**Education Topic/Focus for 2016-2017**

* Security/Risk Management
* Technology/Data Analysis (Interactive tech, data management, mobile experience, etc.)
* Strategic Meeting Design (F&B, audiovisual, strategic meetings, core skills, etc.)
* Transitioning from Meeting Planner to Show Producer (providing ROI, industry insight, next generation skills, etc.)
* Transitioning from Meeting Supplier to Strategic Partner (Becoming a creative resource for planners, nurturing business relationships, providing ROI, etc.)
* Personal and Career Development (Lead generation, sales techniques, personal branding, networking strategies, etc.)
* Legal, Procurement and Compliance (Site selections, contracting, supply chain and management, medical meetings, legal based ethical concerns, etc.)
* Event Marketing (Strategies, tools and tactics)

**Top Rated Sessions from WEC 2016**

|  |  |  |
| --- | --- | --- |
| Good to Great: Navigating the C-Suite for long-term results | Lori | Kleiman |
| Meeting Planning Six Sigma Style: LEAN 101 | Rob | Wilson |
| Around the World in 30 Seconds: Hybrid and Virtual Meetings and Events | Brandt | Krueger |
| GLOBAL CITIZENSHIP – From Brooklyn to Africa | Chris | Bashinelli |
| Optimizing Your F&B Budget: Transforming Your F&B Functions into Knock-Out Events | Bonnie | Wallsh |
| It’s App-tastic:  60 Apps in 60 Minutes - 2016 Edition | James | Spellos |
| Halfway Through 2016: The Tech You’ve Never Seen | Courtney | Stanley |
| How To Influence What People Think About You: Insights from The Science of Influence | Melinda | Marcus |
| Let Your Meetings Soar Into the Cloud | Jeffrey | Rasco |
| Meeting Planning Six Sigma Style: LEAN Six Sigma | Rob | Wilson |
| Creating A Culture of Excellence | Harry | Paul |
| Critical Excel Tools for the Meetings Professional | James | Spellos |
| Networking Can Be Both Fun & Fruitful | Carol | Schulte |
| Secrets & Strategies to Manipulate, Magnify and Maximize Free Publicity | Susan | Ratliff |
| Food Rules: The Legalities of Feeding Everyone | Tracy | Stuckrath |
| AV Demystified- A Technological Town Hall Meeting | Brandt | Krueger |
| What Keeps You Up at Night Worrying about Potential Risks for Your Meetings and Events? | Bonnie | Wallsh |
| The Ultimate Meeting Professionals Guide  to Internet Connectivity | James | Spellos |
| Connections Matter - How to maximize networking opportunities as a meeting professional | Michael | Lyons |
| Cutting-Edge Legal Issues in Tomorrow's Meetings ... and How to Solve Them! | Joshua | Grimes |
| SAY Anything to Anyone, Anywhere! 5 Keys to Cross-Cultural Communication | Gayle | Cotton |

Note: Speaker contact information can be found on the MPI Speaker Resource website or by contacting [mpiacademy@mpiweb.org](mailto:mpiacademy@mpiweb.org)

**Additional Content/Trend Requests Noted in Various Member Surveys**

* New technology for Adult Learning
* How to use technology data around/during meetings, not just attendee data
* These technology uses are growing:

o   User location-based technology (like iBeacon) to create seamless session check-in

o   User location-based technology (like iBeacon) to facilitate attendee networking

o   Ad hoc community building

o   An in-app activity stream of trending sessions, most popular comments, etc.

* + Gamification
  + Streaming content
* Social media focused sessions
* Excel and other tech tools
* Tech show and tell type sessions
* Creative money saving tips in meeting and events without losing the “Cool” factor
* Citywide Conventions – navigating the convention center

|  |
| --- |
| **Additional Content/Trend Resources**  **Meetings Outlook**  Meetings Outlook is future-focused data that will help you identify new trends and innovations on the horizon, be sure to review this quarterly for new insights on building your chapter content calendar. This is a great resource for members as well so be sure to remind them in various communications.  <http://www.mpiweb.org/Portal/Research/meetingsoutlook>  **MPI Online Content**  MPI Online content is another great resource to share with your members, providing an additional ROI for members who may not be able to attend chapter educational offerings or have varying needs. Be sure to share these opportunities with your members.  <http://www.mpiweb.org/Education/Online>  **MPI Speaker Resource**  Available for chapter leaders and MPI members the speaker resource is a great tool for sourcing speakers by topic, speaker name, price and various other filters.  <http://www.mpiweb.org/speaker-resource> |