



*"Enhancing and Promoting the Expertise of
Government Meeting Professionals"*



2017 National Education Conference Reel in Great Education

SGMP: Reel in Great Education



Click on me to register now!

From the President.....



It is my pleasure to invite you to the 35th Annual National Education Conference to be held at the Greater Fort Lauderdale Convention Center with accommodations at our host hotels, the Hilton Ft. Lauderdale Marina and the Hyatt Regency Pier 66.

We have worked with our supplier members and acted on input received by the Blue Ribbon Task Force, to recreate the Expo. Our focus this year features a three-pronged approach to networking:

- A hosted education lunch (hosted by Marriott and Hilton and open to all attendees).
- The traditional trade show.
- A fabulous dessert reception (planners will be grouped by geographical regions and suppliers can mingle in the area that best fits their sales needs).

Of course, there are educational opportunities galore during NEC week! Do you have your CGMP designation? If not, register to attend the course just prior to the conference and you can be honored on the stage during the conference for having achieved the highest designation that government meeting professionals can achieve. Additional pre-conference programming includes Planner, Supplier and Protocol boot camps, as well a revamped Joint Leadership Session for Chapter Board members. And all this is before we even get to the main event.

Our conference will be kicked off by Deborah Gardner who was recently honored with the 2017 Top Influential Woman by Smart Meetings Magazine. She plans to "WAKE UP GOVERNMENT MEETING PROFESSIONALS!" The Gilmer Trustees have done a phenomenal job in locating speakers that will appeal to newbies as well as long standing SGMP members. Educations sessions will cover topics in all of the core competencies, and offer up to 7 CEU's. Our closing keynote speaker is someone that will be familiar to many SGMP members, Dr. Dale Henry. Dr. Henry will focus on change but is sure to leave us laughing and motivated to go back to our jobs on Monday.

The welcome reception hosted by the Greater Fort Lauderdale/Broward County Convention and Visitors Bureau is sure to be exciting. Along with the welcome reception, I think one my favorite events during the conference is the Sam Gilmer Awards banquet because it is fun to see how well we all clean up and look fabulous, but it is also wonderful to honor the work of our chapters and members. If you know of someone who has made a significant contribution to SGMP, make sure to nominate them for either Planner or Supplier of the Year. And I am particularly looking forward to the opportunity to present the President's award this year.

On behalf of the National Board and the Gilmer Trustees I can say that we are looking forward to seeing everyone in Sunny Fort Lauderdale. **SGMP Ignite!!**

Michelle A. Milligan, CGMP

Michelle A. Milligan, CGMP
SGMP National President



SGMP Nation Gives Back!

The mission of Ronald McDonald House Charities (RMHC) is to create, find and support programs that directly improve the health and well being of children in South Florida. Guiding us in our mission are our core values:

- Focusing on the critical needs of children.
- Celebrating the diversity of the programs we offer and the staff, volunteers and donors who make them possible.
- Staying true to our heritage of 32 years of responsible stewardship.
- Operating with accountability and transparency.

Vision

We believe that when you change a child's life, you change a family's, which can change a community, and ultimately the world. We strive to be part of the change and part of the solution in improving the lives of children and their families by providing programs that strengthen families during their most difficult and challenging times.

Charity Chapter Challenge! Have your members collect pull tabs from soda cans, soup cans, etc. and turn into their Chapter. The Chapter with the greatest weight of pull tabs will receive a planner registration for a future National Education event.

Other Charity Donation Opportunities:

- Toiletries (hotel size or other sizes) can be collected and presented to Ronald McDonald House.
- Financial donations by members may be made directly on the Ronald McDonald House site: <https://rmhcsouthflorida.org>



"A small act of kindness is more powerful than the greatest intention"

