18th Annual Meetings Industry Council of Colorado Educational Conference and Trade Show Program

Produced by the thirteen Meetings Industry Council of Colorado Organizations:

- CFEA
- CMCA
- CSAE
- GBTA
- HSMAl
- IAEE
- ILEA Denver
- MPIRMC
- NACE Denver
- NSA - Colorado
- RMPCMA
- SGMP
- VISIT DENVER

Photo courtesy of Scott Drewel, Denver
Greetings! I’m thrilled you’re attending our 18th Annual MIC Education Conference, a unique collaboration of 13 meetings and events industry organizations. I hope you feel a sense of welcome here, because MIC reflects the spirit of hospitality itself. We know, because we’re all in this business, that hospitality is not just what we do, but how we relate to one another while doing it.

We’ve got a terrific conference lined up for you, chock-full of information, insight and innovation. Speaking of innovation, as we focus on the vision for MIC 2020 (it’s closer than you think!), the Council has made an intentional decision to focus on innovation for this event and our future offerings. Here are just a few examples of how we’re focusing on innovation with this year’s conference:

- You’ll see it in our main conference space and Facebook Live segments and visualize it with our opening keynote speaker, Mike Walsh, who’ll be sharing how to Design Your Conference for the 21st Century
- You’ll hear it in our interactive, relevant sessions from nationally-recognized industry thought leaders
- You’ll feel it in the environment we’ve created – from unique menus using food safety & inclusion and interactive entertainment to the MIC@MIC – our mindfulness information center.

So, while it’s a jungle out there, we’ve designed this event to equip you with content, creativity and connections so that you can increase the effectiveness of YOU and your future meetings.

Dean Savoca, M.Ed., BCC, CSP™
2018 MIC Chair

Meetings Industry Council (MIC) of Colorado Purpose:
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.
Wednesday, March 14, 2018

8:30 - 9:30 AM - OPENING GENERAL SESSION - Page 9
Mike Walsh: DESIGNING YOUR CONFERENCE FOR THE 21ST CENTURY - MILE HIGH BALLROOM

9:45 – 10:45 AM - CONCURRENT BREAKOUT SESSIONS A - Page 13
Danielle Cote: EVENT MARKETING LIVE & UNPLUGGED - ROOM 403/404
Laura Stack, MBA, CSP, CPAE: FASTER TOGETHER: ACCELERATING YOUR TEAM’S PRODUCTIVITY - ROOM 205/207
Andrea Vahl: FACEBOOK ROI: ORGANIC AND PAID STRATEGIES FOR YOUR EVENT† - ROOM 401/402
Ruby Newell-Legner: BUSINESS SUCCESS BY OUTLINING YOUR EVENTS’ CYCLES OF SERVICE™ - ROOM 503-504
Greg Bogue: MORE THAN A MEETING: TURN YOUR EVENT INTO A MOVEMENT† - ROOM 201/203
Betsy Wiersma: TURNING SPONSORSHIP INTO BRAND EXPERIENCES: 30 YEARS OF BIG IDEAS† - ROOM 405/406/407

10:00 – 10:20 AM - Holly Duckworth, CAE, CMP, LSP: MINI TALK ON PERSONAL PRACTICES FOR MINDFULNESS & MINDFUL MEDITATION - ROOM 501/502 - SEE PAGE 23 FOR MORE INFORMATION

11:00 AM – 12:00 PM - CONCURRENT BREAKOUT SESSIONS B - Page 19
Brenda Rivers: MITIGATING MEETING DISASTERS: CREATING SAFE MEETINGS IN AN UNSAFE WORLD† - ROOM 503-504
Chris Kearney: THE POWER OF LIEVE: HOW TO MAKE OFFLINE EVENTS MATTER IN AN ONLINE WORLD† - ROOM 403/404
Bob Wendover, CSP: DECISIONINJAS!™ BUILDING THE NEXT GENERATION OF MEETINGS INDUSTRY PROBLEM SOLVERS † - ROOM 401/402
Simon Melser: HOW NEW TECHNOLOGY & AV WILL DRIVE MEETING DESIGN - MILE HIGH BALLROOM
Michael Dominguez: CONNECTING THE DOTS: WHAT DOES ALL THE DISRUPTION MEAN FROM A STRATEGIC VIEW† - ROOM 205/207
Christie Ward, CSP: THE INNOVATION ZONE† - ROOM 405/406/407
Holly Duckworth, CAE, CMP, LSP: MINDFUL MEETING PROFESSIONAL: HOW YOUR PERSONAL PRESENCE CREATES MEETINGS THAT MATTER† - ROOM 501/502 - SEE PAGE 23 FOR MORE INFORMATION

† Available on-demand after the program
Your Next Event

Just Got Smarter.

Complete Event Management Platform

Before, during and after your event, your attendees are telling you something.

Are you listening?

With Cvent’s complete Event Management program, you’ll be able to connect the dots to get the insights you need to make your next event better. And the next one. And the one after that.

Venue Sourcing
Event Marketing
Event Registration
Room Block Management
Mobile Apps
Check-in & Badging
Session Tracking
Reporting & Analytics

14 Million +
Events Managed

Learn more and get started today at CVENT.COM

Transforming Meetings & Events
Download the Mobile App Now!

https://crowd.cc/s/1pDMU

Password is MIC2018

Scan this code with a QR reader to easily download the app.
TOP 10 REASONS TO CHOOSE COLORADO SPRINGS

Colorado Springs is a year-round meeting destination boasting mild temperatures, more than 300 days of endless blue skies and stunning natural scenery. Discover first-tier amenities, an array of properties and unique venues.

1. It’s Colorado Springs - A top destination, attendees will be thrilled with such a beautiful backdrop.
2. Complimentary services - From custom site visits to attendee items, the CVB offers award-winning guidance.
3. Fantastic accommodations - 14,500 city-wide rooms and 450,000 square feet of flexible meeting space.
4. Easy access - The Colorado Springs Airport is close to downtown with a variety of non-stop options.
5. One-stop - The CVB staff is a convenient single-source for all your event planning needs.
6. Personalization - Enjoy hands-on service through each step of the selection and planning process.
7. Support system - Get assistance for services, activities and other event details when the time is right.
8. Climate - Mild year-round climate and sunshine create the perfect environment, even in off-season.
9. Expertise - Connect with a seasoned staff, intimately familiar with the choices in the area.
10. Promotion - Tap into destination assets, relationships, PR support, welcome bags and other tools.
PreCon Emergency Preparedness Training
8:00 a.m. - 12:00 p.m. - Room 503

Risk Management Training for Meeting Professionals
Brenda Rivers, Andavo Meetings and Incentives

Participants will engage in an interactive training process that begins with learning how to assess their organization’s true state of preparedness to mitigate meeting crises and fulfill their duty of care. Using crisis scenario exercises, participants will understand how to set up a replicable risk management strategy for their meetings so their whole team will know what to do in the first ten minutes of a crisis. The training includes: active shooter training, evacuation and crowd control and how to handle their own fear and panic. Participants will leave this session feeling more informed, empowered and confident to know how to react, respond and recover from a meeting crisis. Training includes: A risk management workbook with templates, checklists for the vulnerability study, crisis response plans, crisis simulation exercises, crisis communication plan with sample messaging and recovery plan. A whitepaper will be available in soft copy after the training.

Learner Objectives:
1. Develop a written assessment of your organization’s current state of preparedness
2. Understand the 4 main elements and 12 key actions for meeting organizers to fulfill their legal duty of care.
3. Draft a vulnerability study for all types of meetings and foreseeable crises
4. Design and develop a replicable risk management playbook for your organization. The playbook includes:
   • How to develop a risk management policy
   • How to ready your resources, beginning in the RFP stage
   • Develop a crisis response plan for each crisis
   • Design the crisis communication strategy, with decision tree and participant messaging
   • How to rehearse crisis scenarios in a pre-event and onsite setting

CMP-IS Domain: Risk Management – 4.00 CE credits

2:00 p.m. - 3:15 p.m. - Room 201/203 - (Open to All Registered Planners)

Creating Authentic, Memorable and Impactful Event Experiences* - Room: 201/203
Greg Bogue, Vice President of Experience Design, Maritz Global Events

Discover the process and strategy behind creating a people-centered, science-based methodology design approach to your conference/events that will really resonate with your customers, industry and across all borders. Join the Chief Experience Officer of Maritz Global Events for an interactive workshop to learn how to create a strategic framework for your event to help you identify an organizing principle, business objectives, key impressions and shared values—all with your guests in mind.

Learner Objectives:
1. Discover how to use the Maritz Event Experience Map to help you design for all 7 stages of an event.
2. Discuss how to re-imagine your event with your guest’s needs front and center.
3. Learn the value of having an organizing principle for every event.

CMP-IS Domain: Meeting & Event Design – 1.00 CE credit

Opening Night General Session - Mile High Ballroom
4:30 - 5:30 p.m.

CARPE CONFERENCE! How to get it done and have a lot more fun
Presented by America’s Top Humorista and MIC Conference Emcee
Christine Cashen, CSP, CPAE

Join the campaign to stop global whining – because it’s dangerously contagious! You have a lot to do with shrinking budgets and it can take a toll on you. It is time to Carpe Conference! Seize your time, seize your energy and take the reins on your life.

