



one+ ON SITE

Hall 'n Quotes

Name one new person you've met at WEC and share something interesting about your connection with them.



Rosaelena Bernaducci of B L Seamon Corp. We both participated with the WEC on Pathable. I needed help with a group in Greece and she put me in contact with people there.
David O'Connor, CMP, CHME
Meeting Connections



Joanne Dennison, CMP, of Ordinary Success Inc. I'm earning CEUs and I took her boot camp to know what to study. She was insightful and provided a lot of information and trends.
Marie Caci
Independent Special Events Meeting Manager



Angie Pfeifer, CMM, of Investors Group Financial Services Inc. She has had a lot to say about being "green." The Grand America already does all the typical green stuff, but the furniture there will also never see a landfill—it's well made and has a timeless style.
Jonathan Bakker
The Grand America Hotel



Denise Villa, COO for Golden Ladder Productions. We're in the same industry but deal with different kinds of business in different markets.
Patty Buehler
Business Events Sydney

Make your voice heard.
Session evaluations brought to you by MeetingMetrics, page 10.

WEC 2010 Luncheon: VANCOUVER AWAITS



Join your MPI friends from British Columbia as they share a glimpse of what's in store for next year at the WEC 2010 Vancouver Promotional Lunch in Hall E (11:30 a.m.-1 p.m./11.30-13.00, ticket required).

Nestled on the Pacific Rim, Vancouver is a warm, welcoming and multicultural city, combining cosmopolitan chic with fun, friendly and casual West Coast attitude. And with its harbor-front location and breathtaking views, the Vancouver Convention Centre offers one of the most beautiful meeting settings in the world.

(The center's West Building has tripled its capacity to 474,000 square feet of meeting, exhibition and function space.)

Vancouver was rated among the world's top 10 cities by *Food & Wine* magazine and will play host to the 2010 Olympic and Paralympic Winter Games.

The luncheon is sponsored by the Canadian Tourism Commission and its partners, Tourism Vancouver, the Vancouver Convention Centre and the Vancouver Hotel Destination Association.

Asian Fusion

The Beijing Tourism Administration (BTA) and Meetings and Exhibitions Hong Kong (MEHK) both signed strategic partnership agreements with MPI on Monday morning.

MEHK, which operates under the Hong Kong Tourism Board, is the first Asian supporter of MPI's Global Partner Program; BTA is the newest MPI Strategic Partner and will work to develop the MICE market in Beijing. The nearly 50 Asian attendees at WEC celebrated the partnerships with their peers from across the globe at a special reception Monday evening.

BTA is still savoring the hugely successful Beijing Olympics. Now the organization will
continued on page 3



MPI President and CEO Bruce MacMillan, CA, presents awards of recognition for MPI strategic partnerships in Asia to Anthony Lau (left) of the Hong Kong Tourism Board and David Liu (right) of China Star (accepting on behalf of the Beijing Tourism Administration).

Smart NEGOTIATIONS

"It's easier to keep you out of trouble than to get you out of trouble," warned John S. Foster, CHME, attorney at law for Foster, Jensen & Gully LLC, during his "Negotiating Hotel Contracts in an Uncertain Economy" session.

Foster started by polling the crowd, asking if it had contracts affected by the economy—nearly unanimously, the audience of almost a perfect planner/hotelier split responded affirmatively. It was immediately clear that these attendees were dedicated to the subject, and by the end of the session their vocal contributions proved their engagement.

The resulting contract negotiation tips were definitely not anti-hotel, Foster said, rather they presented a new way of thinking for all meeting professionals.



"All of the risks won't go away [with these tips], but we can hopefully minimize them," he said.

- Under-forecast your guest room block and catering revenue, as you'll look more like a hero by asking for more rooms than by cutting rooms. Planners must weigh the cost

of inconvenience for a few attendees (having to book outside the block at other properties) against the financial hit to their organizations from attrition fees.

- Don't agree to include any attrition or cancellation performance clauses unless

continued on page 13



Follow the latest news and insights at WEC on Twitter at **#wec09**.

MPI Global Knowledge Plan

MPI will establish as many as 15 training centers around the world within the next year, each offering internationally recognized accreditations for the meeting and event industry. The curriculum is just a part of the Global Knowledge Plan that the organization unveiled at the WEC yesterday.

In 2007, MPI endeavored to create an international body of knowledge that would specifically define individual skill sets and the means by which they could be acquired.

continued on page 3

A Smashing Engagement



Grab your WEC name badge and prepare for a spectacular evening at Red Butte Garden Amphitheater with **Smash Mouth!** Don't leave Salt Lake without this experience to round out your visit. Closing Night Reception: tonight, 7-10 p.m./19.00-22.00.