Schedule At-a-Glance

MONDAY, JUNE 5, 2017		
1:00 PM	5:00 PM	Joint Leadership Session (Current and Incoming Presidents, 1 st Vice Presidents and 2 nd Vice Presidents)
TUESDAY, JUNE 6, 2017		
8:00 AM	6:30 PM	Registration Open
8:00 AM	4:00 PM	Cyber Café Open
8:30 AM	12:30 PM	Joint Leadership Session (All Chapter Leaders)
9:00 AM	11:00 AM	CGMP Course Examination
1:00 PM	2:00 PM	Scholarship Orientation Meeting (by invitation only)
1:30 PM	2:00 PM	CGMP Recertification
2:00 PM	5:00 PM	Planner, Supplier, Protocol Boot Camp Sessions (\$100 additional fee applies)
2:15 PM	3:15 PM	So You're New to SGMP NEC
2:15 PM	3:15 PM	Chapter Operations Workshops (Fundraising and Communication) Open to all members
3:30 PM	4:30 PM	Chapter Operations Workshops (Secretary and Education) Open to all members
6:30 PM	8:30 PM	Welcome Reception hosted by the Greater Fort Lauderdale/Broward County CVB to be held at the Museum of Discovery & Science (MODS)
WEDNESDAY JUNE 7, 2017		
7:30 AM	5:00 PM	Registration Open
7:30 AM	12:00 PM	Cyber Café Open
8:00 AM	9:45 PM	Opening Ceremony, General Session & Plated Breakfast
10:00 AM	5:00 PM	Silent Auction Open - Day 2 (Closed During General Sessions)
9:45 AM	10:00 AM	Networking Break
10:00 AM	11:00 AM	Concurrent Education Sessions Block A
11:00 AM	11:15 AM	Networking Break
11:15 AM	12:15 PM	Expo Trade Show (Planners and Exhibiting Suppliers only)
12:15 PM	1:30 PM	Major Sponsor Hosted Educational Luncheons (open to all attendees)
1:30 PM	2:15 PM	Chapter/Region/Planner Dessert Reception (Open to all Attendees)
2:15 PM	2:30 PM	Networking Break
2:30 PM	3:30 PM	Concurrent Education Sessions Block C
3:30 PM	3:45 PM	Networking Break
3:45 PM	4:45 PM	Concurrent Education Sessions Block D
6:00 PM	7:00 PM	Sam Gilmer Awards Cocktail Reception
7:00 PM	8:30 PM	Sam Gilmer Awards Banquet
8:30 PM	9:30 PM	Live Auction
THURSDAY, JUNE 8, 2017		
7:30 AM	9:00 AM	Continental Breakfast
8:00 AM	3:30 PM	Cyber Café Open
8:30 AM	12:30 PM	Silent Auction Open - Day 3 (Closed During General Sessions)
8:30 AM	9:30 AM	Concurrent Education Sessions Block E
9:30 AM	9:45 AM	Networking Break
9:45 AM	10:45 AM	Concurrent Education Sessions Block F
10:45 AM	11:00 AM	Networking Break
11:00 AM	12:00 PM	Concurrent Education Sessions Block G
12:00 PM	12:15 PM	Networking Break
12:15 PM	1:45 PM	General Session: Plated Lunch, State of the Society Address; Chapter Awards
1:45 PM	2:00 PM	Networking Break
2:00 PM	4:30 PM	Silent Auction Prize Pick-up (sole time to claim prizes; any items not retrieved to be forfeited without refund)
2:00 PM	3:00 PM	Concurrent Education Sessions Block H
3:00 PM	3:15 PM	Networking Break
3:15 PM	4:30 PM	General Session
5:00 PM	7:00 PM	National Board Transition Meeting
5:00 PM	7:00 PM	Gilmer Trustee Meeting

Pre-Conference Events



CGMP Certification Course and Exam June 3-5, 2017, 9 a.m.-5 p.m. & June 6, 2017, 9 a.m.-11 a.m.

The Certified Government Meeting Professional designation (CGMP) is designed for planners and suppliers whose work is governed by the rules and regulations of the federal government. The content for this course assumes that you have worked in the meetings management industry for at least one year and have a basic knowledge of industry terminology and acronyms. To be eligible to take the course, you must be an SGMP member in good standing for six months (or if you're a new member, show proof of one year working in the hospitality industry). After three full days of classroom instruction (evening group study is recommended), the exam is taken on the fourth day.

Presenter: Garland Preddy, CGMP

COST: \$595.00 (includes materials and cost of exam)

Monday, June 5, 2017

TIME	EVENT
1:00 pm – 5:00 pm	Joint Leadership Session (by invitation only)
5:00 pm – 6:30 pm	Joint Leadership Session Networking (Hilton Outdoor Bar)

Tuesday, June 6, 2017

TIME	EVENT
9:00 am – 12:30 pm	Joint Leadership Session (by invitation only)
12:00 pm – 4:00 pm	Silent Auction Open
1:30 pm – 2:00 pm	Scholarship Orientation Meeting (by invitation only)
2:00 pm – 5:00 pm	Boot Camps
2:15 pm – 3:15 pm	So, You're New to the SGMP NEC
2:15 pm – 3:15 pm	Chapter Operations Workshops (Fundraising, Communications)
3:30 pm – 4:30 pm	Chapter Operations Workshops (Secretary, Education)



RECEPTION

**Museum of
Discovery & Science**

TUESDAY, JUNE 6, 2017 6:30 PM

Sponsored by:



Pre-Conference Events

BOOT CAMP

CONCURRENT SESSIONS
TUESDAY, JUNE 6, 2017
2:00 PM – 5:00 PM

PLANNER

This interactive session will go through the steps of meeting planning from beginning to end. We will share best practices and standards in the industry for setting up an event which includes; timelines, request for proposals, contract negotiations, food and beverages, function room setups, audio visual needs, and sample task lists. We will also discuss industry trends and formulas to know for setups and food and beverage requirement. If you are new or been in the industry for many years, there will be something for everyone.