We are all given what we need to succeed and Christine will help you put those skills to the best use. This program will help you:

1. Play better with others
2. Create a better day with more energy and time
3. Discover how to have less stress and more funess

CMP-IS Domain: Stakeholder Management – 1.00 CE credit

5:30 p.m. – 7:00 p.m. ~ Opening Night Reception and Trade Show
WANT TO EARN MORE CE CREDIT?

Select MIC Sessions will be available for on-demand viewing

1.00 CE Credits Per Session
$25

powered by:

www.ImageAV.com

Visit www.e-attend.com/MIC18 to download the sessions you missed!

YOU WANT SOMEONE WHO REALLY SPEAKS TO YOUR AUDIENCE

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

We have the right experience, connections and reputation. We’ll handle every detail for any type of speaker, from negotiation to travel arrangements... and everything in between.

Speak to us. Find out how we can save you time, take away the risk and make things go smoothly for your next event.

303-979-9373 | Debbie@TaylorMadeEvents.com

TaylorMadeEvents.com
A MEETINGS DESTINATION WITH BACKBONE

With a unique balance between urban convenience and outdoor access, Casper is the place where meeting, convention and sports event planners can offer groups the most intrepid and tenacious options.

MEET IN THE MIDDLE
Centrally located within the state and the region, Casper is Wyoming’s leading meeting, convention and event destination. Equidistant from Denver, Billings and Rapid City, Casper is easy to reach via ground or air—with multiple daily flights from Denver and Salt Lake City.

AIRFARE SITE REIMBURSEMENT PROGRAM
Planners receive up to $500 airfare reimbursement from a site visit after execution of a contract for new meetings or conventions.

VALUE SEASONS
With over 2,700 hotel rooms and top indoor venues such as the Casper Events Center and The National Historic Trails Interpretive Center, Casper’s meeting spaces provide the ultimate in adaptability and accessibility to adventure. Even better, deep discounts are available when you book your events between November and mid-February.
TAKE YOUR MEETINGS TO THE
TOP OF THE WORLD

One-of-a-kind lodging and meeting spaces. Distinctive dining. Legendary mountain activities.
We’ll do our best to keep their heads in the meeting, but sometimes their notebooks prove otherwise.

Seamless access to everything you could possibly need at the world’s most iconic mountain destinations.
FIND YOUR EXPERIENCE OF A LIFETIME AT VAIL RESORTS.
Fasten your seatbelt and enjoy the ride! Christine Cashen delivers a fast-paced, hilarious program with useful content that makes her a sought after speaker worldwide. For more than 20 years, she has jazzed an amazing variety of audiences throughout the United States, Canada, South Africa and Australia. Christine is an authority on sparking innovative ideas, handling conflict, reducing stress and energizing employees.

Before hitting the speaking scene, Christine was a university admissions officer, corporate trainer and broadcaster. Christine holds a Bachelors Degree in Communication and a Masters Degree in Adult Education. She is a member of the National Speakers Association and is a Certified Speaking Professional (CSP).

In 2014, Christine was inducted into the National Speakers Association, CPAE Speaker Hall of Fame®. Admission into the CPAE Speaker Hall of Fame is a lifetime award for speaking excellence and professionalism. In 2016, she was received an honorary doctorate degree from Central Michigan University. What makes her unique is the “real” factor. Whether talking about her “hottie engineer” husband, her pet peeves or growing up in an Italian/Irish household, audiences always relate to her experiences, struggles and lessons. She combines a down-to-earth attitude with a colorful artistic streak. Comments such as “I feel like I’ve known her forever,” “we must take her back to our workplace” and “it felt as if Christine was speaking directly to me,” are a testament to her effectiveness and style.

Her book, THE GOOD STUFF: Quips & Tips on Life, Love, Work and Happiness, was named motivational book of the year by the Next Generation Indie Book Awards. She has also been featured as a creativity expert in HOW Designs at Work magazine. Her learning resources also include: The Fun Factor DVD, The Good Stuff CD Audio Book and Why Can’t Everybody Just Get Along CD.

Christine resides in Dallas with her husband, their two children and Murphy, the chocolate lab.

8:30 - 9:30 a.m.

Mike Walsh - Designing Your Business for the 21st Century - MILE HIGH BALLROOM

“Most companies are simply not designed to survive. They become successful on the basis of one big idea or breakthrough product,” says CEO Mike Walsh of Tomorrow, a global consultancy that helps design 21st century businesses. “The companies that will thrive in the near future are the ones not only embracing change but breaking the rules.”

Companies built to survive the future are no accident. They are a result of deliberate business design decisions smart leaders are making today. In his ongoing research on the world’s most innovative companies, Mike has organized these decisions into seven strategic priorities – that he will explore with audiences as a roadmap for their own reinvention.

In this keynote, Walsh will outline the mega-trends shaping the future of business and consumer behaviour, and the lessons learned from successful Fortune 500 companies on leveraging disruptive innovation, adopting a data-driven mindset and leading change through digital transformation.

Learner Objectives:
1. Why machine learning, conversational interfaces, messaging ecosystems, sensors and the Internet of Things will disrupt and transform traditional markets
2. How the generation raised by AI will expect products, services and experiences to be personalized for them
3. Why now is the time to re-imagine, re-design and re-invent everything you do, before a new data-driven competitor does it for you
JOIN US FOR A PARTY IN THE PARK

MPI WEC 2018 / INDIANAPOLIS / JUNE 2-5

WHITE RIVER STATE PARK
Seven Major Attractions / Scenic Central Canal / 250 Acres of Event Space

Kick off MPI WEC 2018 with a concert and party in White River State Park, in the heart of Indy’s vibrant convention district.

Register at VisitIndy.com/MPIIndy18
Give Every Guest a Reason to Celebrate

Attending an event with dietary needs can be scary. Are you prepared to accommodate your attendees?

Thrive! can help you create menus that give everyone—food restriction or not—a reason to celebrate, while eliminating the stress and guesswork of finding foods that are safe for all.

We offer:
• Training on dietary needs & service methods
• Menu analysis
• Menu planning
• On-site culinary concierge services
• Meal cards, buffet labels, event app integration

If your business and customers mean the world to you, visit www.thrivemeetings.com/services.

404.242.0530
• Certified ServSafe Food Handler
• ServSafe Food Allergy Trained
• GREAT Gluten-free Kitchens Certified

CALL CAL!

Photo and Video For Meetings and Events At Affordable Rates

www.AllDigitalPhotoandVideo.com  Cal Cheney (303)-494-2320
MPI Member & Official Photographer
Event Marketing Live & Unplugged - Room 403/404

CMP-IS Domain: Marketing – 1.00 CE Hour

Danielle Cote, Vice President, Event Marketing, Sage Worldwide

Sage North America ~ Danielle.cote@sage.com ~ sage.com

Go behind the scenes with the VP of Event Marketing for Sage, A Global 2000 company, responsible for strategy, operations and execution for over 100 annual global events and managing a 20+ million budget and 18 team members. In this interactive session, get the skinny on creating strategies that successfully integrate marketing into your events and discover how it can earn you a seat at the C-suite table. Learn from actual marketing event case studies and scenarios, plus tried-and-true methods and strategies that you can apply to your own events.

Learner Objectives:
• Learn how to view your event from a strategic lens
• Get secrets on how to evolve to a strategic thinker
• Participate in an interactive workshop to start the process.

FASTER TOGETHER: Accelerating Your Team’s Productivity - Room 205/207

CMP-IS Domain: Project Management- 1.00 CE Hour

Laura Stack, MBA, CSP, CPAE, The Productivity Pro, Inc. ~ Laura@TheProductivityPro.com ~ TheProductivityPro.com

Don’t Slow Down—Team Up! With countless emails, constant communication, cascading deadlines, and seemingly endless meetings, it’s a wonder any of us gets anything done these days. You can try working harder or faster or smarter, but what really makes the difference is “teaming well.” A good team is the most powerful productivity machine in existence. Laura Stack’s F-A-S-T model mobilizes teams to be the most effective they can be, while keeping each other’s best interests at heart. Teams learn to work together fairly, accept accountability, apply systems thinking, and maximize available technology. An interactive assessment helps you evaluate your team’s current speed and rate of acceleration.

Learner Objectives:
• Work together fairly to build relationships, handle conflict, and improve cohesiveness
• Accept accountability to trust your team members, accept responsibility, and maximize performance
• Apply systems thinking to make effective decisions, manage time, and increase efficiency
• Maximize available technology to communicate properly, meet effectively, and follow protocols

FACEBOOK ROI: Organic and Paid Strategies for Your Event™ - Room 401/402

CMP-IS Domain: Marketing – 1.00 CE Hour

Andrea Vahl, Speaker and Consultant

Andrea Vahl Inc. ~ Andrea@AndreaVahl.com ~ AndreaVahl.com

What is working now on Facebook? How do you reach the right people to fill your events? Andrea Vahl, co-author of Facebook Marketing All-in-One for Dummies, will share the specific tactics to get more organic reach including Facebook Live, Videos, and when to post. We’ll also dive into Facebook ads and how to approach your targeting and budget so that you are getting the best bang for your buck. You’ll walk away with a plan on how to approach your Facebook Marketing Strategy for your next event.