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The Best of the Tweets

Just left a FANTASTIC session on "Creating your Personal Brand Strategy" w/Peggy Stevens! Starting today I'm doing things different. @michellet827

Really had a great time on the morning walk. Thanks #wec09 volunteers. @tjworrell

Don't ignore the criticism on your social media sites. -from the Extreme Meeting Makeover session. @glenthayer

Awkward having suppliers and planners in same session on hotel contract negotiations. @hellajoy

Here's a thought: you should include WEC 09 on your resume under "Professional Development"! Don't forget to boost your credentials! @dawnrasmussen

Cool Twitter-meetings idea: tweet discount codes to constituency to drive registrations. 5 Technology Trends @sallbee

Body language secrets - picked to be on stage....scared @JonPetz

"Social media does not have rules, it has religions." Patrick O'Malley at #WEC09 LinkedIn for Business @aprilbroussard

RT @sanderssays: Remember: true networkers are connectors of people, not prospectors for personal gain. @MattMashburn

Finished great session on corporate social responsibility, great interaction and brainstorming session. On to next session @meetaustin

Follow the latest news and insights at WEC on Twitter at #wec09.

Signs of Recovery Amid Struggles

Event business conditions have fallen by more than 10 percent, according to 43 percent of senior-level meeting professionals surveyed in the June 2009 MPI *Business Barometer*. And nearly 40 percent of respondents said meetings spend has decreased by greater than 10 percent.

However, the report indicates signs of stabilization—even improvement—in the meeting sector. Though planners and suppliers say current business levels remain much lower than a year ago, an increased percentage of *Business Barometer* respondents now predict flat or improving conditions in the next six months compared to the same time last year. The number of meeting professionals who predict worsening conditions during the next six months has declined significantly since April.

Twelve percent of respondents cited poor perception/news coverage as the trend that will most influence meetings in the next six months (down from 17 percent in April). Other contributors included budget cuts at 12 percent (from 10 percent), the poor economy at 10 percent (from 9 percent), lower attendance at 9 percent (from 11 percent) and indecision due to the economy at 6 percent (from 8 percent), among others.

For the full June 2009 MPI *Business Barometer*, visit www.mpiweb.org and click education and then research.



Cancelled Sessions

Business Savvy Skills
Today, 1:15-3:15 pm/13.15-15.15, Room 255B

Eventview 2009
Today, 3:45-4:45/15.45-16.45 Room 253 AB

Monday's EDUCATION RECAP

Meeting Standards

Meeting and event professionals want to operate genuinely greener events and are increasingly seeking trusted third-party certification to prove their efforts are real and not simple "greenwashing." During "How Does a Business Become Certified as Sustainable?" led by Fiona Pelham, managing director of U.K.-based Organise This, attendees learned about the British Standard 8901 (BS8901) sustainable event management system standard, launched in 2007, which is becoming the global standard, and the basic steps that need to be taken in order to implement the system.

Planners need to ask some significant questions when seeking green certification as there are a



Take Your Meeting Overseas

In some countries, "mañana" indicates tomorrow. In others, it can imply "when we get to it" or even "never." Language disparities can wreak havoc on international meetings and events, as can local laws, currency fluctuations and conflict resolution. Hospitality law expert Joshua L. Grimes, managing attorney of Grimes Law Offices, shared his insight on international meetings with WEC attendees yesterday during his session "10 Essential Legal Issues in International Meetings."

Not all legal differences create challenges, of course. Some present planners and suppliers with unique opportunities. In countries governed by Islamic law, inflexibility leads to straightforward negotiations, rules against speculative damages lower cancellation costs and strong force majeure (*cas fortuit*) clauses give planners better leverage when unforeseen challenges compel them to cancel. For suppliers in the Middle East, local laws always apply, and contracts in the native language always govern conflict resolution.

Above all, Grimes suggests that meeting professionals put everything in writing, use qualified translators and engage local businesses to assist with customs and terminology. And to avoid the challenges of currency fluctuations, buy currency futures to lock in rates or open foreign bank accounts.



variety of groups and icons vying to be utilized—for instance, just what does the accreditation really mean?

The session looked at several real-life events that have or plan to implement BS8901 certification and standards, including a European Google event, which was self-certified using BS8901 criteria; London 2012, which is implementing BS8901 and will be second-party certified; and BS8901 third-party certified MPI events.