Presenters: **Beth Miller-Tipton, CGMP**

COST \$100.00

SUPPLIER STRATEGIES

SGMP has seen an increase in questions by members seeking advice on the best practices to market and sell to the government. The economy has impacted the travel and meetings industry, but the government sector remains strong and consistent. If you want to have an edge in the government market, this course is for you. The content for this course includes:

- First steps for preparing your company to bid on government business
- How to use System Award Management (SAM) and other required government bidding processes
- What you need to know when responding to a government RFP
- How to follow the methods and rules when responding to a government RFP
- Ethics in conducting government business
- How to work with a government planner by following protocol, ethics, standards and practices.

Presenter: **Carolyn Barrett, CGMP**

COST \$100.00

PROTOCOL

Protocol refers to the set of rules, procedures, conventions and ceremonies that relate to relations between states. In general, protocol represents the recognized and generally accepted system of international courtesy. In course of time, however, it has come to cover a much wider range of domestic and international relations. In this seminar, attendees will learn the skills regarding Precedence, Flag Protocol and Gift Giving.

Precedence topics: Senior ranking federal government officials, local government officials, leaders from academia and private industry, and family all at your next event! How do you prioritize them?

US Flag Protocol Topics include: Laws and regulations, the National Anthem, Patriotic Customs - displaying the U.S. Flag, Other Flags (International, state, organizational, positional & personal), Precedence of flags.

Gift giving is an international custom and in business. Gifts are tokens used to establish, influence, or build relationships. Topics include: Gift questions to ask, International gift giving, Presentation of gifts and gift wrapping, gifts to think twice about, ethical questions to ask about gift giving.

Presenter: **Kathleen Ryan, CGMP**

COST \$100.00



*New This Year!
The Hamilton Auction.
In the Silent Auction Room*

WEDNESDAY, JUNE 7, 2017 8:30 AM – 9:45 AM
OPENING CEREMONY, GENERAL SESSION, PLATED BREAKFAST



Deborah Gardner

MAKING A DIFFERENCE: WORKING AND LIVING IN THE FAST LANE

Do you ever wonder how to make an incredible difference for yourself and others? Looking to achieve your goals, dreams and passions? Maybe thought about the one thing to change in order to be more successful in your job and life but don't know what it is? Well, if you want to make working and living in the fast lane easier – **WAKE UP GOVERNMENT MEETING PROFESSIONALS!**

No matter what role or title you have in the meetings industry, join in this high energy, fast paced, content-rich, humorous program that will prove you can win while working and living in the fast lane. Whether it's to provide better meetings or customer solutions, enhancing relationships, reach a higher end result, crush it when selling or leading, get ready to grasp new innovative ideas while shaping YOU in a more powerful and constructive manner. Learn how making a difference is more than just having a goal. The time has come to put YOU into action. Up for the challenge?

- *CONVENTION INDUSTRY COUNCIL'S TOP CMP 30 INFLUENTIAL MEETING PROFESSIONALS*
- *MEETINGS & CONVENTIONS MAGAZINE'S "PLANNERS' FAVORITE" SPEAKER LIST*
- *TOP 5 MOST REQUESTED SPEAKER FOR MEETING PROFESSIONALS INTERNATIONAL*

A swimming champion turned author & competitive performance expert, Deborah Gardner helps companies and organizations professionals advance to new levels of success with a new competitive mentality - streamline your goals for maximum winning results. Better known by many Fortune 500 companies as the *Pit Bull in a Skirt*, Deborah is rising to international prominence with a captivating, entertaining and humorous sassy presentation style. With a lifetime of competitive experience, Deborah has a wealth of practice being a Marine Brat, an Olympic Trial swimmer, currently a 2-time National Sr. Games gold medalist, a groundbreaking leader as one of the first female broadcasters with CBS Sports and a 25 year hospitality sales veteran. Deborah's talents, knowledge and experiences for identifying untapped potential continues to prove results by helping hundreds of her clients worldwide to discover their competitive spirit. Along with a laundry list of awards, Deborah was just honored with the 2017 Top Influential Woman by Smart Meetings Magazine, Convention Industry Council's Top 30 Influential Meeting Professionals and, Meetings & Convention Magazine recent poll by meeting planners voted Deborah as one of the best speakers heard in the last 2 years, putting her in the category with Bill Clinton, General Collin Powell, Barbara Corcoran, Tony Robbins, Les Brown, Magic Johnson and Tom Brokaw. Deborah believes in mastering her craft on the platform by doing television commercial work as an actor, conducting voice-overs and runway modeling. Deborah lives in Phoenix, Arizona with her husband and her lover boy, Chief, the dog that makes special program appearances.