Learner Objectives:
• Learn the best tactics to get the most organic reach and engagement with your Facebook posts
• Develop a Facebook Ad plan to promote your event
• Learn how to target your ads effectively and determine which ads work best for you

Business Success by Outlining Your Events’ Cycles of Service™ - Room 503-504

CMP-IS Domain: Stakeholder Management- 1.00 CE Hour

Ruby Newell-Legner, President

7 Star Service ~ ruby@7StarService.com ~ 7StarService.com

Ruby’s decade of work with the Burj Al Arab, frequently referred to as the only 7 Star Hotel in the world, gives her the experience to elevate your service delivery and shine for your clients. Working side by side with side Jumeirah Group leaders in Dubai, United Arab Emirates, Ruby has developed a proprietary 7 step process to promote 7 Star Service. In this session, Ruby reviews her proprietary process to promote 7 Star Service by providing a roadmap for positive interactions with meeting attendees by outlining the attendee’s Cycles of Service™. She offers templates and includes case studies of how she has worked with various groups to:
• enhance their service delivery (with scores of up to 100% customer satisfaction)
• escalate customer loyalty (with regular attendees increasing from 5,500 to 14,000)
• increase customer retention (with an 85-90% renewal rate)

Learner Objectives:
• Attendees will learn how to outline the Cycles of Service™ for their specific meeting, conference or event
• Attendees will learn how to clarify expectations for each step of the Cycles of Service™ for their specific meeting, conference or event
• Attendees will discover interactions that are critical to service excellence and then design experiences that are unique and memorable

More than a Meeting: Turn Your Event into a Movement™ - Room 201/203

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

Greg Bogue, Vice President of Experience Design

Maritz Global Events ~ greg.bogue@maritz.com ~ maritz.com

Changes in behavior, habit and attitudes are causing a dramatic shift in what your participants need and want from events. In this session, Greg Bogue will explore the hierarchy of human gatherings, he showcases how events are evolving from staged experiences to passion-filled and purposeful movements. Through stories and activities, participants will examine how today’s most successful events deliver richer experiences, built on a much stronger and sustainable foundation-personal values.

Learner Objectives:
• Identify three key differences between staged experiences and movements
• Explain why the era of “blind” attendance is ending and how personal values will impact decisions to attend your events in the future
• Describe how a concise organizing principle drive better design decisions and investments

The use of the CMP Preferred Provider Pre-Check logo is not an endorsement by the Events Industry Council of the quality of the session. This logo means that this session has met the criteria to be pre-approved for CMP certification credit.

Kevin Hedican

Brand Ambassador

303.577.7611

kevin@hermesworldwide.com

hermesworldwide.com

Global Reach, Local Expertise.
**Learner Objectives:**

- Increase customer retention (with an 85-90% renewal rate)
- Escalate customer loyalty (with regular attendees increasing from 5500 to 14,000)
- Enhance their service delivery (with scores of up to 100% customer satisfaction)

Upon completion of Ruby’s session participants will:

- Discover interactions that are critical to service excellence
- Describe how a concise Organizing Principle drive better design
- Explain why the era of “blind” attendance is ending and how personal movements will impact decisions to attend your events in the future
- Learn to audit the opportunities from your own meeting or event
- Understand the process of sponsorship creation through implementation
- See the important of excellence and creative “style points” in delivery

**Expect:**

- A review of ideas and outcomes to get yourself in the creative sponsorship mindset
- Plenty of ideas to steal and make them your own with your sponsor’s personal agenda

**10:00 a.m. – 10:20 a.m. – Mindfulness Mini Talk - Mindful Meeting Professional: How Your Personal Presence Creates Meetings That Matter - Room 501/502**

**Holly Duckworth, CAE, CMP, LSP, Leadership & Mindfulness Advisor**

Leadership Solutions International ~ holly@hollyduckworth.com ~ hollyduckworth.com

Overwhelmed and overworked these are the top two words that meeting professionals use to describe themselves. Each event brings more stress. Is it time for you to break the stress cycle?

**Learner Objectives:**

- What is presence and mindfulness?
- Access research on mindfulness in life and business.
- Learn what tools are out there to support you in mindful living.

#micCO2018
MEET TWO ROADS

KATHIE GILES | DIRECTOR OF GLOBAL SALES
KGILES@TWOROADSHOTELS.COM

TWOROADSHOTELS.COM

two roads hospitality
joie de vivre
urban thompson
tommie
destination hotels
alila
ENCONTRAR A CAYMANKIND OF MEETING.

In the Cayman Islands your meeting’s success begins with our experienced Meeting & Event professionals and unmatched personalized service. From initial planning to the close of your big event. Luxurious resorts and exquisite cuisine accommodate groups big and small, with endless daily island excursions, quietly surrounded by turquoise waters and miles of white sandy beaches. Let the Cayman Islands inspire your next event.

For information, call our New York sales office at 212-889-9009 or email us at mice@caymanislands.ky

AMERICA’S BEST MEETINGS ARE HERE

Take your conversations outside and note the impact warm Gulf wind has on collaboration and consensus. In St. Pete/Clearwater, there are unique gathering spaces, eclectic dining and amplified nightlife, which make meetings better-attended and more productive. Inside or out, you’ll find no better place to take care of business.
Cultivate
makes planning your
gift experience
tsimpler

LET’S GET STARTED

Sunglasses
Sandals & Shoes
Handbags & Luggage
Apparel & Accessories
Watches
Custom Made
Local Amenities

POP-UP BOUTIQUE
GIFT EXPERIENCES
For membership info, visit NACEDenver.com

**The Place to Engage, Enhance and Excite the Catering and Events Industry.**

Not a member? Come check us out! Be one of the first 5 people to stop by the MPIRMC table during the exhibit times and receive a coupon for **FREE admission** to MPI After 5 or the April Educational Program.

**MPI After 5**
Embassy Suites Boulder
**3.22.18 @ 4:00 pm - 7:00 pm**

**April Educational Program**
Wellshire Event Center
**4.19.18 @ 11:30 am - 1:30 pm**

**Annual “GalAuction”**
Baldoria on the Water
**6.20.18 @ 5:30 pm - 9:00 pm**

Not a member? Come check us out! Be one of the first 5 people to stop by the MPIRMC table during the exhibit times and receive a coupon for **FREE admission** to MPI After 5 or the April Educational Program.

Let's Get Social 🌞 cigaret 🌧️ 🌈
#MPIRMC

**ILEA**
INTERNATIONAL LIVE EVENTS ASSOCIATION
DENVER CHAPTER
www.ileaddenver.com

The principal association representing the creative events professional, globally

Teamwork ❤️ Relationships
Creativity 🎨 Education

#ILEADenver

**colorado festivals & events association**
www.coloradofestival.com
18th Annual MIC of Colorado Educational Conference and Trade Show  Wednesday, March 14, 2018

11:00 AM - 12:00 PM ~ Concurrent Breakout Sessions B (6)

Mitigating Meeting Disasters: Creating Safe Meetings in an Unsafe World* - Room 503/504

Brenda Rivers
Andavo Meetings and Incentives ~ brivers@andavomeetings.com ~ andavomeetings.com

After 25 successful years as a CEO in the Meeting & Incentive industry, Brenda Rivers knew there was a better way to ensure her meeting clients were not only ready but able to deal with whatever potential disaster could come their way. In this content rich session, Brenda will share a new, collaborative approach to building, executing and most importantly, selling your C-Suite on an exceptional and cost-effective method for ensuring your company is ready... for anything. Participants will engage in a discovery process that puts their crisis management skills to the test.

Learner Objectives:
- Assess your current state of preparedness and understand your duty of care.
- Design a vulnerability study to assess risk of disruption and crises for your event.
- Develop a crisis management and communication playbook.

How New Technology & AV Will Drive Meeting Design - Mile High Ballroom

Simon Melser
Image Audio Visuals ~ simon@imageav.com ~ www.imageav.com

Get a backstage pass to your General Session! Get up close and personal to the latest in Corporate Theatre Technology. Experience the latest technology in lighting, video and décor to expose the why and the how behind the what to transform your general sessions. Find out how you can leverage the latest AV technology without breaking your budget.

Learner Objectives:
- To provide insight into the latest innovations in the use of lighting, video and décor on your main General Session Stage.
- Discover how Projection Mapping can be simplified while maintaining its WOW factor.
- Explore the use of Virtual Reality for Set and Room Design.

Connecting The Dots: What Does All The Disruption Mean From A Strategic View* - Room 205/207

Michael Dominguez, Senior Vice President of Corporate Sales
MGM Resorts International ~ mdominguez@mgmresorts.com ~ mgmresorts.com

The year of 2017 was like no other we have seen in decades. From disruption of technological forces that are changing the way we work and play to changes in Washington which will take time to understand its full impact, it is important to understand the context of what is taking place. The speed of change is a force that we will all wrestle with over the next decade.

As the economic environment and hotel structure continue to change at a rapid pace, it is important to understand the current outlook, economic concerns and forecasts that will dictate behavior in all business environments. The impacts of global political and economic instability still exist although the global economy is growing together for the first time in modern history.

