17th Annual Meetings Industry Council of Colorado Educational Program and Trade Show

Produced by the thirteen Meetings Industry Council of Colorado Organizations:

- CFEA
- CMCA
- CSAE
- GBTA
- HSMAI
- IAEE
- ILEA Denver
- MPIRMC
- NACE Denver
- NSA - Colorado
- RMPCKA
- SGMP
- VISIT DENVER

Photo courtesy of Scott Drenick Martin
I am so excited that the conference is now a two-day program as we really couldn’t fit everything into just one day. We have three outstanding keynotes, an opening reception for all attendees, and incredible educational sessions, all taking place at the Colorado Convention Center. We are also thrilled to have our 3rd annual planner only session, where we will have an esteemed panel discuss Risk Assessment.

You will also have ample time to visit with exhibitors throughout both days. We also excited to have the awards and keynote luncheon in a separate room.

The MIC is about collaboration, and this conference would not be possible without the hard work by our dedicated organizations, council members, and the executive committee.

I also want to thank Freddie and Keith Templeton with Rocky Mountain Event Consultants, for their tireless help in putting this conference together.

At the end of the second day, I hope that you all learn something new, make new connections, and return to work rejuvenated and inspired.

Sidney M. Stoper
MIC Chair 2016-2017

#micCO2017
Tuesday, March 14, 2017
8:00 AM – Registration

1:00 – 2:30 PM - Planner Only Education Session – Page 5

Risk Assessment Panel Discussion† - Room 201/203/205
Michael Dominguez, CHSE; David DuBois, CMP, CAE, FASAE, CTA; Matthew Marcial, CMP, CAE; Jenn Kimbel, CMP; Moderated by Kristin Arnold, MBA,CPF,CSP

2:30 – 4:00 PM - Break - Visit Sponsors & Exhibitors

4:00 – 5:00 PM - Opening General Session - Page 5

Fun With Tim: Customers For Life - Mile High Ballroom
Presented by Humor Strategist, Hall of Fame Speaker and MIC Conference Emcee Tim Gard, CSP, CPAE

5:00 – 7:00 PM - Opening Night Reception
Visit Sponsors & Exhibitors

Wednesday, March 15, 2017

8:00 – 9:00 AM - Registration and Networking Breakfast
Visit Sponsors & Exhibitors

9:00 – 10:00 AM - Opening General Session - Page 9
Emcee - Tim Gard, CSP, CPAE

Continuing the Conversation ~ State of the Industry and Top Trends† - Mile High Ballroom
Michael Dominguez, CHSE

10:15 – 11:00 AM - Trade Show (Morning Break)
Visit Sponsors & Exhibitors

11:00 AM – 12:00 PM - Concurrent Breakout Sessions A - Page 12

Transforming the Attendee Engagement Experience with Technology† - Room 401/402
Richard Reid

Making the Most of Meetings: The Fine Art of Engaging Clients, Members and Guests - Room 201/203
Debra Fine

Reinventing Panel Discussions† - Room 301/302
Kristin Arnold, MBA, CPF, CSP

You have 7 seconds. Make them count!† - Room 205/207
Sylvie di Giusto

Building Strategic and Experiential Sponsorships† - Room 403/404
Wendy Holliday

Creating ExtraOrdinary Experiences for Your Brand† - Room 405/406
Jerome Joseph, CSP, CSPGlobal, PMC

12:00 – 2:00 PM - Lunch and Program - Four Seasons Ballroom

Lunch - Emcee: Tim Gard, CSP, CPAE
Keynote Speaker - See page 16
Discover How the World Sees You
Sally Hogshead, CPAE

#micCO2017

† Available on-demand after the program

2:15 – 3:15 PM - Concurrent Breakout Sessions B - Page 32

Conversations That Matter: Addressing Forbidden Topics To Get Back To Work† - Room 403/404
Jessica Pettitt, M.Ed., CSP

Curation + Choice + Coaching = The Inside Track to Unforgettable Meetings - Room 301/302
Andrea Driessen

It’s 5:00 Somewhere! Harnessing the Happy Hour Effect for Time Management, Productivity and Goal Setting† - Room 401/402
Kristen Brown

Parallel Dimensions: Creating an Online Experience for Your Offline Event† - Room 407
Alex Plaxen

In the Hot Seat: Satisfying the C-Suite & Meeting Attendees† - Room 201/203
Moderator: Beth Buehler, Panelists: Claire Repass, Deb Brannon, Jeff Gaillard

Resilient Leadership & Engaged Teamwork for Facing Challenge, Change & Uncertainty in Meetings, or on Everest - Room 205/207
Jim Davidson

3:30 – 4:30 PM - Concurrent Breakout Sessions C - Page 37

PCMA Convening Leaders LIVE Case Study† - Room 403/404
Jennifer Kingen Kush, DES

Positively Negotiate Work Drama to Get More Done† - Room 401/402
Linda Swindling, JD, CSP

What Big Brands Know: Creating Powerful Event Marketing Strategies† - Room 205/207
Gerry O’Brion

Ideas to Execution-Innovation† - Room 201/203
Tamara Kleinberg

4:30 – 5:30 PM - Trade Show and Closing Reception
Don’t race into rush hour - end the day with us!

