

## Monday, June 20

*\*All events are held at the Baltimore Convention Center, unless otherwise noted.*

**9:00 a.m. - 6:30 p.m.**

**Registration**

### PRE-CONFERENCE EVENTS/SESSIONS

**10:00 a.m. - 4:00 p.m.**

**CMP Cram Course (*optional ticketed event*)**

*Brought to you by [Nashville Convention & Visitors Bureau](#)*

**10:00 a.m. - 4:00 p.m.**

**The Skilled Facilitator: Facilitating with Impact**

Do you have to deliver presentations at work to your boss or board OR do you routinely run meetings and could use some training on how to facilitate meaningful conversations that produce results? Then this leadership training is for you. In this highly interactive program, you will learn how to sharpen your facilitation skills, practice and receive coaching, and develop your stage presence as well as gain beneficial leadership techniques.

- Master techniques that will help you conduct interactive conference panels
- Skillfully direct conversations that focus on the topics your audience cares the most about
- Engage your audience beyond Q&A

*Note: As this is a hands-on learning experience customized to the needs of each individual, attendance is limited to 10 participants.*

*Curt Peoples, Director, Peoples & Company*

**2:30 p.m. - 4:00 p.m.**

**Exhibitor Workshop: Top Trends Transforming Your Tradeshow Floor (*optional ticketed event*)**

Are you building your trade show to create the most ROI for your attendees and exhibitors? The future of the exposition hall includes creating multiple immersive areas in a nontraditional layout. Through a series of case studies, discover new floor plans, forums to engage content experts, and concepts to increase attendee/exhibitor interaction, as well as generate new exhibitor and sponsorship revenue.

- Develop unique selling propositions for interactive, theme-based show floors
- Launch a bold new expo plan that connects exhibits and attendees
- Create opportunities to extend educational topics on the floor

*Melinda Kendall, Vice President, Immersa Marketing*

*Brought to you by [Champion Exposition Services](#)*

**1:00 p.m. - 3:30 p.m.**

**PCMA Committee Meetings**

**Location: Renaissance Baltimore Harborplace Hotel**

**1:00 p.m. - 3:30 p.m.**

**Baltimore City Tour (*Meeting Professionals only*)**

## CONFERENCE EVENTS/SESSIONS

**4:15 p.m. - 5:15 p.m.**

### **Speed Networking Session**

Find out who you'll be spending the next 3 days with as Meeting Planners and Suppliers square off for a rapid fire meet & greet. Open the door to new solutions, secure your next business lead, or just have fun meeting someone new. Your host will guide you through discussion topics ranging from "hot" meetings industry issues to sharing your most coveted travel tips. This fast-paced networking bazaar is the perfect way to jump-start your Education Conference experience!

*Brought to you by PSAV® Presentation Services*

**5:15 p.m. - 6:15 p.m.**

### **Opening General Session - The O'Shea Report: Change 180°**

The economy has created some harsh challenges for the meetings industry and your staff is under constant pressure to do more with less. Discover how you can "do a 180" by shifting your outlook. We all know that laughter reduces stress and releases endorphins, but laughter can also change your mindset. When you can laugh about your stressors, you are empowered. When you are empowered, you can positively create your reality. Described as "Saturday Night Live" for business, Kris and Tim O'Shea will help you look at the fast-paced, constantly-changing world with a fresh, new perspective.

- Tap into the power of humor to overcome the stress of change
- Change the dynamic of a situation by changing your perspective
- Harness the power of teamwork to deal with the fast pace of the world

*Tim and Kris O'Shea, Professional Speakers provided by Speak, Inc.*

*Brought to you by Chicago Convention & Tourism Bureau and McCormick Place*

**6:30 p.m. - 9:00 p.m.**

### **PCMA Welcome Reception**

**Location: Renaissance Baltimore Harborplace Hotel**

**Tuesday, June 21**

**7:30 a.m. - 4:30 p.m.**

### **Registration**

**8:00 a.m. - 8:30 a.m.**

### **Networking Continental Breakfast**

*Brought to you by PCMA Premier, Communication, and Event Partners*

**8:30 a.m. - 9:30 a.m.**

### **General Session - Zero to Breakthrough: How a Breakthrough Mentality Creates Breakthrough Results!**

Vernice Armour became the United States Marine Corps' first African American female pilot and, shortly after, was recognized as America's First African American female combat pilot by the Department of Defense. Upon completion of two tours in Iraq, Armour leveraged her experience and conceptualized the Zero to Breakthrough™ Success Model. Discover how you can employ her life strategy: "Acknowledge the obstacles...Don't give them power!" and overcome the challenges that are holding you or your team back from success.