Our world has become much more complex with a variety of issues from, cyber security, meetings advocacy, behavioral changes and Health & Wellness leading the charge. In this dynamic session, industry veteran Michael Dominguez shares the latest trends in the hotel industry and how they affect your meetings and incentives.

Gain a better understanding of the economic environment, how structural changes will have an impact in 2018 and beyond, identify ways to optimize your ability to maneuver through this quickly changing environment. We will also explore the internal and external forces that will continue to pressure meeting design, content dissemination and the need to understand we no longer have attendees, but rather participants in meetings.

Learner Objectives:
- Understand the need to move fast in changing organizational structure
- Take a look at the impact of global political and economic forecasts
- Review industry forecast for the US and Global sectors
- Understand new competition and disruptive forces that will move us all

The Power of Live: How to Make Offline Events Matter in an Online World* - Room 403/404

Chris Kearney, Regional Manager, Event Solutions
Cvent ~ CKearney@cvent.com ~ www.cvent.com

We’ll look at key event and marketing technology trends which amplify the on-site attendee experience and the power of human connection. Learn how to extend the life of the community created at a live event through digital, mobile and social.

Learner Objectives:
- How investment into marketing automation has seen the rise of the marketing cloud
- How big data is leading to new hyper-personalization for improved experiences for attendees
- Creating human connections to improve your events

DecisioNinjas!™ Building the Next Generation of Meetings Industry Problem Solvers* - Room 401/402

Bob Wendover, CSP, Principal
Common Sense Enterprises, Inc. ~ bwb@commonsenseenterprises.net ~ commonsenseenterprises.net

Are you a DecisioNinja™ - someone who works independently, takes smart risks, thinks three and four steps ahead and inspires those around you to do the same? Based on interviews with more than 2700 senior leaders and managers, you’ll discover how the best decision makers share eight attributes that propel them past their peers. Today’s crazy-busy meetings industry, the ability to make effective decisions in a timely way separates those who lead from those who follow. Join us for an engaging and energy-filled session that will help you boost your career trajectory. Walk away with practical strategies for improving your own decisions and the decisions of those around you.

Learner Objectives:
- Identify the eight attributes of a DecisioNinja™
- Explain the 5Cs of Problem Solving™ and how it can be applied in the meetings industry.
- Identify at least five strategies for improving the decisions of those around you.

The use of the CMP Preferred Provider Pre-Check logo is not an endorsement by the Events Industry Council of the quality of the session. This logo means that this session has met the criteria to be pre-approved for CMP certification credit.

† Available on-demand after the program
This year at MIC, you will get your chance. We are offering an opportunity to bring your idea, gather with your peers and collaborate to finally create a solution you can implement. We can’t do this alone. Those who come with ideas can share them briefly to the whole group, and everyone can choose what they want to work on. You will work in groups of from 5-7 people, ideal for being heard and getting work done. You will leave with a plan and a group to support you through to your implementation of that great idea. Come make your idea a reality at the Innovation Zone, MIC 2018. Leave with an action plan and accountability partners to cheer you on. This is your opportunity.

Learner Objectives:
- Choose a challenge you are having with the profession, or join someone else who’s having a similar challenge, and clearly articulate the issue or problem.
- Discover what the barriers are to solving the problem and identify steps to mitigate these barriers and determine possible options.
- Take part in a collaborative problem solving session with your peers to determine action steps to implement a new solution.

Bringing Mindfulness To Your Meeting* - Room 501/502

Learner Objectives:
- Define what mindfulness is, and is not
- Expand your knowledge of researched strategies you can use to integrate mindfulness into every meeting.
- Assess one mindfulness technique that can be used in your meetings to increase the value of your meetings for attendees from all industries.

Visit the Rocky Mountain Chapter of GBTA

Plan Your Meeting
Discover why 10,000 meeting and event planners and industry professionals rely on Colorado Meetings + Events magazine to make the most informed decisions when booking a meeting or event.

Tap into memorable and award-winning venues, suppliers and destinations in the Mountain West with Mountain Meetings magazine. Mountain Meetings is distributed to over 50,000 meeting and event planners with our spring and fall issues of California, Colorado, Illinois, Texas and Northwest Meetings + Events magazines.

For free subscriptions to our print and digital magazines and the latest trends, best practices and ideas for great gatherings in Colorado and the mountains, go to meetingsmags.com. Plus, sign up for free e-newsletters to get destination profiles, expert advice and news delivered right to your inbox!
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.

To inquire or book, Call or email Rich Carollo at 303.228.8022 or rcarollo@denverconvention.com
TRANSFORM YOUR SHOW WITH CORT CONFIDENCE.

From your largest shows to your premier clients, CORT Events is the partner you can turn to for trend-setting furniture, 3-D product renderings and seamless delivery. But more than that, you can trust our years of know-how to turn your next show into an event that engages, excites and brings your vision to life. | Style & Service Delivered®

Call 1.855.ONE.CORT (663.2678) or visit us at cortevents.com
Why is there an MIC@MIC? The purpose of a mindfulness center is to educate, connect, and inspire meeting industry professionals to try mindfulness in their personal lives and be educated on how to add mindfulness to meetings and events.

Curious? Exhausted? Do you wish your meetings could provide places for mindfulness vs overwhelm and stress? A survey carried out by MPI for IMEX focused on stress at work. MPI queried a number of meeting professionals on their ability to unplug and found that while only 5 percent of the meeting professionals surveyed admit to feeling no stress at work, a huge 95 percent struggle to separate work life from personal life. Companies like Aetna, Moss Adams, Google and more have active mindfulness trainings in their company culture and meetings.

Join mindfulness expert, and meeting professional Holly Duckworth and the Leadership Solutions International team in the mindfulness center. Here you will find a place to be educated on what mindfulness is and is not. Inside MIC @MIC you can choose to listen to a mini-talk on mindfulness, or have a mindfulness meditation experience. Join us for the CEU credit concurrent Brining Mindfulness To Your Meeting at 11:00 am. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional. Once you try mindfulness we hope you will be inspired to add mindfulness to your life and to your meetings.

Tuesday March 13
1:00 – 2:00pm – Mindfulness Center Open House – If you arrive at MIC a few minutes early come in to learn more about mindfulness is a casual open house setting. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional.

1:30 – 1:50pm – Mindful Practice Session – Take a seat in a chair or on a meditation pillow. Holly will lead a guided meditation and intention session moment. You walk away grounded and focus as you enter MIC 2018. New to meditation, take this opportunity to give it a 10-minute try.

Wednesday March 14
7:00am – 8:00am – Mindfulness Center Open House – If you arrive at MIC a few minutes early come in to learn more about mindfulness is a casual open house setting. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional.

8:00am – 8:20am – Mindful Practice Session – Take a seat in a chair or on a meditation pillow. Holly will lead a guided meditation and intention session moment. You walk away grounded and focus as you enter MIC 2018. New to meditation, take this opportunity to give it a 10-minute try.

Concurrent 1: 10:00 a.m. – 10:20 a.m. – Mindfulness Mini Talk - Mindful Meeting Professional: How Your Personal Presence Creates Meetings That Matter
Concurrent 2: 11:00 – 12:00 (CEU Credit Program) – Brining Mindfulness To Your Meeting *Limited to the first 24 attendees
Concurrent 3: 2:30 p.m. – 3:00 p.m. Mindfulness Mini Talk - Personal Practices For Mindfulness & Mindful Meditation

About Leadership Solutions International
Holly Duckworth, CMP, CAE, LSP, has been a dynamic leader in the meetings industry since 2009, a New York Times contributor on the topic of mindful leadership keynote speaker, coach. Got stress? Bring it to Holly where she will teach you easy practices you can integrate into your day to reduce stress and increase profits. Holly brings MIC the mindfulness information center where you can pop in for a short talk on mindfulness, a full mindfulness experience or just ask her staff your questions on mindfulness in the workplace. IMEX named Mindfulness a 2018 future trend in meetings don’t get left behind. Bring mindfulness to your personal leadership style or your meetings by contacting – www.hollyduckworth.com

Mindfulness Information Center Sponsored by

Christian Meetings & Conventions Association
www.christianmeeting.org

COME UP AND SEE US SOMETIME.
Enjoy views of the Rocky Mountains and the Denver skyline. Serving a selections of wines by the glass and an array of appetizers and desserts.
Open nightly from 4:00 pm and from 3:00 pm on Friday and Saturday.
2018 MIC of Colorado Trade Show Floor - Mile High Ballroom, Colorado Convention Center

To 500 Series Breakout Rooms

GC - Gourmet Coffee Cart ~ 7:00am - 4:00pm

01 OR = Opening Reception ~ 5:30 - 7:00pm
01 : Sweet Potato Poutine
02 : Street Corn Salad
03 : Charcuterie Fromage
04 : Empanada
05 : Water

OR = Opening Reception Bar

02 B4 = Breakfast ~ 7:30am - 8:30am
B1 : Super Foods Mason Jar
B2 : Fritata
B3 : Breakfast Skillet
B4 : Coffee
B5 : Water