WEDNESDAY, JUNE 7, 2017 10:00 AM – 11:00 AM

EDUCATIONAL SESSIONS



Protecting Your People, Property, Productivity, and Your Posterior! **Bo Mitchell**

Boston Marathon, Aurora, Colorado and Hurricane Sandy emphasize emergency planning for your workplace can be a matter of life and death and is subject to many federal, state and local laws, regulations and standards. Most who are tasked with creating and maintaining emergency plans are confused or overwhelmed regarding those standards. Learn what laws, regulations and standards apply to your emergency planning, training and exercises. Learn what a lawsuit will do to you if you don't create a plan to standard. Learn the 17 mistakes organizations make in creating their plans today. Is your plan compliant?

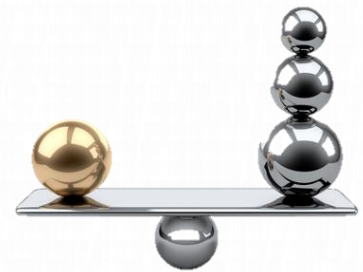
Core Competency: Logistics

Now is Your Time – Balancing Work, Life, and Education

Dr. Robert Lemon

The demand on your time has never been greater. Working productively, making good decisions, and maintaining cooperative relationships with others enable you to stay energized and focused. Understand the importance of honoring your own time. Visualize your future, and make it happen now. Prioritize and choose your activities, and establish boundaries. Manage multiple priorities and focus on the important and valid. Recognize key components of effective goal setting through time management. Plan your way to success; Create clearly defined goals; recognize the key components of goal setting. Your confidence in time management will sky rocket. You will find yourself experiencing fewer struggles and stress immediately. Spectacular achievement is always preceded by spectacular preparation. You only have a minute, your life is in it.

Core Competency: Education and Programming



RFP's and Contract Negotiations

Beth Miller Tipton

A veteran meeting planner and former hotelier with more than 30 years of experience in the hospitality industry, Beth will share tips on building an RFP and using it as a tool for negotiating hotel contracts. This session will cover the essential components of an RFP, how to better communicate group specifications, tips for negotiating price considerations, and STEPS involved in finalizing a contract. When you leave this session, you will have a better understanding of the RFP process, and learn numerous tips on negotiating a win-win contract.

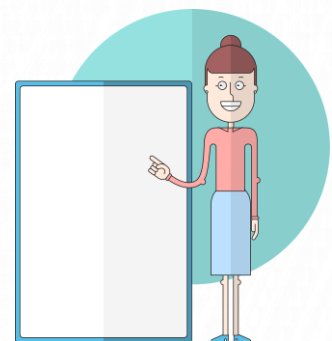
Core Competency: Contract and Financial Management

Celebrate! Lessons Learned from the World's Most Admired Organizations

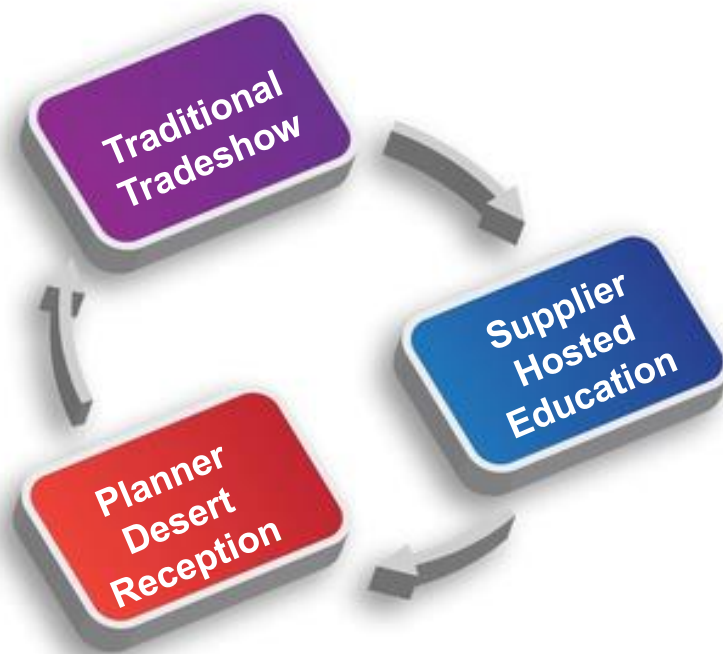
Scott Friedman

"Celebrate! Lessons Learned From the World's Most Admired Organizations" "Celebration" is one of the most effective ways to engage employees & attendees, improve team performance, raise productivity and create connection. In this entertaining, interactive, content rich celebration, you will learn how to create a culture of celebration in your workplace and conferences leading to more innovative, happier, responsive constituents.. Learn what the most admired organizations are doing to honor, celebrate, and engage employees and attendees. Learn to create a happier workplace and conference and have lots of fun doing it.