However, this session was not limited to BS8901 talk; it delved into the overall development and standards and addressed a wide range of standards that included APEX/ASTM, GRI reporting and Green Globe and product standards, discussing who the standards are written for as well as the pros and cons of each standard.

"How Does a Business Become Certified as Sustainable?" showed how, by looking at the immediate objectives for implementing a standard, meeting professionals can select the one most suitable for their businesses.

Creating Your Personal Brand

"Now more than ever it is crucial for you to take charge of your own career," presenter Peggy Stevens said yesterday in her session "Creating Your Personal Brand Strategy." "Regardless of how busy you are, you must take time to strategize about your career path and understand the necessary steps to reach your goals."

Attendees explored topics such as professional presence, non-verbal messaging, image, etiquette, presentation skills and contemporary business protocol. Attendees were also shown how work/



life balance, a perceived role within an organization and succession planning impact one's personal brand.

"There is overwhelming evidence that employers are placing more importance on business etiquette and image," Stevens said. "Having a solid foundation in these areas is critical for long-term success in the meeting and hospitality industry."

Global Knowledge Plan continued from page 1

"If you go to accountants anywhere in the world and ask them what tasks they perform, they will all answer the same way," said Didier Scaillet, MPI's chief development officer. "If you ask them what skill sets they need, they will list the same array. Ask 10 meeting professionals with the same job and the same title, they will give you 10 different tasks and 10 separate skills."

It was a quandary MPI was prepared to answer. The organization's staff and leaders set out to create a global training practice, presenting a tiered progression of learning—from the introductory skills assessment and boot camp, which offer a basic introduction to the meet-

ing industry, to the Executive Leadership Program with its MBA-level certification and business education.

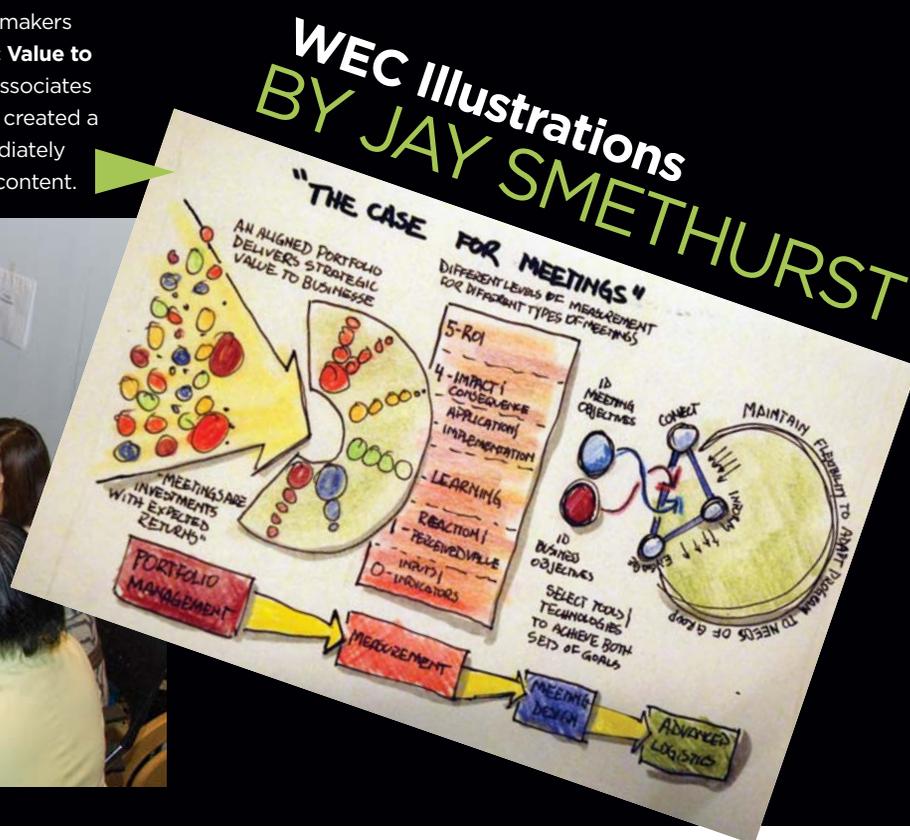
Each of the partner universities must have accredited business programs, and two schools have already signed partnership agreements: San Diego State University and France's CERAM Business School. MPI will provide training for instructors as well as curriculum for the programs in order to create the first set of global industry standards.

Read the full story on the MPI Global Knowledge Plan in the September issue of *One+*.

Asian Fusion continued from page 1

work with MPI to establish a comprehensive meeting industry presence through membership recruitment, chapter establishment and a global training center. Meanwhile, the Hong Kong Tourism Board will develop synergies with MPI and leverage its robust brand, extensive geographical presence and long-term expertise. As the global business world streamlines, partnerships will become a key way to expose MPI members to diverse, multinational business practices.