Meetings Industry Council of Colorado is a CMP Preferred Provider. The program(s) identified with the CMP Preferred Provider logo meet the requirements to receive continuing education (CE) credit for the Certified Meeting Professional (CMP) credential. All qualifying activities also indicate how many CE credits attendees will receive for participating on their sessions page. One CE credit = 1 Clock hour. The Planner Only session on the 14th is 1.5 CE and the Opening Keynote immediately following is 1.0 CE. On the 15th, the morning General Session and all of the Breakout Sessions are 1.0 CE each.

For more information about the CMP credential or CMP Preferred Provider Program, please visit www.conventionindustry.org.

Note. This program is not endorsed, accredited, or affiliated with the Convention Industry Council or the CMP Program. Applicants may receive CE credit for attending any program that meets eligibility requirements of the CMP Program. There are no specific individual courses required as part of the applications - selection of eligible education is up to the applicant based on his/her needs.
A Guide to Using the MIC of Colorado 2017 App

STEP 1

Download the “MIC of Colorado 2017” app from the Apple App Store or Google Play Store. To start using the app, follow the instructions below.

**Advanced Registrants:** Select “Login” and enter your **username** (your email) and **password** (emailled to you).

**Onsite Registrants:** Select “Create Account” and type the event code below to unlock the app. You will then be prompted for your name and email address.

**Event Code:** MIC2017

STEP 2

Find the presentation you want quickly and interact with the presentation slides by drawing on slides and highlighting text. Use the note-taking mode to type your notes next to each slide. Please note that you will need an internet connection to download all slides but can later view them and take notes on them without one. Access/Print the notes you take by clicking “My Notes” on the main screen or “Online Personal Summary” in the sidebar menu.

STEP 3

If you don’t have a mobile device that is able to download the app, you can use your **laptop**. As long as you have an internet connection, you can take notes on presentations through your laptop, or access slides following the conference on a laptop or desktop via the following website link:

https://tinyurl.com/MIC-Annual-2017

If you already have an account on a mobile device, use the same account information that was emailed to you. Otherwise follow the steps to create an account.
The MIC Knowledge Hunt is a series of tasks that you complete in the 2017 Expo Hall at participating sponsor booths. Scan the QR codes in the booths to unlock questions, answer the questions to accumulate points. Planner who gathers the most points wins a grand prize from mobile app Sponsor GES/CadmiumCD at the Closing Reception on March 15, 2017 at 5:00 p.m. in the Trade Show. Must be present to win!
we’ll get you THERE

A city with over 400,000 square feet of flexible meeting space means you’ve got options. So whether “there” is record-breaking attendance or a venue they’ll talk about for years to come, we’ll help get you there. Want to get there faster? FlyCOS and make the most of your time.

welcome to THERE.

VisitCOS.com/meet
Opening Night General Session
4:00 - 5:00 p.m.

Fun With Tim: Customers For Life
Presented by Humor Strategist, Hall of Fame Speaker and MIC Conference Emcee Tim Gard, CSP, CPAE

Discover how one unforgettable life-changing experience for your customers can either cost or generate millions of dollars in revenue. The opportunity is yours to see and create, and you won’t believe how easy and fun it can be. Over the last 23 years, I’ve traveled millions of miles and spoken at thousands of events. Along the way I’ve discovered secrets of what makes customers for life. The magic is in how and when you connect with your customers and impact them in a way they’ll never forget. Anyone can create these emotion filled life-changing experiences following a few simple “#funwithtim” customer connection principles. Emotional customer satisfaction anchors transcend momentary problems and can allow for life long customers that spark multi-generational consumers of your brand based on not just the telling, but the living and reliving of these emotional anchors. Unforgettable life-changing experiences are laughter filled or heartfelt moments that are unexpected, genuine and profoundly personal. Laugh and learn how “#funwithtim” customer connection principles empower almost anyone to better connect with their customers one person, one moment at a time.

Learner Objectives:
1. Three fast, easy ways to connect with customers using the #funwithtim formula for success.
2. Why employees should perform at least one Simple Act of Kindness (SAK) for every customer. When employees are totally present and “in the now” they avoid an assembly-line mindset and instead, are prepared to look for and take advantage of opportunities for SAK.
3. How and why anyone can use Tim’s #funwithtim “baseline” technique to be able to refresh and renew in between negative encounters with toxic people, psychic vampires and scammers.

CMP-IS Domain: I: Marketing – 1.00 CE Hour

† Available on-demand after the program

5:00 p.m. – 7:00 p.m. ~ Opening Night Reception and Trade Show
WANT TO EARN MORE CE CREDIT?

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The right speaker entertains, excites, educates and engages. They can make or break a meeting or conference.

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Keeping our client in mind, we formed an alliance of top 10 Hyatt hotels in 9 key cities and dedicated ourselves to providing an easy, seamless booking process.

The Hyatt Convention Alliance provides multiple value-add options when you book with two or more properties over multiple years.

We want to do the work for you by thinking of solutions before you know you need them. We want loyalty in rotations that rivals our loyalty to you.

