

State of the Industry Event

TUESDAY, FEBRUARY 2, 2010

SAINT PAUL RIVERCENTRE

11 A.M. – 5:30 P.M.



ROUNDTABLE TOPICS

Craft More Strategic Meetings

Kris Young, Martin Bastian

Corporate America is starting to realize that meetings should be seen as an asset rather than a cost. They are necessary to drive a culture, to engage employees and customers, to educate, etc. Meetings and events are a tool that should be used to advance a company's strategy. How do we craft more strategic meetings? What role do outside experts, speakers and even entertainment play in creating an experience that engages our audiences?

Social Media 101

Nancy Lyons and Meghan Wilker, Geek Girls Guide

Do you have questions about Twitter, Facebook, LinkedIn and how these avenues can help you in your business? Get the answers you need to become more technologically savvy.

Mentoring in the Hospitality Industry

Devie Hagen, Elan Speakers Agency

Are you interested in becoming a mentor? Are you seeking a mentor but not sure how to approach the idea? Mentoring relationships are truly valuable in the hospitality industry. Learn from an industry veteran on how to maintain and get the most out of mentoring relationships.

Ecological Events

Laura Mullen, Laura Mullen Event Design

Learn valuable tips on how to make your events more environmentally friendly.

Owning Your Own Business

Dana Ellis, Ellis International

Whether you are thinking about starting a business or have owned one for years, this discussion will focus on the top "Do's and Don'ts" of running and growing a successful business. You will walk away with some great tips that you can use today.

Sponsorships & Partnerships

Ami Cervin, Greater Twin Cities United Way

Learn tips on finding and leveraging sponsorships and partnerships (especially in tough economic times) for future events.

State of the Industry Survey

Joel Schettler, Meetings: Minnesota's Hospitality Journal

Learn more and share your opinions about the local results of our sixth annual survey.

Strategic Meetings Management

Kari Schroeder-Bigot, Advantage Performance Network

Want to learn more about Strategic Meetings Management? Join this discussion for information on best practices and the new certification offered by the National Business Travel Association.