WEC delegates learned to present a clear and compelling case for meetings to key decision makers at their organizations during the afternoon-long **“Presenting the Four Elements of Strategic Value to Your Leadership Team.”** **Susan Radojevic** of The Peregrine Agency, **Mary Boone** of Boone Associates and **Jack Phillips** of the ROI Institute presented the interactive workshop in which attendees created a presentation that they can actually use with their own executives and decision makers immediately following the event. Also pictured is Illustrator **Jay Smethurst’s** interpretation of the session content.



Success in Challenging Times

25
YEARS OF GIVING
1984 - 2009



Celebrating 25 years of investment in the meeting industry, the MPI Foundation announced Monday a future focus that closely aligns with corporate leaders and that adjusts to the dynamics of the shifting economy while positioning the advancement of professionals within the industry.

This year alone, the MPI Foundation has raised US\$1.7 million, given \$175,000 away in chapter grants, increased chapter giving by 257 percent and escalated CVB giving by 46 percent. The MPI Foundation has contributed more than \$1.1 million in programs such as the Global Certificate in Meeting Operations, the CMP Online Study Guide and groundbreaking research such as *EventView*

and *The Canadian Economic Impact Study*.

“As the new economy materializes, our industry is seeing a shift, and the MPI Foundation’s role is increasingly crucial to the global advancement of meeting professionals,” said Margaret Moynihan, CMP, chairwoman of the MPI Foundation Global Board of Trustees and a director at Deloitte.

The MPI Foundation now embarks on a co-creation process to better understand the impact of the economic shift and how to bring new value to members and partners. The nonprofit will explore new and innovative ways to better serve both MPI members and the industry as a whole for the next 25 years and beyond.

One+ Adds Up

Stay on top of the latest meeting industry news from anywhere in the world with digital flipbook editions of *One+* and *One+EMEA*. You can also find up-to-the-minute thoughts about the industry on PlusPoint, the magazine blog.

www.mpioneplus.org

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@WEC with Herschel Goldscher



In 2002, Herschel Goldscher joined the Hilton Family. After years as a human resources contractor, he felt ready for an important professional change and is now senior sales manager at the Los Angeles Airport Hilton.

Why are you attending WEC?

As a vendor, the networking helps build relationships. Most importantly, though, I gain a greater insight into the current trends in the meeting and event industry.

What do you think of MeetingPlace this year?

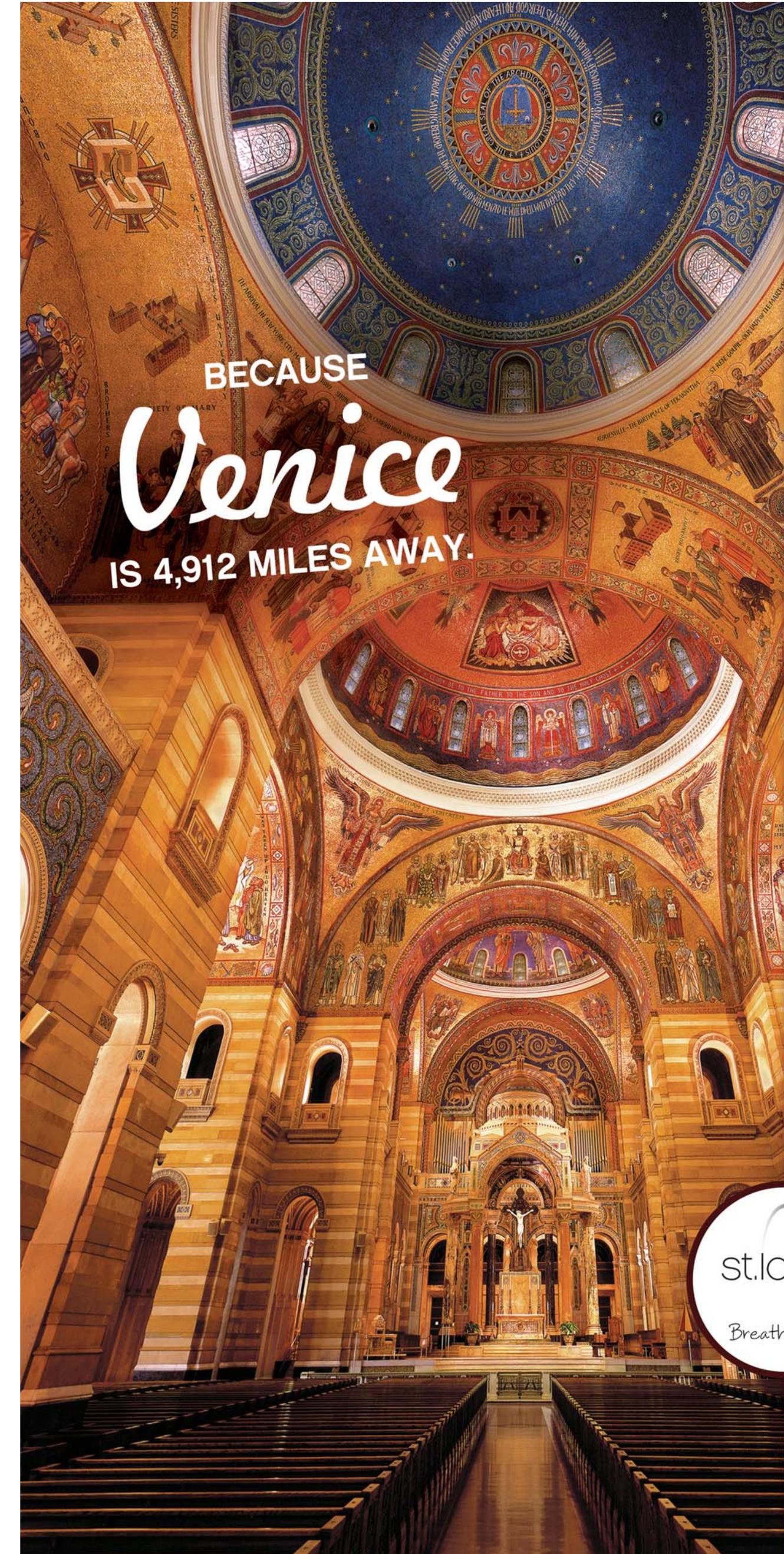
I like the idea of the pods at the trade show—it’s very open and inviting, and the food stations throughout help facilitate the flow.