Stop by Booth 704 to shoot hoops for charity and to help Hyatt Convention Alliance pay it forward!
EASY FOR YOU. EXTRAORDINARY FOR THEM.

Seamless planning, exceptional service, inspiring activities only Colorado can offer. Your guests will make memories that last a lifetime, and you’ll wonder how it all came together so easily.

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PARK CITY | KEYSTONE | LAKE TAHOE | JACKSON HOLE
Tim Gard, CSP, CPAE, is a tears-in-your-eyes funny keynote speaker who teaches people to be more resilient and resourceful, and coaches businesses on how to enhance productivity and employee enthusiasm. He is a Hall of Fame Speaker, CPAE (Council of Peers Award of Excellence), an elite honor shared by 150 people worldwide and a CSP (Certified Speaking Professional). Tim has spoken at over 2,000 events worldwide from Texas to Tasmania and was selected by Meeting Planners Magazine as one of the “best speakers ever seen or heard on the main stage.” Tim’s down-to-earth style and real-life humor leaves a lasting impression that you will benefit from for years to come. His skillful use of ordinary items in extraordinary ways and extraordinary items in everyday ways make him one of the most popular main stage speakers on the platform today. During the past two decades, Tim has traveled almost two million miles to perform, is the author of 4 books, and an inventor of stress reduction tools that are marketed & enjoyed worldwide.

9:00 - 10:00 a.m.
Continuing the Conversation – State of the Industry and Top Trends † - Mile High Ballroom
CMP-IS Domain: A: Strategic Planning – 1.00 CE Hour

Michael Dominguez, CHSE
Senior Vice President, Global Hotel Sales MGM Resorts International, Immediate-Past Chairman, International Board of Directors, MPI; Executive Committee, US Travel Association; Co-Chair, Meetings Mean Business Coalition; Co-Chair, APEX Taskforce on Piracy

Mike will discuss how 2017 is going to be a year of major disruption, major change and major instability. We are going to talk about this in depth. We have a new administration and we know that will have some challenges. We know that this will create disruption. We have a new administration that is going to be coming into congress and the senate. That is going to create disruption for our industry. We have a lot of moving dynamics when you look at our industry. Whether it is supply or whether it is or demand and how that world is changing. Join Mike as we walk through that in detail to talk about what it means to you, the meeting professional, in 2017.

Learner Objectives:
1. Learn what the anticipated first 100 days of the new administration means to business and to travel in general
2. Understand the current macro and micro environments that will impact the hotel business and most importantly the meetings environment
3. Understand what is driving the new competition for both guest rooms and meeting space
4. Have a better understanding of what is myth versus reality when it comes to our new business environments
5. Understand the need to think like a start-up in order to be relevant in today’s environment

#micCO2017
Seattle Is Planning For The Future

Projects like an additional convention center facility and 1,260-room Hyatt Regency Seattle mean more space for meetings and conventions.

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Learner Objectives:

• Avoid communication barriers and conversation killers
• Issue the invitation to build a business relationship
• Learn how this technology can be used to provide a personalized attendee-driven experience based on the context that each individual desires.
• Discuss how marketing strategy and tactics can improve relevance for attraction and loyalty
• Consider approaches to identifying top segments
• Learn 5 specific formats to transform boring panels into sensational, memorable discussions
• Understand the value of what happens when personalized and relevant experiences are presented that reflect the attendee’s behavioral preferences.
• Discover 7 strategies to make the conversation lively, informative and relevant
• Understand the value of what happens when personalized and relevant experiences are presented that reflect the attendee’s behavioral preferences.
• With these types of technology, the learner can demonstrate tangible ROI for visitors/attendees, exhibitors and sponsors.
• See 3 vastly unique room sets that will get your participants immediately engaged
• Learn how this technology can be used to provide a personalized attendee-driven experience based on the context that each individual desires.
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Building Strategic and Experiential Sponsorships† — Room 403/404

Wendy Holliday, Vice President, Attendee Acquisition & Experience
PLM World ~ 440-281-6797 ~ wholliday@plmworld.org ~ plmworld.org

Attendee expectations are higher and conference and expo budgets are tighter. Regardless of your conference size, increase your attendee satisfaction along with your sponsorship revenue with a new approach to sponsorships. Sponsors want thought leadership, category exclusivity, access to attendees and a direct impact on their business. Learn to offer these sponsor musts while meeting attendee needs for entertainment, professional help, greater connections with other attendees, activities that align with their personal passions and something that they can consume or take home and share.

Learner Objectives:
- Explore alternatives for selling premium priced sponsorships that align with your suppliers marketing objectives and your attendee needs.
- Explore sponsorship activation elements that enhance the attendee experience
- Gain insights to assist sponsors in activating their investment for desired results

Creating ExtraOrdinary Experiences for your Brand† — Room 405/406

Jerome Joseph, CSP, CSPGlobal, PMC, The Chief Experience Officer
+65 6288 7812 ~ jerome@jeromejoseph.com ~ thebrandtheatre.com

We know that experiences have a big role to play for meeting planners, but how do you use it to your advantage to build loyalty and engagement to your brand and event? In this highly interactive session, learn how to utilize consumer psychology insights and our proprietary brand experience framework to create a deep and lasting connection between your brand and your target audiences. Meeting planners will get to think about how to engage their stakeholders using the Brand Experience framework of heart, soul and mind, with the results that stakeholders are more engaged, more motivated to share and stronger advocates to your brand and events that they are part of.