Core Competency: Leadership



WEDNESDAY, JUNE 7, 2017 11:30 AM – 2:15 PM
EXPO AND SPONSORED EDUCATIONAL SESSIONS



Expo Reinvented

Location

This will take place in the Grand Ballroom of the Greater Fort Lauderdale/Broward County Convention Center, where all NEC events will be taking place.

Part I: Traditional Tradeshow (11:15a-12:15p)

Though many associations have been trending away from the traditional tradeshow format, it remains a useful way for our suppliers to share information with our planners. The tradeshow will be smaller, shorter and more efficient than in previous years. Booths will be limited to 48 10x10's (or fewer should suppliers opt for a larger booth). The event will be kept to one hour and light refreshments will be served.

Part II: Supplier Hosted Education Sessions (12:15p-1:30p)

This is a brand new concept for SGMP. Four major sponsors will be offered an entire classroom (of nearly 3,000sf) at which lunch will be served and the sponsors will have the opportunity to decorate and design the room as they please. They will be able to bring in their own speakers (approved by SGMP), present on a specialty topic, introduce branded information, and enjoy an audience comprised of both planners and suppliers alike for up to four repeating

15-minute sessions. The audience will be permitted to rotate to the other classrooms during this period. Lunch will be provided in all of these concurrent sessions. This track will count as one of the education tracks for the conference. Note there will be no non-exhibitor luncheon at this year's NEC. This is the only place lunch is provided.

Part III: Planner Dessert Reception (1:30p-2:15p)

This is another brand new concept for SGMP. For the forty five minutes following the hosted luncheons, we will hold a "reverse reception" where instead of suppliers arranging themselves by geographic region, the planners will do so. Suppliers will be free to roam about as they wish, mingling in whichever geographic circle befits them. This will give suppliers easy access to network specifically amongst those who can reasonably bring business to their hotel and thus more specific ROI.

Join Us on June 8th at the largest annual gathering of government meeting professionals.

Click here for more details on the [New and Improved Expo](#)

Inclusive Hospitality and Meetings

Joan Eisenstodt

When hotels and other facilities say they are 'in compliance' with the ADA, they may still be inaccessible to people with disabilities. 'Birthed' in 1990, with amendments strengthening the provisions, the ADA itself doesn't mean your meeting and the facility in which it's held will be accessible. In this session, with an interactive pre-session opportunity, we'll explore how you can make your hotel and meetings more inclusive for all people.

Core Competency: Facilities and Services



Planning and Design: Maintaining Participant Engagement

Anita Yearwood

With the shifting landscape for education and training, organizations are faced with the challenge of keeping their annual conferences fresh and exciting. Learn how to plan a conference that brings people to the event and keeps them engaged. Come hear new ways to keep your conference a not-to-be missed event! You will: Develop strategies for engaging participants before, during and after the event; identify ways to optimize content for maximum consumption; and provide tactics for building community and conversation around the event

Core Competency: Logistics

Ethical Choices

Chuck Malkus

Chuck delivers important lessons related to personal and professional branding by identifying the warning signs associated with poor business ethics. He offers guidance on how to avoid warning signs and be aware of any red flags. Chuck shares how all employees are encouraged to bring concerns to management and not to be bashful when something just doesn't seem right. He describes how one community suffered when several warning signs were ignored. He provides common sense examples from Scott Rothstein's operation of one of the most ruthless Ponzi schemes in U.S. history, and Rothstein's theft of \$1.4 billion to finance his opulent lifestyle. Chuck's best-seller, *The Ultimate Ponzi: The Scott Rothstein Story*, (Pelican) explains for the first time how this polished con man built a prestigious law firm from scratch while taking down an entire community in the process.

Core Competency: Ethics



Meet Like a Mouse: Applying Theme Park Methodology; Deliver Magical Results

Lenn Millbower

Lenn Millbower, the Mouse Man™ will show you the strategies Walt Disney used to lead his team to extraordinary results. What makes Walt's case so interesting is the fact that he had glaring leadership faults that would have destroyed a less capable leader. You will discover the strategies Walt used to overcome those faults and tactics applicable to any leadership style. Whether your need is for a short engaging keynote, a longer interactive experience, or a multi-day high-involvement workshop, your participants will leave this program focused and ready to lead your team to extraordinary results.