What has been the best part of the WEC so far?

It’s all been great so far! The whole theme of the Opening General Session will hopefully put people at ease and [help them] see that we’re all in the same boat and need to make important changes in the industry.

What has been your most valuable experience at the WEC?

The new relationships that I’m able to maintain and build. During this time, it’s more important than ever to build that rapport.



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Douglas B. Wren currently serves as vice president of sales and marketing for Wren & Fida International, specializing in meetings, events and incentives for privately held, global companies. Wren has visited more than 100 countries and speaks fluent Portuguese. Taking advantage of Utah's mountains, Wren also enjoys snowboarding, mountain biking and cycling when at home.

What are your goals for attending WEC?

Having WEC in my backyard is fantastic. I plan on showing my colleagues why I choose to live in such a great place. My goals for WEC are centered on networking and strengthening business relationships.

Why specifically is MPI important to you and your career?

At this time in my career, being a member of MPI is crucial for business contacts, current trends and industry updates.

How are you helping your company thrive despite the current economy?

Despite the economy, I have personally taken an optimistic outlook on the future, looking for something positive daily, no matter how small. I love being in this industry and remember how lucky I am every day.

What advice would you give to members attending WEC for the first time?

Being my first time attending WEC, I plan on being a sponge.

So, what do you do in your spare (ha!) time?

I am the host of a two-hour radio program, the *KSL Travel Show* with Doug Wren, which is broadcast on Sundays and streams at www.ksl.com. The show travels wherever I have business meetings. This year, I broadcasted from Costa Rica, Cairo, Sharm el Sheikh (Egypt) and Cartagena and twice from the Mayan Riviera.

WORD FIND



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- Hotels
- Meetings
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- Olympicoval
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Solution on page 14