Learner Objectives:
- Gain an in-depth understanding of experience branding and how it works including our proprietary experience branding framework involving heart, soul and mind.
- Learn about emotions and expectations – a hot topic in consumer psychology and how you can connect better with your stakeholders through experiences
- Map and develop your strategic brand experience platform of your next meeting or brand project
- Drive brand loyalty by delivering enriching experiences and moments to your customers
- Increase buy-in and develop a sense of ownership as you and your teams develop your very own branded experiences

John Hickenlooper is a lifetime entrepreneur who ran as a “dark horse” to become Mayor of Denver in 2003. He led the campaign to pass FasTracks, the largest regional transportation initiative in U.S. history, and helped convince the 34 metro mayors (2/3 Republican) to unanimously support and pass the 0.4% sales tax increase on the ballot. He recruited top managers to his cabinet from business and wherever he could find them. In eight years he had streamlined the total workforce by 7%, the first such reduction in Denver’s history. In 2005, TIME Magazine named him as one of the five top big-city mayors in America.

When he was inaugurated Governor of Colorado in 2011, having run on his history of collaboration for community good, he became the first Denver mayor to be elected governor in 150 years. He also became one of the first geologists to become a governor in the history of the nation, and the first brewer since Sam Adams in 1792. Again he has recruited talent from all quarters, and is redefining the relationship between a state government and its business and civic communities.

Governor Hickenlooper’s goal is to create the most pro-business state government, but with the highest environmental and ethical standards. His administration has already examined more than 16,000 rules and regulations, and either eliminated or streamlined more than half of them. They have created the Colorado Innovation Network (COIN) and provided Advanced Manufacturing Grants to accelerate start-ups and early stage technology businesses. They are building an integrated workforce training system, in conjunction with the Markle Foundation and LinkedIn, that will create a single, seamless continuum for education and workforce preparation, from childhood to old age.

Governor Hickenlooper applied his passion to create good government on a national level as well. His 2015 “Chair’s Initiative” at the National Governors Association, focusing on hiring, appropriate creation and implementation of regulations, and continuous improvement, was a bipartisan success. He is a great believer that governors, far more than Congress, can revive American democracy.
There's no other meeting venue like the Colorado Convention Center - a distinct and memorable setting for your next meeting or event. Plenty of meeting space, meeting rooms and Ballrooms plus the modular Bellco Theatre.

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“The greatest value you can add is to become more of yourself.”

~ Sally Hogshead

Drawing upon her branding principles, Sally created a method to predict each person’s style of communication that will get the best response in a listener. The Fascination Advantage®, is the first communication assessment that measures how others perceive you.

After researching over 700,000 people, her algorithm can pinpoint your most valuable differentiating traits. Unlike Myers-Briggs or StrengthsFinder, this test doesn’t measure how you see the world – but how the world sees you.

The science of fascination is based on Sally’s decade of research with dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives.

Sally skyrocketed to the top of the advertising profession and, by age 24, she was the most award-winning advertising copywriter in the U.S. Her campaigns for brands such as MINI Cooper, Nike, Godiva and Coca-Cola have fascinated millions of consumers. At the age of 27, she opened her first ad agency and her work still hangs in the Smithsonian Museum of American History. She frequently appears in national media, including NBC’s “Today” show and the New York Times. Named as the No.1 Brand Guru in the World, her practical marketing system now lives inside organizations such as IBM, Twitter, and the YMCA, as well as thousands of small businesses.


Sally is one of only 172 living members of the CPAE Speaker Hall of Fame®, the industry’s highest award for professional excellence.

How Does The World See You?†

Your communication style has a unique advantage. Once you identify and unlock its potential, people are more likely to listen to you, remember you, and admire you.

What are YOUR most impressive personal qualities? When you speak, how are you most likely to impress and influence that person sitting on the other side of the table? In other words, what makes you FASCINATING?

Fascination is a state of intense focus. When you fascinate your listener, they are more likely to remember you and respect you. How are YOU most likely to make a positive first impression?

Sally Hogshead will show you. The science of fascination is based on Sally’s decade of research with dozens of Fortune 500 teams, hundreds of small businesses, and over a thousand C-level executives, nearly one million professionals.


And our speaker today is one of only 172 living members of the Speaker Hall of Fame®, the global speaking industry’s highest award for professional excellence.

To become more successful, you don’t have to CHANGE who you are. You have to become MORE of who you are.

