



# IMEX-MPI Future Leaders Forum Program Las Vegas – 2011

THE VENETIAN® | THE PALAZZO®  
LAS VEGAS

**Room: Titian 2301A - The Venetian | The Palazzo Congress Center**

## **WEDNESDAY 12 October**

**TIME: 9.00am - 10.00am - Registration & Spa Continental Breakfast**  
Sponsored by The Venetian | The Palazzo Las Vegas

**TIME: 10.00am - 10.30am**  
**Introduction to the Forum and Introductions to the Moderators**

**SPEAKER: Dale Hudson**, Events and Projects Director, IMEX Group

**MODERATORS: Janet Sperstad, CMP**, Program Director Meeting and Event Management Degree, Madison College, Madison Wisconsin (Wednesday's Moderator)  
**Charles Massey, CMP**, Founder and CEO, SYNAXIS Meetings & Events, Inc. (Thursday's Moderator)

### **Introduction of:**

**Ray Bloom**, Chairman, IMEX Group and **Bruce MacMillan**, CEO and President, MPI

**TIME: 10.30am - 11.15am**  
**IMEX-MPI Global Experience – Video Challenge**

Why do you want to build a career in the meetings industry? How can IMEX and MPI help you achieve this? Answer these two questions in a short video (max. 3m) and post this on the Future Leaders Network Facebook Page: (<http://www.facebook.com/FutureLeadersNetwork>) or YouTube. Show us your talent, get a great message across and be creative! Videos must be submitted by **September 30, 2011**. The Future Leaders Forum facilitators will select the best videos which will be presented during this slot and the Future Leaders Forum attendees and facilitators will choose the winner. The **prize is a sponsored attendance at IMEX in Frankfurt 2012** to witness the trade show and participate in the Future Leaders Forum. Flight and accommodation will be sponsored by the **MPI Foundation**.



**TIME: 11.15am – 12.00am**

**TITLE: Honing Your Networking Skills and Card Reading with Mme. La Krug**

**SPEAKER: Carol Krugman, MEd, CMP, CMM**, Director, Meeting & Business Event Management, Metropolitan State College of Denver, Department of Hospitality, Tourism and Event Management  
An effective business card may not be able to tell your fortune, but it can certainly help you to make your fortune as your progress through your career. Next to that first important impression you make in person, the lasting impression left by your business card can enhance or sabotage your professional image. Make your own business card before you come to Las Vegas and bring it to this session for a professional critique by "Mme. La Krug" and your peers. Analyze various companies' business cards and learn tips and tricks to make your personal brand stand out from the crowd.

**TIME:** 12.00pm - 12.15pm

**TITLE:** Elevator Pitch

**INTRODUCED:** Janet Sperstad, CMP, Program Director Meeting and Event Management Degree, Madison College, Madison, Wisconsin

Based on the previous presentation, students are asked to create their own elevator pitch in small groups. The final elevator pitch will be presented the following day, and students are encouraged to use Wednesday evening to discuss and develop their group's pitch.

**TIME:** 12.15pm - 1.30pm

**Show Visit and Lunch on Own**

Students are free to explore the trade show. We ask that students be mindful of exhibitor's valuable time at the trade show. Students are welcome to engage with exhibitors, but please do so individually or in small groups and clearly identify that you are a student. Please do not interrupt exhibitors who are engaged in meetings or appointments. Most exhibitors are happy to meet students, but their business needs must take priority.

**TIME:** 1.30pm - 2.15pm

**TITLE:** Reboot Your Brain!

**SPEAKER:** Jon Bradshaw, Director, Meetings Mindset®

This informative session will highlight the importance of mental performance at meetings whilst giving you some practical skills on how to maximize it. The impact of nutrition, play, visualization and beliefs will all be explored in this highly interactive and fun session. The session will be given by Jonathan Bradshaw a Meetings Performance Consultant and founder of The Meetology® Group and Meetings Mindset®. As a professional speaker and award winning columnist Jon has spoken in over 20 countries on meetings performance and is a regular speaker at IMEX-MPI Future Leaders Forums. [www.meetingsmindset.com](http://www.meetingsmindset.com)

**TIME:** 2.15pm - 2.30pm - Movie Break - Sponsored by The Venetian | The Palazzo Las Vegas

**TIME:** 2.30pm - 3.15pm

**TITLE:** Tips and Tricks for Working in a Global Environment (interactive session)

**SPEAKER:** Charles Massey, CMP, Founder and CEO, SYNAXIS Meetings & Events, Inc.

Learn from a Global Leader and a Global Planner on how to work in the global meetings industry. Working in a global marketplace takes diplomacy and awareness of other cultures and ways of working. Learn tips and tricks from this industry expert on how to work in a global economy.

