedIn to talk to you about a new job? There are many highly qualified job seekers in today's market who aren't happy with their answers to these questions. Because they aren't using LinkedIn correctly, they're getting LinkedOut by less qualified, but better marketed applicants. You may think that LinkedIn isn't the most entertaining or exciting networking site, but one thing is for certain, using LinkedIn correctly can significantly increase your odds of finding the job you want. Whether you're a highly accomplished professional or a recent college grad, this session is designed to teach you valuable skills to help you network into the right job using LinkedIn.com.

Learner outcomes:

- Learn specific tips on how LinkedIn can give you a serious advantage in the job hunt.
- Learn critical "dos and don'ts" of job hunting through LinkedIn.
- Discover the current state of recruiting and where it's going to be in the future.

To register go to: academy.mpiweb.org

(free for MPI members/\$34.99 for non-members)

May 4, 2017 | 11 a.m. to 1 p.m. CST

2 hours Domain A: Strategic Planning

Sponsored by the Philadelphia CVB

HMCC Refresh Course (Q2 2017)

Pat Schaumann, CMP, CSEP, DMCP, HMCC

To keep our Healthcare Meeting Compliance Certificate recipients up to date on healthcare meeting compliance regulations, cross-border compliance, CMS Open Payments changes and updates, the EFPIA Disclosure Code, and other healthcare trends, Meeting Professionals International (MPI) requires all current HMCCs to attend a refresh webinar on the second anniversary of their class date.

May 23, 2017 | 11 a.m. to noon CST

1 Hour Domain G: Meeting or Event Design

Visioning the Meeting Room of the Future

Mark Cooper

The way people interact has changed a lot in the last few years. This includes participants' interactions at meetings and events. Consider findings from recent global research from the International Association of Conference Centres into meeting surroundings—not only the rooms themselves, but also the spaces where delegates congregate, network and socialize. Understand how the meeting space affects learning and networking, and ultimately the goals and objectives of your meetings and events.

Learner outcomes:

- Learn how different meeting rooms support learning outcomes and help maximize meeting ROI.
- Develop a better understanding of how technology can help build multi-way communication in the room and for virtual participants.
- Consider the different venue types and non-traditional room layouts that help foster connections between and among delegates.

To register go to: academy.mpiweb.org

(free for MPI members/\$34.99 for non-members)

May 25, 2017 | 11 a.m. to noon CST

1 Hour Domain A: Strategic Planning

Sponsored by Meetings Metrics

Meetings Measurement: Post-Event Research

Ira Kearns

Learn the structure and content requirements for qualitative and quantitative tracking methods to measure the accomplishment of your meeting's goals and objectives--the ROE (experience), ROO (objective), and ROI (investment). Discover a list of post-meeting lifecycle dimensions (what to measure) and guidance on how to conduct post-event qualitative interviews and group discussions.

Learn a model for post-event question sets for ROE, ROO and ROI and the survey structure necessary for your specific meetings.

Learner outcomes:

- Identify specific, key post-meeting research methods and how/when to use them within the process of measuring post-event ROE, ROO and ROI.
- Learn how to design a post-event results research plan for your selected research method (ROE, ROO, ROI).
- Learn how to draft a content outline for qualitative and quantitative post-event stakeholder/attendee questionnaires.

June 6, 2017 | 11 a.m. to noon CST

WEC Prep!

Jessie States

Think of this webinar as “must attend” if you're eager to get the most out of your time at the event—especially one as rich in content and diverse in activities as WEC. Maximizing your return on investment onsite at WEC is a two-step proposition: being aware of the opportunities that surround you, and taking advantage of them in a way that is unique to your needs and wants. It's your opportunity to familiarize yourself with the innovative ways you can learn at the event and network with your colleagues in the industry, both inside and outside of the classroom. We will walk you through this year's offerings in an interactive and personalized manner that will help you choose the areas of most value and interest to you.

Learner outcomes:

- Become familiar with areas of individual interest and high-tech offerings at WEC 2017.
- Lessen the intimidation of attending an event as large and overwhelming as WEC
- Maximize your return on investment from your attendance at WEC and interact with MPI staff who are responsible for staging the event.

To register go to: academy.mpiweb.org

(free for MPI members/\$34.99 for non-members)

June 13, 2017 | 11 a.m. to noon CST

1 Hour Domain A: Strategic Planning

Meetings Outlook: A Deep Dive into the Latest Business Trends (Q2 2017)

Jessie States

Meeting professionals are so over-taxed in the present, they often forget—or don't have the time—to look ahead. Take a moment to preview the future based on MPI's most recent Meetings Outlook research, published quarterly in The Meeting Professional magazine and then discuss the trends that are most affecting you and your peers. Brainstorm ways to start planning for the uncertain future with case studies and best practices from around the globe.

Learner outcomes:

- Review the forecast for events in the coming year, including budget, attendance and business conditions.
- Deep dive into trends that matter and discuss next steps with your peers.
- Learn how these trends affect you and the future of your meetings.

June 27, 2017 | 11 a.m. to noon CST

1 Hour Domain A: Strategic Planning

Dare to Say Yes

Mariska Kesteloo

Many women struggle to go on stage and share their personal stories because they don't know why those stories are important and what value they have over more experienced speakers. Worldwide, the percentage of female entrepreneurs and speakers is low. Learn how to come out of your comfort zone and create opportunities in your personal and professional life by taking little steps forward. Mariska will share her personal story, which is emotional, inspiring and full of courage and motivation.

Learner outcomes:

- Discover how "dare to say yes" has a huge impact on your professional and personal life.
- Learn from best practices.
- See how you can live a more fulfilling life and create your own opportunities.