#micCO2017  Facebook  Twitter  Instagram
## The 49 Personality Archetypes

**Discovered by Sally Hogshead**

### Secondary Fascination Advantage

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<thead>
<tr>
<th>Archetype</th>
<th>Trait</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>The Anarchy</strong></td>
<td><strong>Innovation</strong></td>
<td>Volatile • Starting Chaotic</td>
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<tr>
<td><strong>The Rockstar</strong></td>
<td><strong>Passion</strong></td>
<td>Bold • Artistic • Unorthodox</td>
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<tr>
<td><strong>The Maverick</strong></td>
<td><strong>Power</strong></td>
<td>Pioneering • Irreverent • Entrepreneurial</td>
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<td><strong>The Trendsetter</strong></td>
<td><strong>Prestige</strong></td>
<td>Cutting-Edge • Elite Progressive</td>
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<td><strong>The Artisan</strong></td>
<td><strong>Trust</strong></td>
<td>Deliberate • Thoughtful • Flexible</td>
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<td><strong>The Provocateur</strong></td>
<td><strong>Mystique</strong></td>
<td>Clever • Adept • Contemporary</td>
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<td><strong>The Quick-Start</strong></td>
<td><strong>Alert</strong></td>
<td>Prolific • Thorough • Diligent</td>
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<td><strong>The Catalyst</strong></td>
<td><strong>Innovation</strong></td>
<td>Out-of-the-Box • Social Energizing</td>
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<td><strong>The Drama</strong></td>
<td><strong>Passion</strong></td>
<td>Theatrical • Emotive • Sensitive</td>
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<td><strong>The People’s Champion</strong></td>
<td><strong>Power</strong></td>
<td>Dynamic • Inclusive • Engaging</td>
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<td><strong>The Talent</strong></td>
<td><strong>Prestige</strong></td>
<td>Expressive • Stylish Emotionally-Intelligent</td>
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<td><strong>The Beloved</strong></td>
<td><strong>Trust</strong></td>
<td>Nurturing • Loyal • Sincere</td>
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<td><strong>The Intrigue</strong></td>
<td><strong>Mystique</strong></td>
<td>Discerning • Perceptive • Considerate</td>
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<td><strong>The Orchestrate</strong></td>
<td><strong>Alert</strong></td>
<td>Attentive • Dedicated • Efficient</td>
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<tr>
<td><strong>The Change Agent</strong></td>
<td><strong>Innovation</strong></td>
<td>Inventive • Untraditional • Self-Propelled</td>
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<td><strong>The Ringleader</strong></td>
<td><strong>Passion</strong></td>
<td>Motivating • Spirited • Compelling</td>
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<td><strong>The Aggressor</strong></td>
<td><strong>Power</strong></td>
<td>Dominant • Overbearing • Dogmatic</td>
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<tr>
<td><strong>The Maestro</strong></td>
<td><strong>Prestige</strong></td>
<td>Ambitious • Focused • Confident</td>
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<td><strong>The Guardian</strong></td>
<td><strong>Trust</strong></td>
<td>Prominent • Genuine • Sure-Footed</td>
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<td><strong>The Mastermind</strong></td>
<td><strong>Mystique</strong></td>
<td>Methodical • Intense • Self-Reliant</td>
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<td><strong>The Defender</strong></td>
<td><strong>Alert</strong></td>
<td>Proactive • Cautionary • Strong-Willed</td>
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<td><strong>The Avant-Garde</strong></td>
<td><strong>Innovation</strong></td>
<td>Original • Enterprising • Forward-Thinking</td>
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<tr>
<td><strong>The Connoisseur</strong></td>
<td><strong>Passion</strong></td>
<td>Insightful • Distinguished • In-the-Know</td>
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<td><strong>The Victor</strong></td>
<td><strong>Power</strong></td>
<td>Respected • Competitive • Results-Oriented</td>
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<td><strong>The Imperial</strong></td>
<td><strong>Prestige</strong></td>
<td>Arrogant • Cold • Superior</td>
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<td><strong>The Blue Chip</strong></td>
<td><strong>Trust</strong></td>
<td>Classic • Established • Best-In-Class</td>
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<tr>
<td><strong>The Architect</strong></td>
<td><strong>Mystique</strong></td>
<td>Skilful • Restrained • Polished</td>
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<tr>
<td><strong>The Scholar</strong></td>
<td><strong>Alert</strong></td>
<td>Intellectual • Disciplined • Systematic</td>
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<tr>
<td><strong>The Evolutionary</strong></td>
<td><strong>Innovation</strong></td>
<td>Curious • Adaptable • Open-Minded</td>
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<tr>
<td><strong>The Authentic</strong></td>
<td><strong>Passion</strong></td>
<td>Approachable • Dependable • Trustworthy</td>
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<tr>
<td><strong>The Gravitas</strong></td>
<td><strong>Power</strong></td>
<td>Dignified • Stable • Hardworking</td>
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<tr>
<td><strong>The Diplomat</strong></td>
<td><strong>Prestige</strong></td>
<td>Levelheaded • Subtle • Capable</td>
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<tr>
<td><strong>The Old Guard</strong></td>
<td><strong>Trust</strong></td>
<td>Predictable • Safe • Unmovable</td>
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<tr>
<td><strong>The Anchor</strong></td>
<td><strong>Mystique</strong></td>
<td>Protective • Purposeful • Analytical</td>
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<tr>
<td><strong>The Good Citizen</strong></td>
<td><strong>Alert</strong></td>
<td>Principled • Prepared • Conscientious</td>
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<td><strong>The Secret Weapon</strong></td>
<td><strong>Innovation</strong></td>
<td>Nimble • Unassuming • Independent</td>
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<td><strong>The Subtle Touch</strong></td>
<td><strong>Passion</strong></td>
<td>Tactful • Self-Sufficient • Mindful</td>
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<td><strong>The Veiled Strength</strong></td>
<td><strong>Power</strong></td>
<td>Realistic • Intentional • To-the-Point</td>
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<td><strong>The Royal Guard</strong></td>
<td><strong>Prestige</strong></td>
<td>Elegant • Astute • Discreet</td>
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<td><strong>Trust</strong></td>
<td>Observant • Assured • Unruffled</td>
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<td><strong>The Deadbolt</strong></td>
<td><strong>Mystique</strong></td>
<td>Unemotional • Introverted • Concentrated</td>
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<td><strong>The Archer</strong></td>
<td><strong>Alert</strong></td>
<td>On-Target • Reasoned • Pragmatic</td>
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<td><strong>The Composer</strong></td>
<td><strong>Innovation</strong></td>
<td>Strategic • Fine-Tuned • Judicious</td>
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<td><strong>The Coordinator</strong></td>
<td><strong>Passion</strong></td>
<td>Constructive • Organized • Practical</td>
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<td><strong>The Ace</strong></td>
<td><strong>Power</strong></td>
<td>Decisive • Tireless • Forthright</td>
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<td><strong>The Editor-in-Chief</strong></td>
<td><strong>Prestige</strong></td>
<td>Productive • Skilled • Detailed</td>
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<td><strong>The Detective</strong></td>
<td><strong>Mystique</strong></td>
<td>Clear-Cut • Accurate • Meticulous</td>
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<td><strong>The Control Freak</strong></td>
<td><strong>Alert</strong></td>
<td>Compulsive • Driven • Exacting</td>
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Your Anthem is a very short phrase, usually just two words long. It describes how you are different, and what you do best. This is the fastest and easiest way to describe your distinct value. Think of it like a tagline for your personality.