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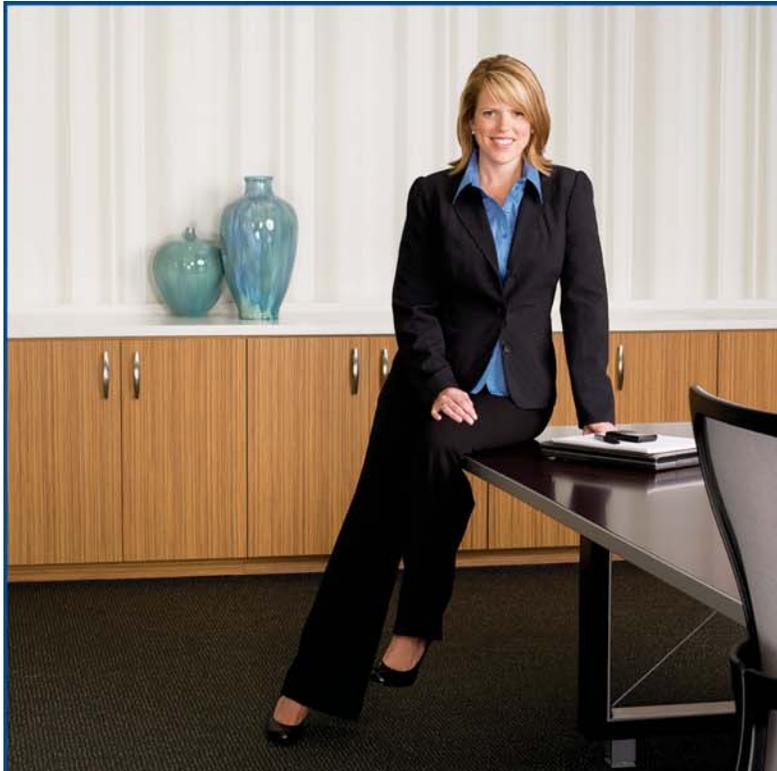
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Tuesday's Schedule At-A-Glance

8 a.m. - 5 p.m./08.00 - 17.00	Global Village South Foyer
8 a.m. - Noon/08.00 - 12.00	Registration South Foyer
8 - 8:30 a.m./08.00 - 08.30	Coffee Service Foyers of Levels 1 and 2
8:30 - 9:30 a.m./08.30 - 9.30	Knowledge Sessions (computer labs have an additional fee) Levels 1 and 2
9:50 - 11:30 a.m./09.50 - 11.30	Coffee Service Foyers of Levels 1 and 2
8:30 - 10 a.m./08.30 - 10.00	Knowledge Sessions (computer labs have an additional fee) Levels 1 and 2
9:50 - 11:30 a.m./09.50 - 11.30	Knowledge Sessions (computer labs have an additional fee) Ballroom JH
9:50 - 11:30 a.m./09.50 - 11.30	Kepler Power Keynotes Series: Chester Elton & Adrian Gostick Ballroom JH
11:30 a.m. - 1 p.m./11.30 - 13.00	Vancouver Promotional Luncheon (ticket required) Hall E
1:15 - 2:15 p.m./13.15 - 14.15	The Candid Conversation: A Conversation With MPI 254B
1:15 - 3:15 p.m./13.15 - 15.15	Knowledge Sessions (computer labs have an additional fee) Levels 1 and 2
3:45 - 4:45 p.m./15.45 - 16.45	Knowledge Sessions (computer labs have an additional fee) Levels 1 and 2
7 - 10 p.m./19.00 - 22.00	Closing Night Reception (2009 WEC badge required) Red Butte Garden Amphitheater



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Expert Excerpts WITH ROBERT SWANWICK



Robert Swanwick has been involved with technology for 20 years. He worked for the Washington Speakers Bureau as the multimedia products director and is now the CEO of Speaker Interactive, which helps meeting planners offer add-on digital services (Web events, teleconferences, videos, online chat, blog posts, podcasts) from their in-person speakers. Swanwick also boasts an impressive Twitter presence and moderates online Twitter chats via **#eventprofs**.

How did the #eventprofs Twitter chat get started?

There are many Internet users collaborating online through Facebook, MySpace, e-mail and now Twitter. Lara McCulloch-Carter (@ready2spark) was the rallying voice who brought everyone together through Twitter Chat. She has shown she is a great brand/community builder and a very helpful online resource. Other moderators include @JeffHurt, @GregRuby, @SpkrInteractive, @SamuelJSmith, @MelyMello, @RachelES and more.

Why do you think it has become such a huge discussion?

One of the late June discussions was so popular it hit the Twitter trending topics list—more than 500 messages shared in under an hour. I believe the popularity is due to the event profession reaching a tipping point: the poor economy, the stigma against face-to-face meetings and the popularity of virtual events are changing the way meetings are promoted and executed. Event professionals are hungry for information about how to make this transformation. The #eventprofs chat is a place where they can safely ask questions and share ideas.

How do you know when the chats occur?

Chats occur twice weekly: Tuesdays at 9 p.m. EST and Thursdays at noon EST. Lara maintains a wiki (<http://eventprofs.pbworks.com>) where people can get more information, suggest topics, sign up to be a moderator and more. The Twitter Chat Schedule (<http://bit.ly/oXBBu>) lists #eventprofs, #assnchat, #spkrchat, #caterchat and many other Twitter chats.

