



adapt.

REAL SOLUTIONS FOR TODAY'S PLANNERS.



DECEMBER 3

ST. PAUL RIVERCENTRE
7:30 A.M. REGISTRATION

www.mnmeetingsmag.com

expo | **minnesota**
meetings + events

Educational Sessions.

SESSION #1

11:30 A.M.-12:30 P.M.

1. Money Talks— The Impact of Today's Economy on the Industry

Hear from this panel of experts about what you can do to deal with the rising costs of catering, hotel rooms and transportation. You'll leave this panel with essential information on how to beat your budget.

Catering

Mike Roman, President and Founder, *Catersource Magazine*, Conference & Tradeshow

Hotel Room Rates

Doug Karle, General Manager, Holiday Inn East

Transportation

Sam Thompson, President and CEO, metroConnections

2. Anatomy of an Event

Local planners share inside information on what worked, and what didn't, at their recent events.

Laura Mullen, President and Lead Event Designer, Laura Mullen Event Design

Melissa Matthews, Regional Sales Manager, Levy Restaurants

Ryan Hanson, Creative Producer, BeEvent Design

SESSION #2

2-3:30 P.M.

1. Roundtable Conversations

Practical solutions from industry leaders, and your peers.

1. Be Inspired!

Becky Harris, Founder and National Account Executive, Event Lab

2. Food and Beverage Trends

Mike Roman, President and Founder, *Catersource Magazine*, Conference and Tradeshow

3. Blogging and Beyond

Geri Wolf, Owner, The Style Laboratory

4. Choose the Right Speaker

Kris Young, VP Speakers & Entertainment, Martin Bastian

5. Become an Independent Planner

Laura Mullen, Owner, Laura Mullen Event Design

6. What NOT to Do

Russell Toscano, Owner, Wisteria Design Studio

7. Meeting & Event Trends 2010

Susan Iverson, Owner, Susan I Designs

8. How to Get Published

Barbara Knox, Editorial Director, *Minnesota Meetings + Events Magazine*

9. Design Eye-Catching Invitations

Alexis Harsh, Owner, Watermark Fine Stationery

10. Social Responsibility and Your Meeting or Event

Meghan McAndrews, Managing Editor, *Minnesota Meetings + Events Magazine*

11. Maximize the ROI of Sales Meetings & Events

Jim Giossi, Sr. Account Executive, BI Performance

12. Web Meetings

Christopher Lower, Director of Marketing & Public Relations, Sterling Cross Communications

13. Effective Email Campaigns

Sarah Hustoles, Project Manager of Digital Communications, Tiger Oak Publications

14. Sponsorships

Shawna Suckow, President, COMPASS Sponsorships

2. Generations

ABC & XYZ

Hear a lively briefing of 2009 consumer trends and how to serve key generational groups to optimize success.

Beth Perro-Jarvis and Mary van Note, partners at Ginger