- Find and circle your Archetype
- Then, find and circle your Twin

Notice the six adjectives inside those circles. Which adjective describes how you are different?

---

**Pick one Adjective from the Matrix**
(Your Adjective describes how you are different)

**Pick one Noun from the Noun Bank to the right**
(Your Noun describes what you do best)

**Noun Bank**
- Ideas
- Expertise
- Details
- Team-Building
- Relationships
- Follow-Through

**Now, combine your Adjective and Noun together**
Finish this sentence: My distinct value is my ability to deliver...

(Adjective) (Noun)

---

For Complete Instruction on the Anthem Method, Please Visit: HowToFascinate.com/Anthem OR Email Us: Hello@HowToFascinate.com HowToFascinate.com
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Bowlero Lonetree
5.3.17 @ 3:00 pm - 7:00 pm

Annual “Galauction”
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6.15.17 @ 5:30 pm - 9:00 pm

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PB = Planner Break ~ 2:30 - 2:45pm
OR = Opening Reception ~ 5:00 - 7:00pm
01 = Farmers Market Station
02 = Beef Tenderloin Slider Station
03 = Citrus Frenched Lamb Chop Station
04 = Dumplings Station
05 = Caprese Polenta Station
06 = Dessert Station
RB = Opening Reception Bar

3/15/17

CC = Gourmet Coffee Cart ~ 7:00am - 4:00pm
B = Breakfast ~ 8:00am - 9:00am
B1 = Build Your Own Yogurt Bar
B2 = Breakfast Sandwich
B3 = Mexican Quinoa Bowl
AM = AM Break ~ 10:15am - 11:00am
R = Closing Reception ~ 4:30pm - 5:30pm
RB = Closing Reception Bar
B = Beverage Station
W = Water Station

Lunch & Program ~ 12:00pm - 2:00pm
In the Four Seasons Ballroom

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Conversations That Matter: Addressing Forbidden Topics To Get Back To Work† - Room 403/404

CMP-IS Domain E: Human Resources – 1.00 CE Hour

Jessica Pettitt, M.Ed., CSP
Good Enough Now ~ 917-543-0966 ~ engage@goodenoughnow.com ~ goodenoughnow.com

In this session, we will explore multiple forbidden work place topics like racism, religion, political views, and how “real life” comes in between our responsibilities and our ability to fully “show up” to work. We also will brainstorm potential approaches and best practices to help everyone manage and respect painfully opposing views of coworkers that threaten to degrade the overall office culture while focusing on our organizational values. No “right” answers exist here, but the issue around explosive current events and diversity-related biases (positive and negative) that evoke passions on multiple levels is influencing how associations operate. From police violence to Islamophobia to hate crimes to genocide – with care, respect, transparency, and authenticity – we can work together, learn from one another, and grow across our differences. Let’s move from tolerance and frustration to being heard and valued. Let’s talk about it.

Learner Objectives:
• Learn a 3 part framework or model for taking responsibility of how they show up.
• Develop skills for a significant and powerful (and free) method to change culture around difficult topics and see other’s as differently right.
• Utilize personal patterns to recognize them in others so we can leave room for edits in our stories.
• Personally recognize our “kryptonite” and how habitually it limits our behaviors, responses, and beliefs as well as fuels us to build momentum when we need it the most.