AM = AM Break ~ 9:30am - 9:45am

B3 W = Water Station

3/13/18

3/14/18

Lunch & Program ~ 12:15pm - 1:15pm
In the Four Seasons Ballroom

PM = PM Break ~ 3:30am - 3:45am

R = Closing Reception ~ 4:45pm - 5:45pm

RB = Closing Reception Bar

W = Water Station

#micCO2018
<table>
<thead>
<tr>
<th>Booth</th>
<th>Company</th>
<th>City, State</th>
<th>Contact</th>
<th>Phone</th>
<th>E-mail</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>1601</td>
<td>Nashville Convention &amp; Visitors Corporation</td>
<td>Nashville, TN</td>
<td>Maggie Reaville</td>
<td>615-259-4738</td>
<td><a href="mailto:maggie@visitmusiccity.com">maggie@visitmusiccity.com</a></td>
<td><a href="mailto:maggie@visitmusiccity.com">maggie@visitmusiccity.com</a></td>
</tr>
<tr>
<td>16</td>
<td>National Association for Catering &amp; Events (NACE)</td>
<td>Lakewood, CO</td>
<td>Karen Tucker</td>
<td>303-727-9200</td>
<td><a href="mailto:karen@rehelsherteninc.com">karen@rehelsherteninc.com</a></td>
<td>nacenedev.com</td>
</tr>
<tr>
<td>17</td>
<td>National Speakers Association - Colorado (NSA-CO)</td>
<td>Denver, CO</td>
<td>Merit Gest</td>
<td>720-983-5035</td>
<td><a href="mailto:merit@meritgest.com">merit@meritgest.com</a></td>
<td><a href="http://www.nasacolorado.org">www.nasacolorado.org</a></td>
</tr>
<tr>
<td>1001</td>
<td>New Orleans Convention and Visitors Bureau</td>
<td>New Orleans, LA</td>
<td>Sallie Pavlovich</td>
<td>504-566-5035</td>
<td><a href="mailto:spavlovich@neworleanscvb.com">spavlovich@neworleanscvb.com</a></td>
<td><a href="http://www.neworleanscvb.com">www.neworleanscvb.com</a></td>
</tr>
<tr>
<td>1306</td>
<td>OKC-CVB</td>
<td>Oklahoma City, OK</td>
<td>Donna Wilson</td>
<td>405-297-8907</td>
<td><a href="mailto:dwilson@okcvb.com">dwilson@okcvb.com</a></td>
<td><a href="http://www.okcvb.com">www.okcvb.com</a></td>
</tr>
<tr>
<td>603</td>
<td>Omni Hotels &amp; Resorts</td>
<td>Broomfield, CO</td>
<td>Lindsay Mistretta</td>
<td>303-620-5916</td>
<td><a href="mailto:lindsay.mistretta@omnihotels.com">lindsay.mistretta@omnihotels.com</a></td>
<td><a href="http://www.omnihotels.com">www.omnihotels.com</a></td>
</tr>
<tr>
<td>706</td>
<td>Phantom Circus Entertainment</td>
<td>Denver, CO</td>
<td>Natalie Brown</td>
<td>720-504-7993</td>
<td><a href="mailto:natalie@phantomcircus.com">natalie@phantomcircus.com</a></td>
<td><a href="http://www.phantomcircus.com">www.phantomcircus.com</a></td>
</tr>
<tr>
<td>1600</td>
<td>Platinum DMC Collection and VAT IT</td>
<td>Park City, UT</td>
<td>Debbie Disch</td>
<td>763-277-0001</td>
<td><a href="mailto:debbie@platinumdmc.com">debbie@platinumdmc.com</a></td>
<td><a href="http://www.platinumdmc.com">www.platinumdmc.com</a></td>
</tr>
<tr>
<td>1214</td>
<td>National Association for Catering &amp; Events (NACE)</td>
<td>Lakewood, CO</td>
<td>Karen Tucker</td>
<td>303-727-9200</td>
<td><a href="mailto:karen@relishcateringco.com">karen@relishcateringco.com</a></td>
<td>nacedenver.com</td>
</tr>
<tr>
<td>307</td>
<td>Providence Warwick CVB</td>
<td>Providence, RI</td>
<td>Suzanne Hagen</td>
<td>401-456-0234</td>
<td><a href="mailto:suzanne.hagen@proformapro.com">suzanne.hagen@proformapro.com</a></td>
<td><a href="http://www.proformapro.com">www.proformapro.com</a></td>
</tr>
<tr>
<td>1306</td>
<td>Visit Anchorage</td>
<td>Anchorage, AK</td>
<td>Marlene Geils</td>
<td>907-257-2381</td>
<td><a href="mailto:mgeils@anchorage.net">mgeils@anchorage.net</a></td>
<td><a href="http://www.anchorage.net">www.anchorage.net</a></td>
</tr>
<tr>
<td>1002</td>
<td>Visit Aurora</td>
<td>Aurora, CO</td>
<td>Justin Clark</td>
<td>720-484-8906</td>
<td><a href="mailto:justinclark@visitaurora.com">justinclark@visitaurora.com</a></td>
<td><a href="http://www.visitaurora.com">www.visitaurora.com</a></td>
</tr>
<tr>
<td>306</td>
<td>Visit Beaver Creek</td>
<td>Avon, CO</td>
<td>Mitzi Forrester</td>
<td>970-845-5288</td>
<td><a href="mailto:mforrester@redcloudresort.com">mforrester@redcloudresort.com</a></td>
<td><a href="http://www.visitbeavercreeknow.com">www.visitbeavercreeknow.com</a></td>
</tr>
<tr>
<td>704</td>
<td>Visit Colorado</td>
<td>Denver, CO</td>
<td>Dave DePuy</td>
<td>303-620-5916</td>
<td><a href="mailto:ddepuy@colorado.gov">ddepuy@colorado.gov</a></td>
<td><a href="http://www.colorado.gov">www.colorado.gov</a></td>
</tr>
</tbody>
</table>
We’ve Got This.

Total Support Teams
One dedicated team stays with you for every show, in every city.

Technology + Innovation
The Online Support Center simplifies team collaboration.

Fresh Ideas
Our innovative designers continually find new ways to create visually and experientially exciting shows.

Experience
Practice makes perfect.

We’ve got the perfect combination of talent and experience to produce smooth and successful shows of any size.

Brede Exposition Services
Nationwide Tradeshow Services
BREDE.COM
exceptional Meetings & Events

LIMELIGHT
Supper Club & Lounge
at the Denver Performing Arts Complex
720.227.9984

Blue Bear Farm
at the Colorado Convention Center
303.228.8050

Kevin Taylor Catering
The Chambers Grant Salon
The Studio Loft
Ellie Caulkins Opera House
303.867.0670
The 2018 MIC of Colorado Luncheon will be a networking lunch!

We will have our Awards Presentations and will be allowing for a 30-minute uninterrupted lunch break for you to network with your friends and colleagues that you may only see once per year at this conference. We hope you enjoy the time.

*NEW FOR 2018*

Planners can attend education events for free in 2018!

Interested? Visit our table in the Org Pavilion in the Mile High Ballroom for more information!
Everyone knows about Denver’s 300 days of sunshine and Rocky Mountain backdrop. A closer look reveals a vibrant, walkable downtown with more than 10,000 hotel rooms, chef-driven restaurants and cultural delights around every corner. And with $9 rail service from Denver International Airport to Denver Union Station, you’ll have more time to explore them all.

Discover all Denver has to offer at DENVERMEETINGS.COM
Aurora, Colorado is on the rise

Gaylord Rockies Resort & Convention Center | Opening late 2018

Book your Meeting or Convention with us

Conveniently located near Denver International Airport and only minutes from the mountains, Aurora truly serves as your Gateway to the Rockies. Representing over 60 different hotel partners and unique meeting venues, Aurora has an incredible variety of options for meetings, conventions, and events. Stop by booth #1003 to learn why Aurora is emerging as a premier destination and for your chance to win free craft drafts or a $500 Visa Gift Card with your qualified RFP.

VisitAurora.com | Gateway to the Rockies
Visit us at Booth #800

ESTES PARK EVENTS COMPLEX®

**Ideal For:**
- CONFERENCES, MEETINGS & WEDDINGS

- Over 20,000 sq ft of Indoor/Outdoor Meeting & Event Space
- Customized Catering Options
- 147 Newly Remodeled Guest Rooms

LATITUDE 105 ALEHOUSE
Gourmet burgers, craft beer, full bar and more!

970.480.4012 » 101 South Saint Vrain Ave. « RidgelineHotel.com

The Town of Estes Park offers 75,000 sq. ft. of indoor meeting and event space surrounded by the panoramic views of the Rocky Mountains. Estes Park is a picturesque mountain village surrounded with an abundance of wildlife, nature and recreational activities.

970-577-3956 | www.estesparkeventscomplex.com

Plan your Dream Meeting in the Rockies...
The Town of Estes Park offers 75,000 sq. ft. of indoor meeting and event space surrounded by the panoramic views of the Rocky Mountains. Estes Park is a picturesque mountain village surrounded with an abundance of wildlife, nature and recreational activities.

