

Connect · Connect SPORTS MARKETPLACE

Education Clock Hours Connect Marketplace August 22-24, 2013

Thank you for attending the 2013 Connect Marketplace. In recognition of your participation in educational programming, Connect Marketplace offers clock hours toward your CMP certification or recertification. Please complete the form and retain for your records.

Thursday, August 22 · 1:00-4:00 p.m.

- It's #MobileSocial Presented by Jim Spellos, CMP, Meeting U.
🕒 **3 hours/A. Strategic Planning**
 - The Business of You: How Strong Is Your Core? Presented by Carol Norfleet, CMP, DMCP, Destination Nashville; and Michele Wierzgac, MSED, CMM, Michele & Company
🕒 **3 hours/B. Project Management**
 - ROI Strategy: Outlining the Value of Your Meetings Presented by Monica Compton, CMP, Pinnacle Productions Inc., and Mark Hubrich, SignUp4
🕒 **3 hours/G. Meeting or Event Design**
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Friday, August 23 · 9:30-10:30 a.m.

- Advance Your Career with the Certified Meeting Professional Designation Presented by Lawrence Leonard, CMP, Convention Industry Council, and MaryAnne Bobrow, CAE, CMP, CMM, Bobrow & Associates
🕒 **1 hour/E. Human Resources**
- Creating Brain-Friendly Conferences and Events Presented by Jeff Hurt, Velvet Chainsaw Consulting
🕒 **1 hour/G. Meeting and Event Design**
- Managing Risk and Liability: A Belt and Suspenders Approach Presented by Jonathan Howe, Esq., Howe & Hutton Ltd.
🕒 **1 hour/C. Risk Management**
- Post-Con Reports Panel Presented by Michele Wierzgac, MSED, CMM, Michele & Company, and Christine Born, Collinson Media & Events
🕒 **1 hour/B. Project Management**
- PowerPoint and Beyond: Advanced Presentation Skills Presented by Jim Spellos, CMP, Meeting U.
🕒 **1 hour/G. Meeting and Event Design**
- State of the Industry and Advocacy Today Presented by Michael Dominguez, MGM Resorts International
🕒 **1 hour/F. Stakeholder Management**
- Transforming Your F&B Functions into Sensational Experiences Presented by Bonnie Walsh, CMP, CMM, Bonnie Walsh & Associates
🕒 **1 hour/G. Meeting and Event Design**
- The Value and Execution of Hybrid Meetings Presented by Susan Levand, InterCall, and Monica Compton, CMP, Pinnacle Productions Inc.
🕒 **1 hour/A. Strategic Planning**
- Working with DMOs Presented by Bill Geist, Zeitgeist Consulting
🕒 **1 hour/F. Stakeholder Management**
- Working with Your Fraternal Partner Panel Moderated by Karyn Nishimura Sneath, Npower
🕒 **1 hour/F. Stakeholder Management**

Friday, August 23 · 10:45-11:45 a.m.

- A Creative Conversation: The Media and Public Relations *Presented by Lisa Calhoun, Write2Market, and Libby Hoppe, Collinson Media & Events*
🕒 **1 hour/I. Marketing**
 - Fraternal Idea Share *Moderated by Karyn Nishimura Sneath, Npower*
🕒 **1 hour/A. Strategic Planning**
 - Getting the Most Out of LinkedIn *Presented by Crystal Washington, CWM Enterprises*
🕒 **1 hour/I. Marketing**
 - High Speed Internet Access: When Free Is Not an Option *Presented by Michael Owen, EventGenuity, and MaryAnne Bobrow, CAE, CMP, CMM, CHE, Bobrow & Associates*
🕒 **1 hour/A. Strategic Planning**
 - It's App-tastic: 60 Apps in 60 Minutes *Presented by Jim Spellos, CMP, Meeting U.*
🕒 **1 hour/A. Strategic Planning**
 - Managing Generational Strengths and Needs of Volunteers *Presented by Michele Wierzgac, MEd, CMM, Michele & Co.*
🕒 **1 hour/E. Human Resources**
 - Negotiations: Hear from the Experts *Presented by Jonathan Howe, Esq., Howe & Hutton Ltd., Bonnie Wallsh, CMP, CMM, Bonnie Wallsh & Associates, and Bill Geist, ZeitGeist Consulting; Moderated by Christine Born, Collinson Media & Events*
🕒 **1 hour/C. Risk Management**
 - The Experience Matters: Design, Engage, Innovate Laboratory *Presented by Jeff Hurt, Velvet Chainsaw Consulting*
🕒 **1 hour/A. Strategic Planning**
 - What Sponsors Really Want: Getting Sponsorship Right from the Start *Presented by Liz King and Lindsey Rosenthal, Event Alley*
🕒 **1 hour/F. Stakeholder Management**
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Saturday, August 24 · 9:30-10:30 a.m.

- A Creative Conversation: Flip Learning *Presented by Barbi Honeycutt, Ph.D., Flip It Consulting, and Christine Born, Collinson Media & Events*
🕒 **1 hour/G. Meeting and Event Design**
 - Articulating the Business Case for Sustainability: Creating Buy-In *Presented by Katherine Manfredi, CMM, Conference Partners Inc.*
🕒 **1 hour/A. Strategic Planning**
 - The CIC Accepted Practices Exchange: What Have You Done for Me Lately? *Presented by Michael Owen, EventGenuity, MaryAnne Bobrow, CAE, CMP, CMM, CHE, Bobrow & Associates, and Lawrence Leonard, CMP, Convention Industry Council*
🕒 **1 hour/B. Program Management**
 - Getting the Most Out of LinkedIn *Presented by Crystal Washington, CWM Enterprises*
🕒 **1 hour/I. Marketing**
 - Revenue Generation: Strategies for Attracting and Growing the Right Audience *Presented by Jeff Hurt, Velvet Chainsaw Consulting*
🕒 **1 hour/A. Strategic Planning**
 - Setting the Table for Success—Understanding Food for 21st Century Events *Presented by Liz King and Lindsey Rosenthal, Event Alley Show*
🕒 **1 hour/G. Meeting and Event Design**
 - Stretching Your Meeting Dollar *Presented by Bonnie Wallsh, CMP, CMM, Bonnie Wallsh & Associates*
🕒 **1 hour/A. Strategic Planning**
 - The Savvy Planner's Guide to Working with Speakers and Bureaus *Presented by John P. Truran, Keppler Speakers*
🕒 **1 hour/A. Strategic Planning**
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Sports Section

- Getting the Most Out of LinkedIn *Presented by Crystal Washington, CWM Enterprises*
🕒 **1 hour/I. Marketing**
- It's App-tastic: 45 Apps in 45 Minutes *Presented by Jim Spellos, CMP, Meeting U.*
🕒 **.75 hour/A. Strategic Planning**