Tell Us WHAT YOU THINK.

Online Education Session surveys will be sent out each day so that the sessions you attended can be evaluated. This year's online surveys can be completed on your PDA or your laptop. Thank you for providing feedback. **(All WEC attendees:** Please tell us about your conference experience by completing the online survey you receive on Wednesday, July 15.)

What other ways do you use Twitter to advance your business?

Twitter is a fantastic way to find people in a particular niche. Twitter is also a great way to listen. Tools such as TweetDeck allow you to save searches so that you can see who is talking about your brand, location or topic. I have used Twitter to get a pulse on what event planners think about technology and to find partners who might help with the Speaker Interactive mission.

Do you have any Twitter advice for your MPI peers?

Twitter connections are just like any other relationship. Give before you receive. Don't just shout/market about your business. Help promote the people you find helpful. If you are responsible for planning an event, make sure that you select and publicize a Twitter hashtag early. A hashtag is just a keyword that starts with the # character (#WEC09). If people add that hashtag to their posts, it is easier for you and the other attendees to listen and form an informal Twitter community.

Take Your Meeting Outdoors In Minnesota.



Minnesota is a state where urban and natural spaces combine. Run the trails at the Minnesota Valley National Wildlife Refuge in the heart of Bloomington.

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A Dose OF SASS



Day 3 of the conference is always one of my favorites. By this time you have seen so many colleagues whom you have not seen since your last educational conference—or possibly in years—and you probably have met so many new ones that will be friends for life. Together, we are an amazing collection of people.

As the conference theme says, “When we meet, we change the world,” and as a result of this gathering, we are going to go out and change the perception of meetings and events around the globe. The value of meetings and events is indisputable, but it is up to each of us to spread the word of their value in today’s economy. And as Barack Obama has so eloquently said on numerous occasions, “Yes, we can!” We truly are the face and voice of the meeting and event industry.

When we all leave Salt Lake City inspired, I encourage each of you to gather your industry and non-industry friends together for a wonderful summer fête.

The outdoors provides the perfect backdrop to play host to everything from a laid-back soiree with cocktails and hors d’oeuvres to an elegant dinner for friends, family and neighbors, all in celebration of warm temperatures and amazing sunsets. Additionally, it serves as the perfect opportunity in a relaxed environment to tell all of your non-industry friends about the value of our industry so they, too, can help spread the word.

One of my personal favorites is an all-white summer soiree. White provides an elegant twist to an outdoor picnic.

- Create your outdoor summer party on a beach, in a garden, in a backyard or on a small townhouse lawn or patio.
- Use a crisp summer white as your primary color. And don’t hesitate to pair white and off-white.
- Invite your guests to dress in all white and upon arrival to go barefoot.
- Place white paper bag luminaries with tea lights in sand to outline and define your entertaining space.
- Plan on having a variety of non-alcoholic options available for your guests. Assign a few of your good friends to keep an eye on the bar area.
- I’ve found that one of the best ways to keep your alcohol budget in check is to offer a signature cocktail at your party. This year for my fun summer soirées, I am serving my favorite luxury rum, 10 Cane! Everyone wants to feel luxurious, and this is a simple and easy way to incorporate that feeling into your party.
- If space permits, place a white tent in your entertaining space, and then take white fabric and simply drape it over the tent poles at the top (this allows you to cover the tent poles) to create sheer and billowy drapes.
- Straw beach mats will create a wonderful floor surface on the ground and

under the tent. For extra fun, top the mats with white pillows to promote ground seating and conversation.

- Gorgeous and airy summer white flowers such as roses, stephanotis, white phlox, white calla lilies, Casablanca lilies and hydrangea are a perfect touch for an outdoor party.
- Bring the indoors out. If you have a wonderful wood dining or coffee table that is easy to transport outside, do so; this makes for a fantastic dining or buffet table.
- White wood garden chairs are a great and comfortable touch to any summer event. Arrange these casually in an easy form to encourage relaxed conversation.
- String stylish white paper lanterns, white twinkle lights or solar lanterns to create ambiance. I always love to add a touch of romance with white candles in various sizes and in hurricane vases.
- Table cloths in crisp linen, sheer, textured or gauzy white add a special touch to any table setting.
- If you live in an area where temperatures dip in the evening, an outdoor fireplace, fire pit or chimenea is wonderful.
- Think about spraying the area the day before or placing citronella candles in the distance and providing a few cans of bug repellent for your guests.

Correction

The **CORT Event Furnishings** description in the *WEC Conference Guide* was listed incorrectly. We regret the error. The correct description follows.