Visit us at Booth #800

LEARN MORE ABOUT THE SOUTHERN COLORADO CHAPTER OF HOSPITALITY SALES & MARKETING ASSOCIATION INTERNATIONAL

CHECK US OUT!

www.socohsmai.org

Meeting the Needs of Professionals in the Exhibition and Events Industry

www.IAEE-RMC.com
Looking for something different for your next event?

PHANTOM CIRCUS

World Class Talent
Fully Insured
Certified Project Management
Turn Key Solutions
Collaborative Integration

+1-720-504-7993 | info@phantomcircus.com
www.phantomcircus.com
Which meeting makes a stronger impact?

Capture attention with a surprisingly affordable stage set rental.

Contact us for your free custom render and quote.

Artistic Design.
Clever Engineering.
More Scenery.

sales@ywwproductions.com
303.744.6465
www.YouWantWhatProductions.com
2:30 - 3:30 PM ~ Concurrent Breakout Sessions C (4)

**Thriving in Chaos - Career Growth** - Room 403/404

CMP-IS Domain: Risk Management – 1.00 CE Hour

Corinne Hancock, MCC, Chaos Expert
My Powerful Life - 312-423-7226 - corinne@mypowerfullifenow.com - corinneancock.com

In business and in life, we’re put to the test not when things are going right, but when they get chaotic. How we react can be the difference between success and failure, and determine whether our team comes together or falls apart. Learn strategies to adapt your thoughts and plans on a moment’s notice, lead through uncertainty, and thrive in chaos.

Using Corinne’s Chaos Ready Framework, we’ll explore how to get yourself chaos ready and how to stay in a mindset focused on solutions when chaos hits. We will explore what you do, how you respond and who you are during times of change and disruption.

Learner Objectives:
- Understanding and clarity on how your thoughts, actions and language influence others, and impact your ability to participate and thrive in chaos.
- A tested framework to prepare yourself and your team to thrive in chaos, no matter the environment.
- Tools and exercises you can immediately use to engage and inspire both yourself and your team regardless of situation.

**Search and Be Searched: What EVERY Meeting Planner Needs to Know About How Protect Their Brand Online** - Room 401/402

CMP-IS Domain: Marketing – 1.00 CE Hour

Heather Lutze, CSP, Founder and Professional Speaker
Findability University - heather@findability.com - findability.com

Have you Googled your events? Why do those search results show up in web, images and video? 82% of all potential attendees will search for your event name and what shows up can make or break your event! Learning how to control what your searchers “see” when they search for your association, event or conference is possible. This session will pull back the curtain and show you the blinds spots and quick tips that will make your event look its very best in online search results. Go ahead Google yourself!

Learner Objectives:
- Attendees will learn 3 critical elements that they need to watch, keep track of and adjust for maximum impact to fill seats and protect their brand.
- Attendees will learn how to be “Chief Listening Officers” for their events. Keeping an ear to the ground in search and social.
- Attendees will leave with an action list of easy, non-technical SEO and Brand Reputation Management tips they can go back and implement right away.

**Duty of Care; Protecting our Attendees and Exhibitors in an Uncertain World** - Room 205/207

CMP-IS Domain: Risk Management – 1.00 CE Hour

Michael Dominguez, Senior VP of Corporate Sales
MGM Resorts International - mdominguez@mgmresorts.com - mgmresorts.com

David Dubois, CMP, CAE, CTA, FASAE, President and CEO
Int’L. Association of Exhibitions and Events - ddubois@iaee.com - iaee.com

A top priority of our industry is the safety and security of our attendees, members, exhibitors and employees. This session will discuss the status of The Exhibitions and Meetings Safety and Security Initiative (EMSSI) which is supported by more than 60 organizations. Learn what hotels, venues and meeting professionals are doing to protect everyone and what you can do to help mitigate and protect your event from future disruptions or horrific incidents.

Learner Objectives:
- Better understand the obligations that we have relative to our “Duty of Care” in the meetings and events industry.
- Review the many positive outcomes and opportunities of the EMSSI (Exhibitions Meetings Safety and Security Initiative)
- Learn more about the “Four C’s” of Safety and Security: Caution, Cops, Canines and Cameras

**Participation, Activity, Conversation and Community: Using Research to Design Powerful Meetings and Memberships for Millennials and Beyond** - Room 405/406/407

CMP-IS Domain: Human Resources- 1.00 CE Hour

Josh Packard Ph.D., Professor of Sociology and CEO
The Packard Group - josh@joshpackard.com - joshpackard.com

Millennials are one of the most unique generations to emerge in the United States. Their deep institutional distrust impact nearly all of their experiences and decisions. Social life has been altered dramatically as millennials disengage from nearly all traditional institutions. The way people work is even changing. Employees are more likely to be working on contract for multiple employers, and they’re more likely to be self-employed.

Learner Objectives:
- Increase your capacity to identify which social trends are impacting your organization.
- Gain a deeper understanding of why millennials appeal to so different than previous generations.
- Develop the skills of relational authority in order to connect deeply with millennials around issues they care about

2:30 P.M. – 3:00 P.M. – Mindfulness Mini Talk - Personal Practices for Mindfulness & Mindful Meditation - Room 501/502

Holly Duckworth, CAE, CMP, LSP, Leadership & Mindfulness Advisor
Leadership Solutions International - holly@hollyduckworth.com - hollyduckworth.com

Are you skeptical about mindfulness? Science is now proving the power of mindfulness in our world of overwhelm. In this short talk Holly will share with you two mindfulness practices that don’t require you to sit in the lotus position. You will learn how research is making mindfulness a proven business strategy to reduce your stress and provide you a healthier life. Pick up your mini-poster 7 Steps to Be A Mindful Meeting Professional.
Visit Vail Valley, Your Ultimate Meeting Destination.

The Vail Valley, home to Vail and Beaver Creek Resorts, is the ideal mountain location to host your group or meeting. With two world-class mountain resorts and numerous lodging properties available, groups of any size are welcome. Our mountain locations have something for everyone, from small incentive trips to large corporate groups to participatory sporting events.

Qualified meeting planners can take advantage of our Complimentary Site Inspection Program.

Photo by Jack Affleck
We become an extension of our client teams by personalizing and customizing each event to achieve the client vision. We realize the power of human engagement through face-to-face meetings and create opportunities for long-lasting, impactful relationships.

STRATEGIC PLANNING
CREATIVE EXPERIENCE DESIGN

DETAILED LOGISTICS & IMMERSION
RISK MANAGEMENT

PROUD SUPPORTER & SPONSOR OF THE 2018 MIC EDUCATIONAL CONFERENCE & TRADE SHOW

www.andavomeetings.com | 720.368.5500 | info@andavomeetings.com

Leaders in Advanced Technology and Telecommunications for Tradeshows and Events

SmartCity
Connect with us online www.smartcitynetworks.com
Discover the Spirit of Santa Barbara

Visit us in booth #1407 to learn about our RFP incentive.

MeetinSB.com

Think of these accolades as insurance your meeting will go exactly as planned.

Stop by Booth #1304 for your chance to win a $500 gift card!

Denver’s luxury boutique hotel in the downtown Cultural District

1201 Broadway
Denver, CO 80203
www.thearthotel.com
303.572.8000
SEATTLE’S REMARKABLE HOTEL GROWTH

NINE NEW PROPERTIES OPENING IN 2018 WILL ADD 2,500 GUESTROOMS, MORE MEETING SPACE (AND DATES!) TO OUR OUTSTANDING HOTEL BRAND MIX AND SUPPLY.

COME SEE US IN THE LOBBY AND FIND OUT WHY SEATTLE IS A CITY READY FOR YOU.

VISITSEATTLE.ORG/MEETINGS

Lasting impressions begin with a splash

Splash Promotions
305-552-9547
splash-promo.com

MEETING EXPECTATIONS EVERY TIME.

Visit us at Booth #11

Tempe Tourism Office / MeetInTempe.com / 800.283.6734
Complimentary, professional assistance for meeting planners includes RFP distribution, site tours and expert program planning.

We will make your meeting a success.

Ask about our $4,000 incentive.

1.800.576.6662
SonomaCounty.com/meetings

VISIT US AT BOOTH 1006
Yossi Ginsberg - Bringing Amazon Survival Skills to Business - Mile High Ballroom

Yossi’s ‘Amazon Survival Skills for Business’ is a mesmerizing storytelling session that will keep audiences riveted to the edge of their seats. However, this total absorption facilitates also a deep learning experience. Yossi’s counter-intuitive insights will expand horizons, open new dimensions and facilitates new possibilities. What can be learnt from a man who survived against all the odds in the Amazon Jungle?

Yossi Ghinsberg is a master storyteller with an epic story to share. Lost alone in the midst of the Amazon rainforest for three weeks, he not only survived, he found new meaning for his life and work. The author of the international bestseller ‘Jungle’, now a major motion picture starring Daniel Radcliffe, Yossi was recently rated as one of the top ten speakers in the business. His survival skills for business are designed to shift your attendees’ perspective and inspire them to always assume responsibility, taking their game to the next level. His energy is contagious – his insights mind-bending and counter-intuitive.

