

LICENSE TO LEARN

Your mission, if you choose to accept it, is to attend the KCMPI Agents of 2003 Professional Education Conference. Proving to be the most thorough and informative conference yet, License to Learn will provide the skills you need to be one of the top "agents" in your field.

Mission Dossier:

- Meeting Professionals International, Kansas City Chapter (KCMPI) www.kcmpi.org
- 8th Annual Education Conference: LICENSE TO LEARN
- Overland Park Convention Center and Sheraton Overland Park Hotel at the Convention Center located on the south side of College Boulevard and Nall
- Wednesday and Thursday, April 23 and 24, 2003

Mission Objectives:

- Agent Training: **Attend industry specific workshops and sessions, outstanding speakers, unique topics you've been asking for.**
- Research and Development: **Let KCMPI show you creative formats: exhibits, room setups, how to use a theme, how to encourage fun, flexibility, and festivity into your program.**
- Networking: Roundtable discussions, panels, Q&A, meals & breaks
- Recruiting: Registration is open to anyone who plans (planners) or provides (suppliers) products and services for the meetings and events industry. Non-members are welcome.

WEDNESDAY, APRIL 23, 2003

PRE-CONFERENCE SPECIAL AGENT TRAINING

8:00 a.m. - 11:00 a.m. (Additional charge for this session)

· Agent Correspondence: "Professional Development: Communicate to LEAD"

Kurt Reinke, Dale Carnegie Training, Mission, KS

Surveys have shown that up to 80 percent of everything communicated by human beings is misunderstood to some extent. After completing this module, you should be able to demonstrate more effective questioning and listening skills to improve the quality of your communication and to learn from those you lead.

· Men and Women in Black: "Wardrobe Strategies for Professionals"

Marlys Arnold, ImageSpecialist, Kansas City, MO

In this session you will learn the 12 essential strategies to improve your presentation in the work-place. Discover how to rely on clothing as a resource and develop your own personal style, as well as how to maximize your wardrobe investments.

· 007 Basic Agent Training: "Meeting Planning 101"

Patti Gaughan, CMP, Meeting Management and Consulting, Kansas City, MO

(Included in conference registration. \$35 charge if not attending the conference.)

Your boss walks up to you and says, "Plan a meeting for 42 people next month."

What do you do first? This program will walk you through the entire process of how to plan and execute a meeting. With humor, fun and a lot of experience, Patti will ensure you leave with the tips and tools necessary to make your next meeting a success.

OPENING KEYNOTE PRESENTATION AND LUNCHEON

11:00 a.m. - 1:00 p.m.

· Live or Let Die: "Smart Choices That Will Change Your Life"

Hattie Hill, CEO, HHE Mgmt and Human Relations Consultants

Learn how to make the right choices for the life you are living in your relationship with others, and how to start truly caring for yourself and others. You can let loose of excessive responsibility, and stand firm when faced with the reactions of others. A new balance in your life will occur that will allow for self-renewal and quiet contemplation in your business and personal relationships.

MARKETPLACE

1:15 p.m. – 4:00 p.m.

Immediately following lunch, we'll transform you into International Agents of Mystery, whisking you from one exotic location to another. Agents will visit marketplace destinations for briefings on numerous venues, suppliers, and meeting solutions. Enjoy a break between 2:30 p.m. and 2:45 p.m.

ROUNDTABLE DISCUSSIONS

4:15 p.m. – 5:45 p.m.

Learn something new from your peers! You will spend 30 minutes at three of your chosen topics presented by our industry's cutting edge Informants. Discussions include:

· **Die Another Day: "Power Up! Energizing Strategies for Busy People"**

Karen Rowinsky, Come Alive! Presentations, Shawnee Mission, KS

Are you pulled in a million directions? Have you lost that bounce to your step? Do you wonder what life would be like if you had more energy? Well, help is on the way! Learn about practical, easy-to-use strategies to feel revitalized and refreshed – anywhere, anytime. More importantly, these strategies do not require much time, money or effort! Learn what zaps your energy and what recharges it. Discover quick energizing tips that work for health nuts and couch potatoes alike. Find ways to invigorate yourself when your travel schedule seems impossible, everyone wants a piece of you, and you feel like you don't even have the energy to breathe.

· **Breaking the Code to Innovation: "The Creative Mindset"**

Darla Arni, Slater, MO

Everyone has the capacity to be imaginative and creative. Some have highly developed their creativity; others have let their creative qualities lie dormant and untapped. We all have a niche; creative thinking doesn't just apply to art, music, performing, or inventing. Creativity can be expressed by developing new methods of communicating better at work, devising new office management techniques, or simply coming up with a solution to an everyday annoyance. Learn how to overcome the seven blocks to creativity and explore techniques to regain and/or increase your individual Creative Mindset.