- Distinguish between responding to circumstances and reacting to them
- Tap into innovation and creativity to overcome challenges
- Discover how to lead, think and execute differently

*Vernice Armour, Professional Speaker and Founder, VAI Consulting & Training LLC, provided by PCMA Communication Partner, Kepler Speakers*

*Brought to you by Mexico Tourism Board*

**9:30 a.m. - 10:00 a.m.**

### **Refreshment Break**

*Refreshment Break brought to you by PCMA Partners*

*Internet Zone brought to you by Ontario Tourism Marketing Partnership Corporation*

**10:00 a.m. - 11:30 a.m.**

### **Breakout Sessions (*Choose one*)**

#### **Virtual Meetings 101 - The Fundamentals**

What are virtual events/environments and why should you consider adding them to your portfolio? A recent survey of the association market showed two-thirds of event and meeting producers plan to add virtual to their strategy. Find out how you can utilize the latest technology to extend the life of your meeting, expand your organization's reach, and complement your face-to-face meetings.

- Identify the basic terminology and concepts of virtual events
- Analyze case studies of successful virtual engagement
- Utilize tools and road maps for developing a strategy for going virtual

*Michael Doyle, Executive Director, Virtual Edge Institute*

#### **Build Your Business Network and Make Meaningful Connections**

The meetings industry is a relationship business. To stay on top we must connect and stay in touch with a variety of people including colleagues, vendors, former co-workers and clients. We've all heard that business gets done in the hallway or on the elevator. Find out how to make the most of these small moments by engaging in exchanges that can result in lifelong business connections. Whether you are an independent meeting planner who is starting a new business or rejuvenating an existing one, or anyone who wants to get ahead by leveraging their business relationships, this session will provide the tools, techniques, strategies and opportunities to build and grow your business network.

- Earn referrals by respecting and contributing equally to the business relationship
- Engage decision-makers through your networking connections
- Distinguish between the skills required for working a room and follow-up and understand why they're both important components of successful business networking

*Susan RoAne, Professional Speaker and Author*

#### **Measuring the Real Value of Your Meetings (Part 1)**

Now more than ever, planners are expected to measure the contribution of meetings and events against their organization's strategy. This 2-part session will provide an introduction and overview of the ROI Methodology developed specifically for the meeting industry and in the process enable participants to begin using the ROI Methodology at a basic level as soon as they return to work.

- Determine measurable objectives and appropriate evaluation levels for your meetings and events
- Identify effective data collection methods to convey your meetings ROI
- Recognize why demonstrating ROI is an essential business practice

*Terri Breining, CMP, CMM, Principal, Breining Group LLC*

#### **Building Positive Influence: Rejuvenating Work Relationships**

Creating high levels of trust, respect and positive influence with others in the workplace ultimately reduces conflict and fuels stronger communication and collaboration. In this session, individual contributors, managers and even senior leaders will learn how to build positive influence with others, helping employees to get support from their colleagues for their ideas or projects; enabling Supervisors and Managers to get more engagement and commitment from employees; and equipping employees to build stronger relationships with customers leading to increased loyalty. Overall, this session provides the foundation for more positive and productive relationships which increase energy and reduce stress.

- Distinguish the important difference between behavior and personality
- Recognize your behavior style, your own strengths, blindspots and how you come across to others
- Employ behavior changes to improve communication and relationships

*Note: If you plan to attend this session, [click here](#). About a month in advance, you will receive an online Behavior Style Self-Assessment that will take 10 minutes to fill out. Please complete the profile in advance and bring the printed report to the session.*

*George Myers, Senior Partner, Effectiveness Institute*

**11:45 p.m. - 1:00 p.m.**

### **Networking Luncheon: Meetings Mean Business**

Enjoy lunch with your colleagues and explore what the Convention Industry Council's Economic Significance Study means to you as a meetings industry professional. Discover how to use the data gathered by CIC's research partner PriceWaterhouseCoopers to advocate the value of meetings publicly and to policymakers and stakeholders within your organization. Leave this luncheon confident in your ability to speak persuasively about the industry's positive impact on jobs and the economy.