Kevin Dana
South San Francisco, CA
650-624-0930
kevin.dana@cort.com
www.cortevents.com

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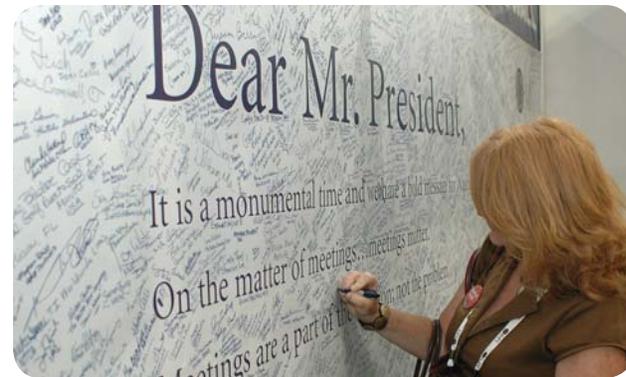
A Message GAINING MOMENTUM

The meeting and event industry has a letter for U.S. President Barack Obama:

“Dear Mr. President, it is a monumental time, and we have a bold message for Washington. On the matter of meetings...meetings matter. Meetings are a part of the solution; not the problem.”

But it’s not just any old letter, this one is eight feet tall and 48 feet wide, consisting of three, 16-foot-tall panels (one sponsored by MPI) with thousands of signatures and handwritten notes from industry members—and a watermarked photograph of the U.S. Capitol Building. The intent is to make sure the message gets across loud and clear.

Beth Hamiroune, vice president of sales for the Krisam Group and Global Event Partners, began this grassroots movement during the MPI New England Meetings Industry Conference & Exposition (NEMICE) trade show in



April. Originally part of her booth display, attendees began signing the panels in an overwhelming heartfelt response to express support for the industry.

She attended the 2009 U.S. presidential inauguration, which is where she snapped the letter’s photo.

“I was very emotional about the whole situation,” Hamiroune said. “When President Obama spoke out against meetings, I felt disappointed.”

The letter then traveled to an MPI chapter event in New York, and with the growing buzz found its way to the ASAE Springtime Expo. What has become referred to as The Wall just finished up its visit to WEC’s MeetingPlace trade show floor, garnering excited responses from new signatories.

Hamiroune hopes to deliver the letter to Washington this fall. Its path up to that time is still fluid, too, and MPI chapters are encouraged to play host to the letter at their events to add signatures and increase the impact of this powerful message.

MeetingPlace Cash Winners

Congratulations to the winners of the \$500 trade show giveaways, sponsored by Peabody Orlando!



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ExxonMobil



Beth Hecquet
Director of Meetings and Events
National Association of Sports Commissions



Rebecca Jones, CMP, CTC
Meeting and Event Planner
Shell Oil Company



Patricia Keeney, CMP
Manager, Meetings and Conventions
Synthes (USA)



Shari Stafford, CMP
Manager, Community Affairs and Events
Southern Union Company



Mia Short, CMP
Advisor, Event Marketing
CVS/Caremark



Lauree Simes
Corporate Event Planner



Latonya Trower, CMP
Conferences Coordinator
American Society for Microbiology



Smart Negotiations

continued from page 1

the circumstances specifically justify it. Foster said planners should maintain the right of first refusal—you get first dibs on rooms if the hotel is being offered additional business. Hoteliers present were doubtful, saying they’d only agree to that if they’re just dealing with overflow business or if the dates are during the off-season. Foster responded that he sees this working with a lot of hotels, but that, of course, these tips don’t apply to every situation—second-tier cities are more likely to accept such contract components.

- Planner attendees mentioned seeing many hotels offer bookings without attrition clauses, but wondered if this indicates that planners are taking the business less seriously—and if hotels, in turn, would be less attentive to their business.
- Don’t agree to pay both attrition damages and meeting room rental unless the room-to-space ratio is out of balance—use a certain percentage of rooms, get a certain percentage of meeting space. Planners using more than their share of meeting space may earn “space hog” titles from properties. You always get the best terms if your ratio is in balance.
- Provide terms for “date change” versus “cancellation” and “rebooking.” By utilizing a “date change” clause, planners can avoid cancellation charges. Hoteliers were skeptical about the success of such clauses, and while Foster admitted this is a controversial idea, he has seen it utilized successfully and the current economy is potentially giving this option legs.

There was so much important content and great discussion that it can’t all possibly be included here. WEC attendees can, however, check out Foster’s “Hotel Contracts Boot Camp” session today at 9:50-11:30 a.m./09.50-11.30 in Room 255D.



WORD
END

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