Learner Objectives:
• Survival is not a negative. Survival is a desired state for the workplace, driving everyone to their peak performance.
• Survival should be part of the work culture since survival is an intense competition where everybody wins, and no one loses.
• Survival equals peak performance – peak performance of all faculties – physical, mental, emotional and spiritual – all are at the top of their game and consolidated on one single purpose.
• Survival is extremely efficient. The ‘secret sauce’ of survival is the realization that competition is a waste of energy and inefficient, hence a poor survival strategy. A better, more efficient strategy is investing the energy in innovation, creating a Niche Monopoly™.

Yossi Ghinsberg’s business adventures include: a tech entrepreneur in the heart of Silicon Valley, VP of a groundbreaking medical corporation and the visionary behind Chalalan the most celebrated eco-resort in the Bolivian Amazon. A world explorer and epic storyteller, he is a graduate of philosophy and business administration from Tel Aviv University. His book ‘Jungle’ has sold millions of copies globally, aired as a docudrama on Discovery Channel and has been produced as a major motion picture starring Daniel Radcliffe, entitled Jungle.

Yossi has met with world leaders, bringing his Amazon survival skills to institutes and organizations worldwide. He knows survival like no one else, and he knows why it is important for businesses to learn and embed these survival principles. Yossi advises leaders and teams worldwide on how to awaken their ‘Day to Day Hero,’ following a set of natural survival skills we have all forgotten that we possess. His unique insights are counter-intuitive, mind-bending and nothing short of transformational for individuals and organizations today.

Yossi knows that the old Darwinian approach is wrong, limiting and dated, and yet so prevalent. There is a new way of thinking about leadership and business with new science behind it. Fascinating and enlightening, Yossi is an epic storyteller who has shared the stage with luminaries such as Bill Clinton, Richard Branson and Wayne Dyer.
Salt Lake hasn’t always been the city it is today. While we’ve always been known for our stunning views and mountain backdrop, we haven’t always had 2000 restaurants, 200 bars, 150 hotels, or nearly 1 million square feet of convention space. So imagine holding your next event someplace beautiful with a vibrant urban energy. Imagine holding your next event right here in Salt Lake.
Salt Lake hasn’t always been the city it is today. While we’ve always been known for our stunning views and mountain backdrop, we haven’t always had 2000 restaurants, 200 bars, 150 hotels, or nearly 1 million square feet of convention space. So imagine holding your next event someplace beautiful with a vibrant urban energy. Imagine holding your next event right here in Salt Lake.

visitsaltlake.com

Stereotypes Be Damned.

TREASURED MEETINGS

FLORIDA’S MOST TREASURED MEETINGS

Lead the next generation of business travelers to unlock Tampa Bay.

In Tampa Bay, they’ll go through the looking glass and beyond! From our waterfront Convention District, where attendees can explore the Tampa Riverwalk, to our Westshore District that offers a variety of restaurants, professional sports, designer shopping and more, Tampa Bay connects museums, restaurants, water activities and nightlife like gems on a string. So indulge your attendees’ appetite for discovery.

Watch the video series. TampaMeetings.com
2018 MIC of Colorado Speaker’s Corner

Greg Bogue
Vice President of Experience Design
Maritz Global Events
636-827-2875
greg.bogue@maritz.com
www.maritz

Christine Cashen, CSP, CPAE
Speaker Hall of Fame
A Dynamic Speaker, Inc.
214-395-3506
christine@christinecashen.com
www.christinecashen.com

Danielle Cote
Vice President, Event Marketing, Sage Worldwide
Sage North America
480-221-1522
Danielle.cote@sage.com
www.sage.com

Michael Dominguez
Senior Vice President of Corporate Sales
MGM Resorts International
303-798-2778
mdominguez@mgmresorts.com
www.mgmresorts.com

David DuBois, CMP, CAE, CTA, FASAE
President and CEO
Int’l. Association of Exhibitions and Events
972-687-9204
ddbobois@iaee.com
www.iaee.com

Holly Duckworth, CAE, CMP, LSP
Leadership & Mindfulness Advisor
Leadership Solutions International
503-887-4112
holly@hollyduckworth.com
www.hollyduckworth.com

Yossi Ginsberg
403-398-8488
info@cmispeakers.com
www.ghinsberg.com

Corinne Hancock, MCC
Chaos Expert
My Powerful Life
303-912-3788
corinne@mypowerfullifenow.com
corinnehancock.com

Chris Kearney
Regional Manager, Event Solutions
Cvent
571-830-2311
Cearney@cvent.com
www.cvent.com

Heather Lutze, CSP
Founder and Professional Speaker
Findability University
888-588-9326
heather@findability.com
www.findability.com

Simon Melser
Image Audio Visuals
303-758-1818
simon@imageav.com
www.imageav.com

Ruby Newell-Legner
President
7 Star Service
303-933-9291
ruby@7starService.com
www.7starService.com

Josh Packard Ph.D.
Professor of Sociology and CEO
The Packard Group
615-260-2591
josh@joshpackard.com
www.joshpackard.com

Brenda Rivers, J.D.
Andavo Meetings and Incentives
720-398-5507
brivers@andavomeetings.com
www.andavomeetings.com

Laura Stack, CSP, CPAE
The Productivity Pro, Inc.
303-471-7401
Laura@TheProductivityPro.com
www.TheProductivityPro.com

Andrea Vahl
Speaker and Consultant
Andrea Vahl Inc.
303-249-9637
Andrea@AndreaVahl.com
www.AndreaVahl.com

Mike Walsh
877-307-7403 – Rebecca Clark
karen@cmispeakers.com

Christie Ward, CSP
Leadership Facilitator
The Impact Institute™
888-816-8867
christie@christieward.com
christieward.com

Bob Wendover, CSP
Principal
Common Sense Enterprises, Inc.
303-617-7202
bobw@commonsenseenterprises.net
www.commonsenseenterprises.net

Betsy Wiersma
Camp Experience Founder
Wiersma Experience Marketing
720-200-0271
betsy@campexperience.com
www.CampExperience.com

When you hire speakers from NSA Colorado, your attendees will rave and your bottom line will grow. Hiring from NSA Colorado has great benefits.

• NSA Colorado has more Certified Professional Speakers and Hall-of-fame speakers than any other NSA chapter.

• NSA Colorado can save you money – reduced travel fees when your speaker is local.

Find the perfect keynote speakers and trainers for your event by searching our online member database.

Buy Local!
The best speakers live and work right here in Colorado!

Search our speaker directory or fill out our find a speaker form at bit.ly/coloradospeakers
If you don’t have your finger on the pulse of where Denver’s energy is, don’t worry – we’re right at the center of it. The 189-room boutique Monaco Denver is near the best attractions, whether you’re into sports (check out Coors Field and Sports Authority Field), trendy nightlife (head to LoDo), shopping (walking distance to historic Larimer Square), or business (the Colorado Convention Center is close). All that access comes with genuine four-star care and unique perks at the hotel when you’re not out and about. We’ll help you do it all.

Or eat it all. Contemporary Italian gets a local twist at Hotel Monaco’s award-winning Panzano restaurant, where accolades are stacked up a mile high. The Northern Italian cuisine is served in a warm, lively setting loved by guests and locals alike. And while Chef Nicolas Lebas’ menu reflects the flavors of far-off Italy, his organic and sustainable ingredients come from close to home. It’s the perfect personal stay tempered with both whimsy and warmth.

Kimpton Hotel Monaco Denver
1717 Champa Street Denver, CO 80202
Direct: (303) 296-1717
Web: Monaco-denver.com
2017 SERVING UP HOPE LUNCHEON
AT THE DENVER MART

On Tuesday, November 7, 2017, thirteen Colorado hospitality organizations joined forces for the 24th Annual Serving Up Hope Luncheon and raised $30,000+ for Food Bank of the Rockies’ Denver’s Table program. A total of 736 industry professionals from around the state were registered.

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!
The Meetings Industry (MIC) of Colorado is extremely grateful to all of our Sponsors. We invite and encourage you to reference this list of Sponsors and utilize them for your event and meeting needs.