- Identify three compelling talking points from the Economic Significance Study
- Develop a plan to advocate for your job, organization and industry
- Utilize the seven actions of highly effective advocates

*Roger Rickard, Partner, Revent, LLC and Founder of Voices in Advocacy™*

**1:15 p.m. - 2:30 p.m.**

### **Breakout Sessions (*Choose one*)**

#### **Have You Walked Through a Kidney Lately? Virtual Learning for Medical (and Other) Meetings**

The advent of new technologies gives us the opportunity to design learning activities that engage attendees in ways not previously possible. During this session you will be introduced to a wide range of virtual approaches to learning and training in the medical meetings field and beyond, including online 3D virtual environments that increase engagement and decrease your costs. You will also see examples of how virtual spaces are being used for all types of meetings, collaborative workshops, and larger group gatherings.

- Identify ways to use virtual technologies for enhanced learning
- Learn how 3D virtual environments can be used for meetings or trainings
- Use the TranceFormational Learning model to create emergent experiences and support long-term learning

*John B. Jamison, PhD., CEO and Creative Director, ImagiLearning, Inc.*

#### **Let Your Voice Be Heard: Gaining Credibility within Your Organization**

How do you get a seat at the table? Meeting professionals have to achieve tactical event goals, but must keep an eye on the organization's strategic objectives. New and seasoned professionals can benefit from time-tested lessons for enhancing visibility and credibility as an integral part of the team. Discover how to build personal integrity, manage your professional reputation, and determine how and when to effectively communicate your ideas.

- Establish high ethical standards for your interactions with employers, colleagues and customers
- Practice communication styles that lead to positive results with your organization's leadership
- Identify three ways to get noticed for the right reasons

*Michele Wierzgac, MEd, Speaker, Trainer, Facilitator*

#### **Measuring the Real Value of Your Meetings (Part 2)**

Now, more than ever, planners are expected to measure the contribution of meetings and events against their organization's strategy. This 2-part session will provide an introduction and overview of the ROI Methodology developed specifically for the meeting industry and in the process enable participants to begin using the ROI Methodology at a basic level as soon as they return to work.

- Determining measurable objectives and appropriate evaluation levels for your meetings and events
- Identify effective data collection methods to convey your meetings ROI
- Recognize why demonstrating ROI is an essential business practice

*NOTE: In an effort to avoid repetition of session content raised in Part I, only those attending Part I, or those who have gone through previous ROI Methodology workshops, should attend.*

*Terri Breining, CMP, CMM, Principal, Breining Group LLC*

## **Solutions Session – What’s Keeping You up at Night?**

This TED-style session is designed around your “hot topic” preferences. [Click here](#) to tell us what questions you’d like answered from meetings industry colleagues. PCMA will select the most compelling submissions and engage well established resources to lead these presentations. Attend this session to receive practical, road-tested solutions from your peers that will help you overcome some of the challenges that keep you up at night.

- Exchange real-life tips with peers to enhance job performance
- Select from a variety of practical solutions that have proven valuable to other meeting professionals
- Identify resources for various budgetary parameters

**2:30 p.m. - 3:00 p.m.**

### **Refreshment Break**

*Refreshment Break brought to you by [PCMA Partners](#)*

*Internet Zone brought to you by [Ontario Tourism Marketing Partnership Corporation](#)*

**3:00 p.m. - 4:15 p.m.**

### **General Session**

*Brought to you [Tourism Toronto](#) and [Metro Toronto Convention Centre](#)<sup>®</sup>*

**5:00 p.m. - 6:00 p.m.**

### **PCMA International Reception (by invitation)**

**Location: Renaissance Baltimore Harborplace Hotel**

*Brought to you by [Tourism Ireland](#)*

**6:00 p.m. - 9:00 p.m.**

### **Open for Supplier Events**

**6:00 p.m. - 9:00 p.m.**

**CIC Hall of Leaders Dinner – [View more information](#)**

**Wednesday, June 22**

**7:30 a.m. - 5:00 p.m.**

### **Registration**

**8:00 a.m. - 8:30 a.m.**

### **Networking Continental Breakfast**

*Brought to you by [PCMA Premier Partners](#) and [Communication Partners](#)*

**8:30 a.m. - 9:30 a.m.**

### **General Session - America's Innovation Economy**

Innovation creates jobs, markets and new industries where none existed before; in short, innovation drives economic success. Learn about the current state of our innovation-driven economy from the standpoint of the owner and producer of the largest trade show in the Americas. Leave this session with strategies you can immediately implement to awaken the innovative spirit within your organization.