· **Case Study: "What to Do when You Need More Business"**

Richard Delaney, MBA, 20/20 Marketing, Overland Park, KS

Discover ways to help generate more business for your organization by using tools such as the use of databases, follow-up approaches, and creative calling efforts.

· **Grace Under Pressure: "Is it the Job Stressing You Out or is it the People?"**

Candy Whirley, Kansas City, KS

This will take a back door approach to dealing with difficult people by looking at the different personality styles and the DARK SIDE of personalities. This workshop is very hands-on. Participants will be given a short quiz to better understand their own personality's strengths, weaknesses, values and turnoffs. When people understand themselves, they will see the light within others. Afterward, participants will brainstorm creative ways to overcome the DARK SIDE of each personality.

· **Kiss Kiss Bang! Bang!: "The ABC's of Emotional Risk-taking: Maintaining Emotional Stability in a Crazy World"**

Cathy Newton, BS, PRT Consulting, Inc., Platte City, MO

The first line of Rudyard Kipling's classic poem says, "If you can keep your head when all about you are losing theirs and blaming it on you..." This is the first tenet of emotional stability – keeping your head, not losing your head! Taking appropriate emotional risks can create the much-desired state of emotional stability. Emotional stability is such as asset when coping with the risky business of stress, change, and self-control.

· **The Living Daylights: "Meeting Planners and Suppliers are Speakers Too! Confidence-Boosting for YOUR Presentations"**

Melissa Lewis, Overland Park, KS

Have you ever said, "I'm the meeting planner, not a speaker?" That's not true! The way you welcome attendees, introduce speakers, make announcements, and thank helpers sets the tone for all meetings – so you ARE a speaker whether you want to be or not! However, this role doesn't have to be uncomfortable. With the right attitude, it can even be fun. Discover a new approach to expressing yourself in front of groups by letting go of limiting beliefs and embracing powerful new ones. If you wish to be more relaxed and focused in front of groups, don't miss this session.

· **The Spy Who Came In From the Cold: "Making Warm Cold Calls"**

Brad Hirni, CSE, MBA, Brad Hirni International, Kansas City, MO

Cold calls don't need to be cold. By personalizing a warm and friendly initial message you can build instant rapport. This allows the rest of the conversation to flow naturally. The secret to this technique is the "key words" to use at the beginning of each call. You won't want to miss this roundtable session to learn the secret to making warm cold calls. Also included will be techniques for getting voice mail messages returned.

· **Bond Knows His Martini's... We Know Accepted Practices: "APEX"**

Cheri Jones, CMP, Applied Measurement Professionals, Inc., Lenexa, KS

APEX is an initiative spearheaded by the Convention Industry Council (CIC). APEX is working industry wide to implement voluntary standards, called accepted practices. You can help the industry by learning more about APEX, commenting on the topics and on line and participating in City Discussion Groups. Join your colleagues to embark on the new and innovative quest for accepted practices.

· **Agent Certification: "CMP and CMM Test-Taking Tips"**

Terra Cook, CMP, Cerner Corporation, Kansas City, MO

Sitting for the CMP or CMM Exam? Arrive prepared and leave feeling confident about the out-come. Learn some of the simple tips on how to prepare, take, and successfully pass these examinations.

· **Moonraker: "Home and Satellite Offices"**

Gwen Knight, CMP, Independent Planner, Prairie Village, KS

Review the joys and struggles of working from home. If you're considering asking an employee to work from a satellite office . . . or if you're thinking of going out on your own, this roundtable will share how your industry peers did it. Survey feedback from KCMPI members who survived this major transition will be the basis of our discussion.

· **Dr. Evil and Mini-Me: "The Power of You and the Partnership, Too"**

Gerald Cook, President, Overland Park Convention & Visitors Bureau, Overland Park, KS

Relationship Building, Leadership Attributes, and Engagement Strategies - this roundtable discussion will focus on the roles represented by the Convention and Visitors Bureau, meeting planners, suppliers and others within the hospitality industry. Clarifying strategies to maximize, enhance and properly position the experience of the visiting groups through effective leadership will be the expected outcome.

· **Shaken, Not Stirred: "Beverage Control"**

Tom Healy, Sheraton Overland Park, Overland Park, KS

Need the know-how to have a successful convention and meeting...the Cosmopolitan way? Learn about maximizing your beverage buying power, corkage fees (why and how much), tips on safe beverage service, and how alcoholic beverages affect you. Also learn about the Dram Shop Laws and about your responsibilities as an event manager.