Core Competency: Logistics

The Emergency is Now! Case Studies and Games.

Ruth Gregg

You've created an emergency plan for your event, now it's time to test! First we'll look at some sample scenarios of what *might* go wrong and review some real world case histories of what *has* gone wrong recently. Next we'll explore how to conduct training and education to ensure your staff are prepared and you can test your emergency plans (whether your team is 2 people or 20). Finally we'll review a mini-table-top exercise with an evolving crisis so you can experience this interactive concept first hand. You'll leave with a better understanding of what your plans should include and how to test them to see if they work.

Core Competency: Logistics



Listening: More than Waiting to Talk

Becky McCrary

Can you believe how bad we are at listening? While others are sharing their insight and information, our minds wander off to the kids' ballgames, our to-do list, or our response to the subject at hand. We may believe that being quiet is listening. We may even think that making eye contact is the answer. Your group will roar with their new awareness of the excuses we make and how they interfere with our desire to understand. They will learn to embrace the unique skills of effective listening. And they will become better communicators in the process.

Core Competency: Leadership

Having a Great Meeting on a Tight Budget

Mary Cearley

Having a small budget doesn't mean that the event has to look cheap. This session will cover ways to cut costs in printing, transportation, travel, food, and other areas while maintaining the quality of the event. I will give examples of areas I have been able to save money, and other things where I mistakenly wasted money that didn't add to the event. I will discuss the importance of developing and sticking to a budget. I'll discuss budgeting techniques I use.

Core Competency: Financial and Contract Management



Leadership's Indispensable Ingredient

Dave Thomas

Ethical lapses across the cultural landscape and the uncertainties of a post-9/11 world confirm that integrity is a timeless yet timely virtue. In a challenging but encouraging way, this topic is creatively analyzed by exploring such questions as: What are the crucial aspects of integrity and how can it be defined? Why is it of vital importance to today's workplace? How can it be maintained when others around us choose to operate differently? A presentation on this subject might be anticipated to be dry, boring, or preachy--but this one is none of these! As a senior executive once wrote, "Many of our members thought it an unusual topic before you spoke. They all believed it to be a vital one when you finished."


Core Competency: Ethics

WEDNESDAY, JUNE 7, 2017 7:00 PM

Reception 6:00 PM – 7:00 PM

SAM GILMER

Awards Banquet



The history of SGMP is not that of one single person, but it does start with one single vision. That vision came from Sam O. Gilmer, a meeting planner from the Department of Health and Human Services in Washington, DC. A very serious man about his work and duties at the federal level, he investigated several industry organizations that provided networking with training and development in the meeting planning field. His findings were disappointing, however, mostly due to the fact that none of these organizations addressed the unique needs of a government meeting planner, whose work was impacted by the rules and regulations of the federal government. So it became apparent to Sam and others that they would have to create their own organization if they wanted professional development and training that pertained to the unique world of government planners. The vision was simple — to create an association dedicated to government meeting planners and to provide them with the training and industry relationships to do a better job. That vision became the first mission of SGMP — to enhance the knowledge and expertise of government meeting professionals by improving the quality and promoting the cost-effectiveness of government meetings. **Annually, SGMP honors Sam with a banquet and honors the best of our SGMP members with the Planner and Supplier of the Year Award and the President's Award. Join us to see who this year's honorees will be.**

NEC Auction

The National Education Conference Auction is the Society of Government Meeting Professionals largest fundraising event. Funds raised at the auction are targeted toward providing Gilmer Institute of Learning Scholarships for future NECs. Bidding will be done through a cell phone or computer! Auction participants can bid from anywhere, anytime before the close of the auction right from their own device! This means, the auction items will be available to ALL members as well as their friends and family. The auction will run from June 6-8, 2017, culminating in a live auction for NEC attendees after the Awards Banquet which will feature fabulous opportunities for travel, lodging, and dining.