**TIME:** 3.15pm - 4.00pm

**TITLE:** Mastering Magical Persuasion

**SPEAKER:** Traci Brown, Speaker, Trainer, Author

Your future clients will always be communicating with you. Will you know what they're saying? You will always be communicating with your clients. Will you know what message you're sending? Can you tailor your body language to fill unconscious needs so that you can reach agreement and hear 'Yes!' more easily and more often? **This Talk Will Teach You How!**

**BREAK:** 4.00pm - 4.15pm

**TIME:** 4.15pm - 5.00pm

**TITLE:** Convention 2020 - Emerging Industry Priorities, Strategies and Business Models

**SPEAKER:** Rohit Talwar, CEO, Fast Future

In this session, Convention 2020 project director Rohit Talwar will share the findings from the latest project research focusing on event owners, association, venues, destinations and event agencies. The presentation will highlight priorities for the year ahead and strategies and business models for the next five years for each group. **(This session is open to all IMEX America attendees)**

**TIME:** 5.00pm - 5.15pm  
**TITLE:** **Global Emerging Leaders Presentation**  
**SPEAKER:** **Renea Anderson**, Meeting Planner Advocate, MeetingMatrix International, Inc.  
The Global Emerging Leaders Group is an international community within MPI that brings together MPI members interested in developing and continuing their leadership involvements. The emerging leader (a meeting professional who has been in the industry five years or less or is 35 years old or younger) can only grow with the support of established industry professionals and the current leaders of the industry. This session will give you insight into this exciting MPI global initiative.

**TIME:** **5.15pm - 7.00pm Employment Center Reception**  
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Our sponsor will be hosting "Heart-of-House" tours and several members of staff will be present to explain and answer questions on the intern program, recruiting and job openings.

## **THURSDAY 13 October**

**TIME:** 9.00am - 9.30am  
**TITLE:** **Welcome Back**  
Address from: **Pete Boyd**, Senior Vice President of Operations,  
The Venetian | The Palazzo Las Vegas

**TIME:** **09.30am - 10.15am**  
**TITLE:** **MPI – Meetings Update, Trends and Benefits of MPI**  
**SPEAKERS:** **Randy Crabtree**, Membership Marketing Manager, Meeting Professionals International  
**Brad Bebell**, Director of Marketing, Meeting Professionals International

**TIME:** **10.15am - 11.00am**  
**TITLE:** **Recruiting Top Talent - What Makes You Stand Out Against the Crowd?**  
**SPEAKER:** **Avinash Chandarana**, Director of Talent and Development, MCI Group  
Leading companies are hungry to engage top talent but what are they looking for in their new recruits? Have you ever wondered what it takes to be hired when you are up against stiff competition? What are the key ingredients that make you stand out against the crowd during the interview and selection process? How can you convince the recruitment manager that you have what it takes?

**TIME:** **11.00am - 11.30am - The Spa Break**  
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**TIME:** **11.30am - 12.15pm**  
**TITLE:** **How to Make Sustainability Happen**  
**SPEAKER:** **Amy Spatrisano, CMP**, Principal, MeetGreen, Past President, Green Meeting Industry Council  
How can you help make the meetings industry more sustainable? In this session Amy will give you an up to date meetings industry sustainability overview. You will learn the right questions to ask any organization about sustainability and you will learn how to put yourself forward as a sustainability champion within any organization.

**TIME:** 12.15pm – 1.30pm

**TITLE:** Round Tables

- **Association Management: Robin Lokerman** - CEO Institutional Division, MCI
- **Convention Bureau: Krzysztof Celuch CMM, CITE**, Manager Convention Bureau of Poland, Polish Tourist Organisation
- **Conference Center: Scott Wilson**, Director of Convention Center Sales, Las Vegas Convention And Visitors Authority
- **DMC/PCO: Charles Massey, CMP**, Founder and CEO, SYNAXIS Meetings & Events
- **Hotel: John Caparella**, President and **Pete Boyd**, Senior Vice President of Operations, The Venetian | The Palazzo Las Vegas
- **Marketing: Oliver Hone**, Marketing Director, IMEX Group
- **Meeting Planner (Association): Carl Winston**, Director, L. Robert Payne School of Hospitality & Tourism Management
- **Meeting Planner (Corporate): Craig J. Ardis, CMM**, Meetings Analytics
- **Meeting Planner (Third Party): Les Sinclair**, Director, Regional Accounts, Global Cynergies
- **Professional Certification: Christina M. Buck, CMP**, CMP Program Director, Convention Industry Council
- **Sales and Winning Business: Michael Owen**, Partner, EventGenuity, LLC

**TIME:** 1.30pm - 2.30pm - Italian Buffet Lunch (Room: Titian 2304)

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**TIME:** 2.30pm - 2.45pm

**Title:** Energizer - *Re-energize your bodies with tai chi-inspired exercises*

**Instructor:** Megan Freedman, Personal Trainer and Fitness Instructor

**TIME:** 2.45pm - 3.30pm

**TITLE:** Future of Work and Changes to the Traditional Work Environment

**SPEAKER:** Tyra W. Hilliard, PhD, JD, CMP Speaker, Trainer and Consultant Associate Professor, University of Alabama Restaurant, Hotel & Meeting Management Program

What your parents and professors have been telling you about your career and what it's like to work "in the real world" may not be completely accurate any more. The concept of work and career paths have changed a lot since they started their careers. Technology, globalization, sustainability and socio-psychological theories are playing a significant role in changing the work environment. There are more options than ever to building a career—and a life—that fits you and no one else. Don't be held back by old-fashioned ideas. The sky is the limit. Carpe diem!

**TIME:** 3.30pm - 3.45pm - Cupcake Break

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**TIME:** 3.45pm - 4.45pm - Student Presentations of the Elevator Pitch

**TIME:** 4.45pm - 5.00pm - Close & Collection of Certificates of Participation

**Sponsored by:**