· **Sean Connery to Pierce Brosnan: "Understanding Generational Differences"**

Curtis Love, PhD, University of Nevada Las Vegas, Las Vegas, NV

Learn how to understand and effectively communicate with people of all generations. Discuss the differences in learning preferences, and how to adapt your communication style to fit the audience.

· **The Negotiator: "Ask and You Shall Receive"**

Sue Heley, CMP, Heley Creative, Prairie Village, KS

Discover creative methods for setting AND achieving your organization's sponsorship goals. In a time when everyone is "asking," how can you mold your request into actual dollars and cents? Join us for an innovative, hands-on discussion that will guide you through the sponsorship process and turn you into a receiver!

· **Best Inventions: "Tools for Exhibiting Success"**

Marlys Arnold, ImageSpecialist, Kansas City, MO

Was your last exhibit as successful as you had hoped? Learn how to jump-start your next exhibiting

experience. Discover how to set realistic goals, make your exhibit stand out, unlock the potential in the leads you gather, and more.

CASINO ROYALE RECEPTION AND SILENT AUCTION

6:30 p.m. – 11:00 p.m.

Don't come incognito...dress to thrill as a spy or your favorite Bond girl at our ever-popular. Reception and Silent Auction! As our chapter's primary fundraiser, this year's Silent Auction will again offer fabulous vacation packages, distinctive gifts, and spy-worthy supplies. Bidding will open Wednesday, April 23, 2003. Auction items will be listed in your registration book. You can also view the list of items in advance at www.kcmpi.org. During Casino Royale, auction bids will be finalized and buyers will be announced. Participate in our live auction for unbelievable packages and exclusive opportunities!

THURSDAY, APRIL 24, 2003

CONTINENTAL BREAKFAST

7:30 a.m. – 8:30 a.m.

CONCURRENT SESSIONS

8:45 a.m. – 10:00 a.m.

· Everything or Nothing: "Maximizing Your Learning Environment"

Curtis Love, PhD, University of Nevada Las Vegas, Las Vegas, NV

Physical learning environments can impact up to 25% of the potential learning that may occur. This workshop will provide examples of how you can maximize your programming to ensure attendees receive a lot of bang for their buck. Learn how food impacts attention, and how to design more effective audio/visual presentations.

· James Bond or Austin Powers?: "Keys to Successful Targeting and Positioning in the Meeting Industry World"

Nancy Hedrick, BS, BA, MBA, ReGen Enterprises, LLC, Overland Park, KS

Are your meetings smooth with successful conclusions or wild and crazy with no mojo? Part of your answer may be dependent on the up-front work done in identifying your target and the positioning of your meeting to your target. Come learn ideas to help you target and position your meetings and properties successfully in the meeting industry world.

· Diamonds are Forever: "Untapped Markets"

Facilitator: *Jill Johnson, Lenexa Chamber of Commerce – CVB, Lenexa, KS*

Panelists: *D'Wayne Leatherland, Nazarene World Headquarters, KCMO*

Ona Ashley, Johnson County Community College, Overland Park, KS

Peter Yelorda, Executive Vice President/Chief Administrative Officer for Blue

Cross Blue Shield, KCMO

CiCi Rojas, Hispanic Chamber of Commerce of Greater Kansas City, KCMO

Sometimes we have blinders on and can't see beyond what has been done in the past. Independent meeting planners are interested in prospecting and research about demographics of certain markets. Suppliers are also interested in prospecting and researching the demographics of markets. Even if you are a meeting planner with a company that already has established business, you should still be interested in growing that business. This panel will discuss some of those "untapped markets" that you may have missed along the way. They will discuss companies and organizations that have been overlooked in the past.

BREAK

10:00 a.m. – 10:15 a.m.

CONCURRENT SESSIONS

10:15 a.m. – 11:30 a.m.

· The Man With The Golden Gun: "Marketing Techniques to Generate Greater Attendance"

Richard Delaney, MBA, 20/20 Marketing, Overland Park, KS

Due to the economy and cutbacks within organizations, there are less resources, people, and money to allow individuals to attend conferences. However, the need is greater than ever for the information that these conferences provide to organizations. Learn several ways to increase attendance at seminars and conferences even during economically

difficult times. From teaser copy in pre-publicity materials to delineated bottom-line benefits, attendees will walk away with 12 specific ideas to put into action immediately.