Curation + Choice + Coaching = The Inside Track to Unforgettable Meetings - Room 301/302

CMP-IS Domain G: Meeting & Event Design- 1.00 CE Hour

Andrea Driessen, Chief Boredom Buster
No More Boring Meetings ~ 206-783-6338 ~ andrea@nomoreboringmeetings.com ~ nomoreboringmeetings.com

Let’s go behind the curtain to explore how best practices in content curation, attendee choice, and strategic speaker coaching make some events compelling and un-missable. In this interactive session, we’ll also explore why “less is more” and the importance of giving attendees chances to authentically connect with one another.

Learner Objectives:
• Curate content that leads to exclusive, cutting-edge educational experiences
• Understand how choice factors in, and how suppliers can better meet the needs of planners in this area
• Coach speakers on story-development and presentation techniques that help participants pay attention, remember more, and activate your meeting content

It’s 5:00 Somewhere! Harnessing the Happy Hour Effect for Time Management, Productivity and Goal Setting† - Room 401/402

CMP-IS Domain E: Human Resources – 1.00 CE Hour

Kristen Brown
Kristen Brown Presents ~ 612-618-1808 ~ kristen@kristenbrownpresents.com ~ kristenbrownpresents.com

The Happy Hour Effect philosophy harnesses the best mindset shifts that happen when the clock hits 5:00. This powerful shift gives audiences a new way of thinking about time management, distractions and goal-setting so we focus our efforts where we need it most and spend less time worrying about those things that pull us off course. Kristen Brown will guide attendees through a proven exercise to identify how you spend your time, where the time sucks are and where the energizers lie so we can be more effective in prioritizing the constant demands and stresses on our time.

Learner Objectives:
• Understand the impact of unproductive time on our professional and personal success.
• Create a customized Life Map to help change your mindset around time and how you’re spending it.
• Uncover your time sucks and time energizers so you can better prioritize your demands even when life gets busy or stressful.

Parallel Dimensions: Creating an Online Experience for Your Offline Event† - Room 407

CMP-IS Domain I: Marketing – 1.00 CE Hour

Alex Plaxen
Little Bird Told Media ~ 443-745-8882 ~ aplaxen@littlebirdtoldmedia.com ~ conferenceengagement.com

Creating an online experience that mirrors your offline event can be a challenge. In this session we’ll discuss the importance of fully integrating social media into your show. Plus, we’ll explore best practices for social media marketing, customer service and engagement at your event. By the time you leave this session you’ll have a blueprint for the different stages of the online experience for your attendees, suppliers, sponsors, and stakeholders. We’ll answer the question, “How do I start building the social media strategy for my event?”

Learner Objectives:
• Analyze needs to form your event’s social media strategy
• Apply best practices to your event’s online digital experiences
• Articulate the social media needs to your event’s partners and stakeholders

† Available on-demand after the program
**In the Hot Seat: Satisfying the C-Suite & Meeting Attendees**

Room 201/203

**Deb Brannon,** Owner
Altitude Events – 303-520-6310 – altitudeevents5280@gmail.com

**Claire Repass, CMP,** Director of Events
Inspirato – 309-721-1225 – clairerepass@inspirato.com

**Jeff Gaillard,** Chief Marketing Officer
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**Moderator Beth Buehler,** Editor
Colorado Meetings + Events Magazine – 970-901-6970 – beth.buehler@tigeroak.com – co.meetingsmags.com

Two planners and an executive discuss how to future-proof meetings and conferences that happen annually, satisfying both attendees and the C-Suite.

**Learner Objectives:**
- Learn how to build a growth roadmap for their annual programs
- Gain insight about how to pitch their executive teams on an event roadmap
- Hear real-life examples about holding annual events that both survive and flourish and meet strategic business needs.
- Discover new technology aimed at sustainable tracking and engagement with attendees.

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**Resilient Leadership & Engaged Teamwork for Facing Challenge, Change & Uncertainty in Meetings, or on Everest**

Room 205/207

**Jim Davidson,** Speaker/Author
Speaking of Adventure – 970-224-4608 – jim@speakingofadventure.com – speakingofadventure.com

Meetings have unexpected challenges and changes pop up all the time, so meeting professionals must be resilient leaders and responsive team members. This interactive session puts attendees right in the middle of an intense leadership and teamwork challenge. When massive earthquakes and avalanches tragically struck Mount Everest in 2015, expedition climber and resilience speaker Jim Davidson was right there on the glacier at Camp 1. In this session, he’ll facilitate the group through this real-world epic and have the attendees work together to pinpoint the traits and characteristics of resilient leaders and engaged team members.

**Learner Objectives:**
- Identify 6 communication traits leaders use to spark resilience
- Distill 3 critical phrases that amplify engaged teamwork
- Complete your own “Resilient Leadership & Teamwork Self-Assessment”

This energetic scenario will be brought to life by interactive group discussions and by Jim’s intense videos, photos and first-hand experience of being on Everest when the quakes hit.