Delivering Diversity - Southern Style
Becky McCrary

Are you sick of people talking about Diversity? Do age, race, gender and more have to impact every decision you make? Do you wish we could just treat people as people without having to think about where they come from or their preferences? Well, you are in luck! Because that is NOT Diversity. Diversity is a focus on creating a respectful environment for everyone you meet and those with whom you work. You can expect to be gracious towards others and to meet them where they are. The South has long been known for its hospitality and, LUCKY YOU, you now have the opportunity to experience that up front and personal with ...an attitude of respect ...3 secrets to courtesy, cooperation and consistency ...6 steps to inclusion ...style, bias and manners that matter
Core Competency: Protocol



The Evolution of Ethics in Conference Management
Dave Ryder

The definition of ethics can be interpreted from a variety of perspectives, not the least of which is the perspective of travel and meeting management industry standards and typical business behavior. The need for transparency and ethical behavior in any conference environment is omnipresent but the advent of social media and instantaneous distribution of information about business transactions that may be deemed questionable has placed our behaviors under the most powerful microscope. This session will identify the best litmus test for conducting business in the government conference environment and how to prevent costly unethical decisions.
Core Competency: Ethics



The Unconventional CVB Experience: A Secret Weapon for Planners!
Carolyn Barrett, CGMP and Mia Monroe

The modern meeting and event planner is constantly dealing with the challenge of producing high-impact, cost-effective events with limited time and resources. Far too often the term “less is more” has turned to “do more with less”, which creates more stress for the planner and can at times, compromise the integrity of the event, if one isn’t careful. Regardless of how crafty and creative one gets, planners always need a surefire resource in their toolkit to execute the impossible...and live to tell about it! Enter the convention and visitors bureau. We all know that CVBs provide venue sourcing and destination management services. BUT...did you know that CVBs can also provide registration staff at no cost for your conference or provide incentive funds to help offset the cost to host your meeting? The CVB can help!
Core Competency: Facilities and Services



Life After Government Meetings
Sandi Lynn, CMP, SGMP Past President

The world of meeting and event management/consulting is full of amazing opportunities to share the knowledge, skills and expertise acquired in your current experiences as government planners and suppliers. Explore the awesome “next chapter” that being in business for yourself can bring. Get motivated to empower yourself for next leveling as an active, yet less vigorous, new you. Take a look at the ups and downs, ins and outs, and trails and successes in the independent life of meeting management. It just may be the exit strategy you will look forward to creating.
Core Competency: Logistics

Government Precedence

Kathleen Ryan

You've just been assigned an event. It's mushroomed from a simple small event to a full blown ceremony! And it now has senior ranking federal government officials, local government officials, leaders from academia and private industry, as well as family - all attending! How do you prioritize them? Who goes first? What happens if you 'forget' someone or slight someone? Does it really matter? I mean, they were invited isn't that enough?

Core Competency: Protocol



To Sue or Not to Sue: A Case of Contract Violations

Laurie Nickson

A simulated court case with Michigan's "Judge Laurie" presiding over "To Sue or Not to Sue: A Case of Contract Violations." Hear about the issues from the perspectives of the plaintiff (client) and the defendant (facility) including the reasons, rationale and perceived impact of the alleged violations. Attendees will serve as jurors, deliberating and determining the verdict!

Core Competency: Contract and Financial Management

This is How You Do It: Proven Email Etiquette for Facilities and Services

Karen Purves

Do you know the four letter word that instantly increases the response rate to your emails? Find out the answer plus laugh as you learn in this cutting edge, jam packed, interactive session filled with proven email tips. An email expert shares easy, time-saving solutions to make your emails stand out in the crowd and how she gets over a 90% response rate to her emails. For RFP's, communicating with CVB's, site selection, speakers and more, efficient and effective emails are critical. Bring examples of subject lines and text that you'd like to refine for maximum effectiveness. After participating in this program attendees, on average, said their ability to write a more effective email improved 74%

Core Competency: Technology



Do You Sizzle or Fizzle? A Recipe for Leadership Country Style

Dr. Dale Henry

Many believe the road to success belongs to the individual that can make the bottom line boom. This is simply not true. Growing organizations realize that to get to the top floor of success requires you to take the stairs. The future belongs to the listeners, the communicators, and those passionate and dedicated leaders who not only have an enormous amount of energy, but who can energize those around them. This program is designed to help leaders:

- Listen: Are you a master communicator? SOFTen your communications with others.
- Expect the Unexpected: Be alert to unforeseen circumstances.
- Admire Those Around Them: Use the untapped wealth of your most important resource-people.
- Be Determined: Never give up. Millions have failed because they quit only moments before a major breakthrough.
- Embrace Change: The only constant in today's society. Learn how to discover and use this valuable tool.

Core Competency: Leadership

Using Social Media to Keep Your Meetings Safe
Ruth Gregg

As we continue to move into the digital age and social media, we shouldn't be surprised our attendees are there as well. For example, after the plane crash in San Francisco, passengers were sending pictures from the crash site via social media even before first responders arrived. Numerous government agencies, public health organizations, first responder, and non-government organization (NGO) groups around the country use social media as their first (and sometimes only) communications tool. Even if you aren't using tools like Twitter, Facebook, or LinkedIn personally, you will want to consider using them professionally. Learn how to find the information you want and need to keep your events and your attendees safe.