· **Escaping Dr. No: "What to Know to Get to Yes: How to Strengthen Your Negotiation Skills"**

Marian Madonia, Kansas City, MO

Learn the strategies that will help you negotiate with suppliers (and suppliers with planners), vendors, even speakers to get the most from your meeting budget. Learn the traits of successful dealmakers. Discover the science behind "what you wish for...comes true" and how to use it to improve the outcome of your negotiations. Gain the secrets from two every-day communication techniques that, when used effectively in negotiation, will improve your edge.

· **The World Is Not Enough: "Ethics in the Workplace"**

Ron Cox, MBA, CIA, Executive Vice President, Dale Carnegie Training, Mission, KS

In the world today, ethics and integrity are bigger issues than ever before. People want to know they can trust the people they are doing business with. What measures are you taking to ensure that your integrity is not compromised, and that you conduct your business in an ethical manner? This interactive seminar will include thought-provoking discussions of current business ethics issues. You will do a self-evaluation of your ethics. Case studies and real world examples will be used to illustrate the ethical way to conduct business. You will also learn a method of determining what people value and what motivates them.

LUNCHEON AND GENERAL SESSION

11:45 a.m. – 1:30 p.m.

· **For Your Eyes Only: "Communicating Your Strategies"**

Michele Wierzgac, CMM, MPI Platinum Series Speaker, Chicago, IL

Does your company, organization, or client invite you to a meeting to begin discussing the logistics of a meeting or event after the strategizing is complete? Learn how to be more proactive and strategic with your approaches. Planners and suppliers will learn to become more involved in the planning processes within the organization, which will lead to key decisions about meetings and events. Position yourself within the organization as the expert who partners the business strategies

with the meetings and events. After participating in this session, you will be able to:

- Recognize why strategy is critical to planning meetings and events.
- Realize the importance of knowing the organization's true business issues.
- Identify who the real "customers" are and how to give them effective solutions.

CONCURRENT SESSIONS

1:45 p.m. – 3:00 p.m.

· **If Halle Berry Can Do It, So Can You: "The Healthy Traveler: Balancing Fitness & Nutrition on the Road and in the Air"**

Lori Beth Potter, BA, Lori Potter Personal Trainers, Overland Park, KS

For the traveling businessperson, keeping energy levels high and stress levels low is a constant challenge, particularly in today's climate. Learn about realistic, usable advice on keeping fit and remaining nutritionally balanced and virtually stress-free while traveling.

· **License to Thrill: "Enhancing Innovation in the Meeting Industry"**

Drew Allen Miller, Kansas City, MO

Today's world is driven by innovation. Powerful ideas have become important assets in the meeting industry – especially for those who can get them on demand. Yet some people seem to explode with creativity, while others rarely "pop." Do these creative types have a special talent? No – just a special skill... a skill that can be easily learned! Learn how to get breakthrough ideas on demand. Future-proof your career, and your organization, with this amazingly bold, yet astonishingly easy technique called "Strategic Ideation."

· **On Her Majesty's Secret Service: "Working Together: Catch the W.A.V.E."**

Cathy Newton, BS, PRT Consulting, Inc., Platte City, MO

Different behavioral styles can lead to paralysis or progress. Learn how to leverage differences and create emotional stability. The goal of this presentation is to reinforce the W.A.V.E. resources for working together effectively:

W = Wet & Wild - Working together means committing to achievement and diving right into teamwork, it's an attitude.

A = Action - It demands performance and positive behaviors to produce desired results.

V = Vision - It calls for developing an understanding on one's own and other's behavioral style, teamwork preference, thinking style---and the ability to adapt when needed.

E = Emotion - Working together can create tension/conflicts and requires learning to deal with the "wipe outs."

Catch the WAVE and expand your teambuilding assets!

BREAK

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

CLOSING SESSION

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

· Goldmember: "Developing a Comic Vision"

Tim Gard, CSP, Comic Visions, LLC, Denver, CO

Would you like to know the secrets of using humor as a strategic skill in your personal and professional life? In this hilarious, dynamic, unique, fun-filled, fast-paced and entertaining presentation, motivational humorist Tim Gard will show you how to choose to overcome stress with your Comic Vision and turn adversity to your advantage. Laugh and learn as you discover new ways to harness laughter to benefit...as well as amuse yourself and others with Tim's proven stress buster method, observational humor, and good humor office toys.

WRAP-UP AND CLOSING COMMENTS

4:45 p.m. - 6:00 p.m.

Join James Bond one last time for the presentation of CEU certificates, closing comments, and spy-worthy door prizes. Agents must be present to win!