- Name the principles of the Innovation Movement
- List three characteristics of a culture that supports innovation
- Identify opportunities for innovation in the meetings/events industry

*Gary Shapiro, President & CEO of the Consumer Electronics Association (CEA)<sup>®</sup>, author, [The Comeback: How Innovation Will Restore the American Dream](#)*

*Brought to you by [Hawai'i Convention Center](#)*

**9:30 a.m. - 10:00 a.m.**

### **Refreshment Break**

*Refreshment Break brought to you by [PCMA Partners](#)*

*Internet Zone brought to you by [Ontario Tourism Marketing Partnership Corporation](#)*

**10:00 a.m. - 11:30 a.m.**

**Breakout Sessions (*choose one*)**

**Be Your Own Chief Reputation Officer: Crisis Management and Communications**

Are you ready to prepare for, navigate through, and recover from adversity should a crisis hit your organization? The timely flow of information, coupled with positive, decisive leadership results in the resiliency of an organization, its people and its stakeholders. This session will address the importance of brand, reputation, crisis planning, crisis anatomy, strategic communications, stakeholder relations and media relations during times of adversity.

- Anticipate the categories of crisis that might potentially befall your organization and develop a plan for each
- Recognize the value of telling your story before someone else does
- Identify traditional and digital media strategies that will help your organization recover from a crisis situation

*Presenter: Robert W. Weinhold, Jr., Principal, Fallston Group*

**Building a Social Media Plan for Your International Meeting**

Are you planning to use social media for promoting and enhancing your international meeting OR hoping to bring international attendees to your stateside meeting, but wondering how to get started? Which are the right social media tools and what are the cultural protocols for the countries you have targeted? You need a plan. This session will provide a case study and the tools to get underway.

- Identify which types of popular social media are most effective in the countries that you are targeting.
- Take your international social media plan from good ideas to a viable course of action.
- Devise a strategy for refreshing your social media plan as new technology offerings become available.

**Crafting a Meeting Experience That Creates Bragging Rights**

From the first smell to the last sound, our meetings are an experience. Just as directors "storyboard" a movie to make every moment count, you can conduct an "Exposures Audit" of a meeting to create more memorable moments for meeting attendees so they go home raving about their experience. Learn from a gut instincts expert, and see how other experience-providers delight and involve attendees to keep them coming back.

- Create your own Exposures Audit and learn how it can be used to enhance your meeting
- Identify ways to engage attendee senses during your next meeting or event
- Utilize a storyboard approach to planning a meeting, tradeshow or event

*Karé Anderson, Co-founder, Say It Better Center*

**Industry Panel: Mobile Apps for Meetings, Tradeshows and Events**

Smartphone usage and the use of tablets is rising as a staggering rate in the meetings industry, requiring event professionals to take a closer look at how mobile applications play a role in enhancing the attendee experience at their meetings, trade shows and special events. Currently they are being used for onsite agendas, speaker and sponsor information and as a replacement for hard-copy materials, but In the future applications will play a critical role in participant engagement, collaboration and interactive idea generation. This session will discuss the fundamentals of mobile applications, their creation, and how they can be used in both corporate and association settings.

- Recognize how mobile applications and devices can potentially impact events
- Cite the different types of mobile applications and how are they developed
- Identify how mobile applications can be used in corporate and association environments

*Moderated by: Jessica L. Levin, MBA, CMP, President and Chief Connector, Seven Degrees Communications*

**11:45 p.m. - 1:30 p.m.**

**Networking Luncheon on the AIBTM Show Floor**

AIBTM is excited to host PCMA attendees for lunch on the AIBTM show floor. Enjoy lunch and visit with hundreds of destination exhibitors and meeting professionals from across the globe.

*Brought to you by AIBTM*

**1:45 p.m. - 3:00 p.m.**

### **Breakout Sessions (*choose one*)**

#### **Conference Sponsorships: Keep More Money in Your Pocket and Avoid Legal Pitfalls**

More and more non-profits are seeking and receiving significant revenue from companies that want to have their names associated with their organizations. Discover how you can avoid paying tax on your corporate sponsorship revenue, keep more dollars in your coffers, and avoid common pitfalls involving contract issues and tort liability. Find out how just a few details up-front and some basic rules can be very beneficial to your bottom line.

- Structure your organization's sponsorship program to comply with IRS regulations
- Differentiate between taxable and non-taxable revenue, depending on the sponsor benefits
- Avoid two types of sponsor acknowledgements that violate the rules for receiving tax-free corporate sponsorship revenue

*Paula Cozzi Goedert, Partner, Barnes & Thornburg LLP*

#### **Retire with Confidence**

You consistently develop sound financial plans for your organization's future, but do you do the same for your personal financial objectives? The current economic environment will force many to rethink how to plan for a satisfying and meaningful retirement. Join our financial planning experts for a frank discussion on how to retire with confidence.