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PCMA Convening Leaders LIVE Case Study† - Room 403/404
CMP-IS Domain G: Meeting & Event Design - 1.00 CE Hour
Jennifer Kingen Kush, DES, Executive Director
PCMA Digital Experience Institute ~ 312-423-7226 ~ JKush@pcma.org ~ pcma.org or digitalexperienceinstitute.com
Go behind the scenes with PCMA to find out how they pull off a successful live hybrid event during their largest face-to-face meeting each year.
Discover the secrets to their success, like growing both audiences year over year and missteps to avoid.
Learner Objectives:
- Hear insight on the strategy and design of the PCMA 2017 Convening leaders LIVE
- Gain perspective of the onsite logistics involved to create a flawless digital event
- Walk away with insider tips to start or implement your own live streams

Positively Negotiate Work Drama to Get More Done† - Room 401/402
CMP-IS Domain G: Meeting & Event Design- 1.00 CE Hour
Linda Swindling JD, CSP, Speaker/Author
Journey On! ~ 972-416-3652 ~ zan@journeyon.com ~ journeyon.com
Constant complainers take up resources, time and mental bandwidth in the workplace. When you change a culture of complainers to one of contributors, you boost morale, increase productivity, and promote effective communication. This program will provide concrete strategies and phrases to help you get more done with less drama.
Learner Objectives:
- Identify and negotiate with specific energy drainers in your work environment
- Self-assess to determine when you can be a complainer and how to stop it
- Use concrete phrases and strategies to turn constant Complainers into productive Contributors

What Big Brands Know: Creating Powerful Event Marketing Strategies† - Room 205/207
CMP-IS Domain I: Marketing – 1.00 CE Hour
Gerry O’Brion
What Big Brands Know ~ 303-765-2828 – gerry@whatbigbrandsknow.com ~ whatbigbrandsknow.com
In a market crowded with competition for your attendees’ attention, how do you make your meeting stand out as the best way to connect and spend their time and money? Gerry O’Brion will discuss the four questions you must ask yourself when planning and marketing your event to maximize your attendance.
You’ll gain clear strategies to create the language and messaging to resonate with your target and differentiate yourself from your competition. Learn the power of “because” in crafting and marketing your event. Ignite your word-of-mouth referrals for your event, and send your attendees home talking about what they learned and did, helping to set up even higher attendance for subsequent events!
Gerry’s strategies require little to no marketing budget, making this a great session for meeting planners of all backgrounds and budgets!
Learner Objectives:
- Learn the same strategies the big guys use to sell your event, even with little to no marketing budget.
- Understand the four questions to ask yourself when planning a meeting or event to maximize your attendance.
- Create clear and compelling messaging about your event to make more attendees say ‘yes’ to registering.

Ideas to Execution—Innovation† - Room 201/203
CMP-IS Domain E: Human Resources- 1.00 CE Hour
Tamara Kleinberg, Innovation Enabler
The LaunchStreet ~ 303-339-0135 ~ tamara@gotolaunchstreet.com ~ gotolaunchstreet.com
In today’s competitive landscape, innovation is the difference between being a highly valuable resource and being on the fast track to irrelevancy. As leaders, it’s our job to think sideways, shake up status quo mentality and generate ideas that impact the bottom line AND elevate the member experience. In this highly interactive keynote,Tamara will show you how implementing a culture where innovative people and ideas thrive is the difference between gaining the edge and being just another commodity. With Tamara’s framework, unlocking a culture of innovation from idea to execution will become second nature.
Learner Objectives:
- Your unique Innovator Profile so you can be recognized as the go-to innovator on your team and ignite change
- Easy to use tools that will help you move from “that’s the way it’s been done before” thinking to “meaningful and innovative ideas and solutions” ideation
- The key language of innovation that ensures your ideas are heard, valued and executed on

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The MIC of Colorado is a coalition of professional organizations related to the meetings and events industry. The Council’s purpose is to enhance collaboration among participating organizations through networking and education, while being the main source for industry knowledge and consultation as well as foster the continued growth of the meetings and event industry in Colorado.

The benefits of the collaborative efforts of MIC include:
- Exchanging calendars of events to avoid duplication of meeting dates;
- Sharing chapter programming information and educational articles for inclusion in each other’s newsletters and providing membership mailing lists once a year per organization to promote organization-sponsored events;
- Initiating special joint programs pertaining to relevant issues within the meetings industry;
- Expanding networking opportunities and knowledge of the industry;
- Initiating joint recommendations and action on pertinent issues to the industry, locally, nationally and internationally.

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Serving Up Hope is sponsored by the Meetings Industry Council (MIC) of Colorado (www.mic-colorado.org). MIC is a coalition of professional meetings industry-related organizations. Incorporated in 2000, MIC is a partnership between 13 national and local member organizations either founded in Colorado or within state chapters. Its underlying purpose is to enhance collaboration among participating organizations through networking and education, while being the main source for industry knowledge and consultation as well as foster the continued growth of the meetings and event industry in Colorado. MIC also introduced a brand new, redesigned website to the attendees, greatly enhancing the site’s appearance and communication for all member organizations!
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