### Diamond Sponsors

**Centerplate Catering**  
Booth #806 - Erin Brown  
Erin.Brown@Centerplate.com  
www.centerplate.com  
Catering Sponsor

**Colorado Springs Convention and Visitors Bureau**  
Booth #813 - Katherine Reak  
kathy@visitcos.com  
www.visitcos.com  
Opening Reception Sponsor

**Colorado Convention Center**  
Booth #807 - Rich Carollo  
rcarlolo@denverconvention.com  
www.denverconvention.com  
Venue Sponsor

**Cvent**  
Booth #803 - Chris Kearney  
CKearney@cvent.com  
www.cvent.com  
Registration and Mobile App Sponsor

**Image Audiovisuals, Inc.**  
Booth #811 - Diana Mueller  
diana@imageav.com  
www.imageav.com  
Audio Visual Sponsor

---

**Save the Date - March 12-13, 2019**  
19th Annual Meetings Industry Council of Colorado Educational Conference and Trade Show

---

**Download the Event App**  
https://crowd.cc/s/1pDMU  
Password is MIC2018

---

**CEAVCO AudioVisual**  
Find out how to create exceptional experiences for your events!  
Drop by Booth 1000 for a chance to win an iPad Mini!
<table>
<thead>
<tr>
<th>Platinum Sponsors</th>
</tr>
</thead>
</table>
| **Brede-Colorado, Inc.**  
Booth #811 - Ansley Seymour  
aoseymour@brede.com  
www.brede.com |
| **Visit Aurora**  
Booth #1003_1002 - Justin Clark  
justinclark@visitaurora.com  
www.visitaurora.com |
| **Colorado Meetings + Events Magazine**  
Booth #903 - Bob Haddad  
bob.haddad@tigeroak.com  
www.meetingsmags.com |
| **Visit Casper**  
Booth #707 - Ryan Hauck  
ryan@visitcasper.com  
www.visitcasper.com |
| **Cort Furniture**  
Booth #P9 - Ashley Fisher  
ashley.fisher@cort.com  
www.cort.com |
| **VISIT Denver...The Convention & Visitors Bureau**  
Booth #907 - Gysela Fillingham  
gfillingham@visitdenver.com  
www.visitdenver.com |
| **Cultivate**  
Booth #P13 - Rebecca Meskis  
rebecca@cultivatepcg.com  
www.cultivatepcg.com |
| **Visit Indy**  
Booth #904 - Nicole Perry  
nperry@visitindy.com  
www.visitindy.com |
| **Phantom Circus Entertainment**  
Booth #706 - Natalie Brown  
natalie@phantomcircus.com  
www.phantomcircus.com |
| **Visit Newport Beach**  
Booth #815 - Amanda Kliem  
Amanda@visitnewportbeach.com  
www.visitnewportbeach.com |
| **Sonoma County Tourism**  
Booth #1006 - Nancy Garvey  
garvey@sonomacounty.com  
www.sonomacounty.com |
| **Visit Salt Lake**  
Booth #301 - Diane Utley  
dutley@visitsaltlake.com  
www.visitsaltlake.com |
| **Two Roads Hospitality**  
Booth #900 - Kathie Giles  
kgiles@tworoadshotels.com  
www.tworoadshotels.com |
| **Visit Vail Valley**  
Booth #203 - Susan Proffitt  
sproffitt@visitvailvalley.com  
www.visitvailvalley.com |
| **Vail Resorts Meetings & Events**  
Booth #809 - Ellen Collins  
cecollins@vailresorts.com  
www.vailresortsmeetings.com |
| **You Want What? Productions, INC**  
Booth #NA - Nick Kargel  
nick@ywwproductions.com  
ywwproductions.com |

The Meetings Industry Council of Colorado is now offering advertising on our website mic-colorado.org, emails and mobile app.  
Keep your brand in front of the entire **5,000+ members of MIC of Colorado** on a regular basis!  
Contact Freddie Templeton  
720.733.8000 or info@mic-colorado.org
All Digital Photo & Video
Booth #P7 - Cal Cheney
info@alldigitialstudios.com
www.alldigitalstudios.com

Photography Sponsor

Andavo Meetings and Incentives
Booth #704 - Brenda Rivers
brivers@andavomeetings.com
www.andavomeetings.com

Emergency Preparedness Training Sponsor

Estes Park Events Complex
The Ridgeline Hotel
Booth #800 - Karen Lynch
klynch@estes.org
www.estes.org

Water Bottle Sponsor

Freeman
Booth #901 - Darlene Bass
Darlene.Bass@freemanco.com
www.freemanco.com

Co-Charging Station Sponsor

Hotel Monaco Denver
Booth #801 - Brian Ratkovic
Brian.Ratkovic@hotelmonaco.com
www.hotelmonaco.com

Closing Reception Sponsor

Gold Sponsors

Smart City Networks - Colorado Convention Center
Debbie Olivas
dolivas@smartcity.com
www.smartcity.com

Wireless Internet Sponsor

Spectrum Audio-Visual
Booth #1105 - Gail Brienza
gbrienza@spectrumav.com
www.spectrumav.com

SUH AV Sponsor

Taylor Made Events & Speakers
Debbie Taylor
Debbie@TaylorMadeEvents.com
www.TaylorMadeEvents.com

Keynote Speaker Bureau Sponsor

Tempe Tourism
Booth #P11 - James Tevault
james@tempetourism.com
www.temptourism.com

Breakfast Sponsor

Thrive! Meetings & Events
Booth #P8 - Tracy Stuckrath, CSEP, CMM, CHC
tracy@thrivemeetings.com
www.thrivemeetings.com

Food & Safety Sponsor
Visit Santa Barbara
Booth #1407 - Cat Puccino
catherine@santabarbararaca.com
www.santabarbararaca.com

Escalator Signage Sponsor

Visit St. Petersburg/Clearwater
Booth #1004 - Jill Brown, CMP
Jill@VisitSPC.com
www.VisitSPC.com

Charging Station Sponsor

Visit Tampa
Booth #1005 - Brittany Callahan
bcallahan@visittampabay.com
www.visittampabay.com

Mindfullness Lounge Sponsor

Silver Sponsors

Greater Boston Convention & Visitors Bureau
Booth #1100 - Maureen Buckley
mbuckley@bostonusa.com
www.bostonusa.com

Headshot Sponsor

Hermes Worldwide Transporation
Booth #1106 - Kevin Hedican
kevin@hermesworldwide.com
www.hermesworldwide.com

Transportation Sponsor

History Colorado Center
Booth #P12 - David Furst
davidfurst@kmssa.com
www.historycolorado.org
Cash Sponsor

Little Eden Plantscaping
Terry Rennolds
littleeden@mac.com
www.littleeden.com

Plant & Floral Sponsor

Melia Hotels International
Booth #705 - Brandi Ronk
brandir@sol-group.com
www.melia.com
Cash Sponsor

Multimedia AV
Booth #1304 - Kelly Kucera
kkucera@multimedia-av.com
www.multimedia-av.com
Cash Sponsor

San Francisco Travel
Booth #1500 - Marco Rodriguez
marco@sftravel.com
www.sftravel.com
Cash Sponsor

The ART Hotel
Booth #P2 - Colin Bennett
cbennett@thearthotel.com
www.thearthotel.com

Nametag Sponsor

Visit Loveland
Booth #906 - Chris Bierdeman
Chris.Bierdeman@cityofloveland.org
www.cityofloveland.org

Love Booth Photo Sponsor

Visit Seattle
Booth #P4 - Kelly Peiffer
kpeiffer@visitseattle.org
www.visitseattle.org

Lanyard Sponsor

Visit Santa Barbara
Booth #1407 - Cat Puccino
catherine@santabarbararaca.com
www.santabarbararaca.com

Escalator Signage Sponsor

Visit Tampa
Booth #1005 - Brittany Callahan
bcallahan@visittampabay.com
www.visittampabay.com

Mindfullness Lounge Sponsor

Buy MIC!
#micCO2018
https://crowd.cc/s/1pDMU
Password is MIC2018
more than a partner.

The Meetings Industry Council knows networking like only professionals can, and Freeman knows the Rocky Mountain Region like only locals can. We’re proud to offer our full-service capabilities, first-class connections, and unbeatable expertise in strategy, creative, digital, event technology and logistics. Your partner through every peak and valley, we’ll help achieve your goals for events of any size across the Rocky Mountain Region.

FREEMAN

Exposition Services
Michelle Burns, CEM
Client Solutions Director
o 303-320-5118  |  m 303-210-6355
Michelle.Burns@freeman.com

Audio Visual
Scott Collinsworth, CTS
Client Solutions Director
o 720-638-1488  |  m 475-227-9001
Scott.Collinsworth@freeman.com

CONFERENCE AND TRADE SHOW COORDINATORS:
Rocky Mountain Event Consultants LLC
Keith and Freddie Templeton
7300 W. Stetson Pl., Unit 41
Littleton, CO 80123
Phone: 720.733.8000  •  Fax: 720.733.8999
info@mic-colorado.org  •  www.mic-colorado.org
MEET WHERE ATMOSPHERE AND EXPERTISE
SET YOUR PLANS
EFFORTLESSLY IN MOTION.

WIN A VIP AIRLINE LOUNGE MEMBERSHIP
GLIDE IN, SAY HELLO AND SHARE YOUR INFO AT MIC BOOTH #815

There is a place where location, inspiration, and flexibility all work together for meetings that cruise from concept to completion. Let our award winning group sales team pull for you.

AMANDA KLIEM DIRECTOR OF SALES, VISIT NEWPORT BEACH CREW
D 949.467.2743 | E AMANDA@VISITNEWPORTBEACH.COM

2016 CVB PARTNER OF THE YEAR, SECONDARY MARKET
2016 WOW SERVICE AWARD
2017 SUPPLIER OF THE YEAR

VISIT
Newport BEACH
CALIFORNIA
MeetingsNB.com
ON AVERAGE, OUR CLIENTS
SLEEP
47% MORE SOUNDLY*

*Actual results may vary, but one thing is certain, with Image Audiovisuals in charge of your AV production, you will have a lot less to worry about and keep you awake at night. We assign a dedicated team to every project that is committed to seeing the event through from start to finish, from city to city. We work with you and your venue to make sure every aspect of your AV production is spectacular and stress-free. Reach out to us by phone at 800-818-1857 or online at ImageAV.com

The sooner you do, the sooner we can get started on your AV needs, and the sooner you can shift your focus to the million other things on your list.