

<b>Flights:</b>	100	Basic Level
	400	Intermediate Level
	700	Advanced Level
	500	Suppliers
	900	General Sessions

## **WEDNESDAY, APRIL 7, 2004**

**8:30 am – 10:15 am**

### **Breakfast/Opening Session**

#### **Flight 902**

#### **I Love My Job!**

Tony Brigmon

Grand Prairie, Texas

Southwest Airlines has built a reputation as the “fun airline.” How do their employees have so much fun on the job? Tony Brigmon created a highly successful way to present stress management information to employees and turned it into a unique way to generate PR for the airline. Let this “Ambassador of Fun” get you excited to be more creative, increase productivity, build team spirit, and stay more positively focused under stress.

**10:15 am – 10:30 am**

### **Break**

**10:30 am – 11:45 am**

### **Concurrent Sessions**

#### **Flight 120**

#### **Meeting Planning 101 - Part 1**

Patti Gaughan, CMP

Meeting Management & Consulting

Kansas City, MO

You know the basics – but do you really know how to implement your planning process effectively and efficiently? This fast-paced, interactive, two-part session will help you better understand the fundamentals of meeting planning. Learn the tips and tools necessary to save you and your organization both time and money. You will leave the sessions with hand-outs and resources that will make your job easier and help you achieve personal and professional success.

#### **Flight 787**

**Lead to Success**

Dana Wenstrand  
IMAGE, Professional Training and Consulting  
Essex, IA

As a professional in your office, you know leadership skills are essential. Get a boost in self-pride, increase in respect, and a new confidence in understanding situations. From this session, you will also take away skills in basic business etiquette, staying employed trends, and applying your personal style.

**Flight 774****“The Experience Economy”**

Rick Weaver  
The Weaver Group  
New York, NY

Do you want to WOW your attendees, employees, or clients? How do you go about making a meeting or event something that really stands out? Rick Weaver will inspire and teach powerful and practical solutions for achieving the maximum EXPERIENCE in planning, leadership development, and life balance.

11:45 am – 12:30 pm

**Exhibits Open/Networking Opportunities**

12:30 pm – 1:45 pm

**Lunch**

1:45 pm – 3:30 pm

**Flight 962****Marketplace**

Immediately following lunch, you will have the opportunity to move one step closer to earning your wings as you take off and land at numerous locations. As you visit each table in Marketplace you will learn about venues, suppliers, and meeting solutions.

**Flight 597****Building Business Rapport**

Dana Wenstrand  
IMAGE, Professional Training and Consulting  
Essex, IA

Gain respect as a professional and build trust with your business team. In this supplier session, you will learn specific techniques to immediately implement in everyday activities of professional contact with customers and business associates. Brush up on skills of effective

communication, customer service and closing the sale to immediately make a positive impact on customer relations.

**3:30 pm – 3:45 pm**

**Break**

**3:45 pm – 4:45 pm**

**Concurrent Sessions**

**Flight 124**

**Meeting Planning 101 – Part 2**

Patti Gaughan, CMP  
Meeting Management & Consulting  
Kansas City, MO  
Continuation from morning session.

**Flight 482**

**Mayday, Mayday, We Have a Problem: How to Handle a Meeting Disaster**

Panel Discussion

Facilitator: Dave Popper, Presentation Designs,  
Overland Park, KS

Panelists:

Sondra Biggs, American Academy of Family  
Physicians, Leawood, KS

Mary Marcdante, MaryMarcdante.com, Del Mar, CA

Mike Dominguez, Director of Loss Prevention,  
Marriott Marquis Hotel, New York, NY

Two panelists to be added.

Ever been a victim of Murphy's Law at your meeting? Although everyone has learned to handle a few bumps in the road, what do you do when your venue is hit by a hurricane or massive blackout? This panel of meeting pros will share their stories and how they survived. Hopefully you will never experience these disasters, but if you do, you will be better prepared.

**Flight 571**

**No Hablo Espanol?**

Kelly McDonald  
Dallas, Texas

**4:45 pm – 5:00 pm**

**Break**

**5:00 pm – 6:00 pm**

**Flight 972**

**Do What the Competition is Not Willing To Do**

Vince Poscente  
Dallas, Texas

A recreational skier at best, Vince Poscente acted on his dream of becoming an Olympic athlete. During his high-energy presentation, Vince will share leadership insights and the vital role of structure, culture, and behavior in today's organizations. You will go away with proven strategies that will change what you believe to be possible.

**6:00 pm – 8:30 pm**

**Reception**

“Coffee, Tea or ... Marriott: A First-Class Reception”  
Sponsored by Kansas City Airport Marriott

**THURSDAY, APRIL 8, 2004**

**7:30 am – 8:45 am**

**Continental Breakfast/Exhibits Open**

**8:45 am – 11:45 am**

**Flight 781**

**Strategic Planning Workshop**

MPI Platinum Series Speaker

David Rich

North Easton, MA

Organizations are coming to realize that it is increasingly difficult to be heard above the competition in the new business environment. Event marketing is a powerful tool to reach prospects, convert customers, and grow businesses. Meeting professionals are at a critical crossroad.... uniquely positioned to assume a strategic role within the industry while facing competition for that role from advertising, public relations, marketing, and other professionals. How can you position yourself for this success and long term viability? From this session you will identify the skills and knowledge necessary to fulfill the role, and how to acquire them; identify the 12 “strategic starter principles” to apply immediately and state the career value of this new opportunity.

**8:45 am – 10:00 am**

**Concurrent Sessions**

**Flight 121**

**Pack Your Bags**

Marlys Arnold

ImageSpecialist

Kansas City, MO

Can you pack for a week in a carry-on? Do your clothes look as good when you arrive as they did when you packed? Learn these tips and more from a frequent flyer and packing pro. You will leave with a packing checklist and a master packing method for your next trip!

### **Flight 417**

#### **Upstarts to Old Farts – Managing a Multi-Age Workplace**

Rebecca Ryan

Next Generation Consulting, Inc.

Jackson, WI

Today's offices feature FOUR generations working side by side. See each generation at work today and learn the best practices to move from conflict to cooperation.

**10:00 am – 10:30 am**

**Break/Exhibits Open**

**10:30 am – 11:45 am**

**Concurrent Sessions**

### **Flight 182**

#### **The Balancing Act**

Karen Rowinsky

Come Alive! Presentations

Shawnee Mission, KS

Mary Marcdante

MaryMarcdante.com

Del Mar, CA

Life, like air travel, has its ups and downs. Fasten your seatbelts for this interactive session! Learn five strategies to fly smoothly during turbulent times.

### **Flight 484**

#### **Passport to Understanding Other Cultures**

Monica Mingucci, PhD.

Director, Applied Language Institute

UMKC/Metropolitan Community Colleges

Today's meetings are crossing the globe more than ever before, even if your event is held in the U.S. How can you stay sensitive to other cultures? At this interactive session, you'll learn some basic cultural nuances regarding everything from personal space to learning styles, and how to make your next international meeting a comfortable environment for all attendees.

**11:45 am – 12:15 pm**

**Break/Exhibits Open**

12:15 pm – 2:45 pm

**Lunch/Closing Session**

**Flight 949**

**Take a Step Beyond**

Mike Rayburn

Myrtle Beach, South Carolina

Known as the “World’s Funniest Guitar Virtuoso,” Mike uses astounding guitar creations, uproarious songs, and presentation skills that will encourage and inspire you to step beyond your perceived limitations. Get ready to “laugh ‘til it hurts” and leave totally energized and inspired!