- Evaluate and maximize your current assets and future income sources
- Discover methods for creating predictable income from your assets
- Explore options in healthcare before and during retirement

*Mark Kraus CLU®, ChFC®, CASL®, Florida Financial Group*

*William Verhagen CFP®, CPA, CFS, CLU®, ChFC®, CASL®, Florida Financial Group*

#### **Stop Sabotaging Your Results! The Psychology of Effective Email Communication**

Meeting and convention professionals need every tool to persuade stakeholders that their ideas and meetings have value. Apply tools of persuasion to your written communications to create momentum for your ideas, persuade others to recognize their value, and get best results. Working through interactive, realistic situations, you will discover how to improve business decisions and results.

- Discover why your emails may be sabotaging your own best results
- Apply proven psychological tools of influence to email to enable better business decisions
- Craft messages that easily and effortlessly achieve acceptance and action

*Sue Hershkowitz-Coore, CSP, Professional Speaker and Author*

#### **Solutions Session - "On the Road"**

In this TED-style session, PCMA members will offer a variety of brief presentations on the topic of staying healthy, balanced and productive while on the road. Attend this session to receive practical, solutions from your peers that will help you overcome some of challenges that come with being a road warrior/meetings professional.

- Select from a variety of practical solutions for healthy living that have proven valuable to other meeting professionals
- Exchange real-life tips with peers that will enhance job and personal performance
- Identify a range of tactics for increased productivity while travelling

**3:00 p.m. - 3:30 p.m.**

#### **Refreshment Break**

*Refreshment Break brought to you by PCMA Partners*

*Internet Zone brought to you by Ontario Tourism Marketing Partnership Corporation*

**3:30 p.m. - 4:45 p.m.**

**Masters Series**

**Workplace Trends: Six Radical Changes Disrupting The Next Decade**

According to the technology research company Gartner, by 2020 more than 40% of an organization's work will be non-routine. During the next ten years six radical changes will disrupt traditional work. The need to adapt to these mega trends will be imperative for success. Will you be nimble enough to adapt to these impending work changes and adjust accordingly?

- Identify six radical work changes that will disrupt traditional work models
- Evaluate how these changes might benefit or hinder your work as a meeting professional
- Discover how to optimize the opportunities brought by these changes

*Jeff Hurt, Director, Education & Engagement, Velvet Chainsaw Consulting  
Brought to you by [Ottawa Tourism](#) and [Ottawa Convention Centre](#)*

**6:00 p.m. - 8:00 p.m.**

**PCMA & AIBTM Networking Reception**

*Brought to you by [AIBTM](#)*

**Thursday, June 23**

**7:30 a.m. - 11:30 a.m.**

**Registration**

**8:00 a.m. - 8:30 a.m.**

**Networking Continental Breakfast**

*Brought to you by [PCMA Premier, Communication, and Event Partners](#)*

**8:30 a.m. - 9:45 a.m.**

**Education Conference Wrap Up**

Join fellow attendees as we recap the tips, tools, and key takeaways learned throughout the Education Conference. This session is the perfect wrap up to reinforce your professional strategies toolkit.

*Brought to you by [IMEX America](#)*

**10:00 a.m. - 11:00 a.m.**

**General Session - From the Streets to the Stove: The Power of Potential**

Jeff Henderson knows what it feels like to be hungry and to struggle. After growing up in the rough streets of Central LA, he spent nearly ten years in prison for a drug conviction. With persistence and determination, he was able to achieve his dreams, eventually becoming the first African American executive chef at Caesar's Palace and the Bellagio in Las Vegas. Henderson's story of redemption and perseverance will not only motivate you to dream but encourage you to reach your full potential. Discover how you can use simple and effective strategies to take charge of your life.

- Identify the power of change and self-determination
- Discover how teamwork and positive reinforcement can lead to a successful, productive workforce
- Utilize the right tools for reaching your full potential

*Jeff Henderson, Chef, Author and Television Personality, provided by PCMA Communication Partner, [Keppler Speakers](#)  
Brought to you by [Tourism Vancouver](#) and [Vancouver Convention Centre](#)*

**Questions? Contact [events@pcma.org](mailto:events@pcma.org) or call 877.827.7262 or 312.423.7262.**