Core Competency: Technology



Meeting and Travel Safety in a Changing World
Bill Amaral

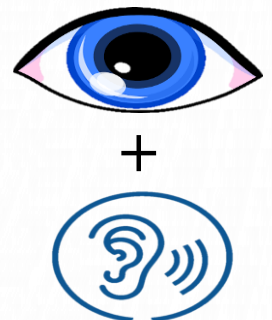
This session will address travel and meeting safety with information about defensive flying techniques and tips that will help you through any situation. Travel safety solutions for time spent at the airport, on the aircraft, at the hotel and while at your meeting or event. Learn how to practices these safety tips so you can be safe for the entire trip.

Core Competency: Travel

Look and Listen to Motivate and Mentor
Annetta Wilson

Motivating your team can be as simple as knowing what behaviors to look for, how they listen and how to adapt your leadership style. An individual's behavioral and listening 'styles' are the key to getting the most from any interaction with them. If you know how to read the signs, you can easily discover how to manage, motivate, and know their communication 'dos and don'ts'. You can then adapt your style on the spot to get people to do what you want. First, you must know which communication 'language' they're speaking (there are 4 and they're all easily learned)! You'll know who to delegate to, how to mentor them and what does and doesn't work, all based on what you see! You'll also learn why certain teams don't get things done and what's missing.

Core Competency: Leadership



Protocol Pursuit
Kathleen Ryan, CGMP

Do you know when the best time to present a business gift is? How should international flags be displayed? What is key to conducting introductions? How should you go through a receiving line? Where is the VIP seat in a vehicle? Come test your protocol and business etiquette knowledge in this interactive session of Protocol Trivia Pursuit! Additional topics include VIPs, Titles and Forms of Address, Military Customs, Precedence, and more.

Core Competency: Protocol

Site Inspections: The Good, the Bad, and the Ugly
Carolyn Barrett, CGMP

We all do site visits but are we making them an experience or just going thru the motions? Having a checklist and having the correct communications in place will make this a positive experience for everyone. Hear personal stories of great sites, not so good and just down right bad ones and learn how to turn them around.
Core Competency: Facilities and Services



GSA and Travel Updates

Jill Denning

Back by popular demand! Jill will explain GSA's methodology behind setting lodging per diem rates and provide an understanding of key policies from the Federal Travel Regulations related to per diem reimbursement. You'll also gain a working knowledge of the process for requesting special reviews for per diem rates in a location.
Core Competency: Travel



AV and Technical Support Preparations for Planners and Suppliers
Franklin Terry

This training session covers tips and strategies on making sure that Government meeting professionals (Suppliers and Planners) are prepared for the technical needs and requirements for any meeting or social event of any kind. Preparation and pre-planning are key to any successful presentation. Your technical team will find them selves always prepared for any Technical resource situation when these tips and check sheet processes are followed. The participants will always enjoy meetings more when technical support services go unnoticed. I explore methods of planning for the potential mishaps that make a meeting or event snag and how to pre-plan ad reduce delays and awkward equipment failures.

Core Competency: Technology



Tap Your App: Benefits, Concerns, and Curiosities about Mobile Conference Apps

Phil Rappoport

Are you considering introducing a mobile app for your meeting? Have you been satisfied or less than satisfied when you've used one? When does a mobile app make sense for your meeting? We'll discuss how to select an app provider, how to motivate participants to use it, whether it is a productive tool from an organizer's perspective, and what suggestions you can give to your fellow meeting professionals. We'll review features, trends, differences among various mobile app providers, privacy/security, pricing, registration integration, gamification, and more.
Core Competency: Technology

THURSDAY, JUNE 8, 2017 3:15 PM – 4:30 PM
CLOSING KEYNOTE

Dr. Dale Henry



Everyone present at the closing keynote will receive a copy of Dr. Henry's latest book, "Ten Cans: Change Requires an Opener"

You've heard all the "stuff" before. Embrace Change! Roll with the Flow! Stand in one place too long and you'll fall behind. If you are green you are growing, and if you are ripe, you'll rot! Getting better really means getting better at change. Organizations that create value will create their own vision into the future. True change occurs when success is achieved in front of the demanded curve – not behind it. That's why this program focuses on the Ten Cans of Change and why our job as leaders is to become the Opener!

Dr. Dale Henry grew up in the foothills of the Smokey Mountains, an area that is bountiful in two things – hospitality and story-telling. Dr. Dale has been a teacher, principal. Dean of the oldest college in Tennessee – Tusculum College, Vice-President of Bethel College, as well as a businessman, author, speaker and trainer. Dale has been in customer service over half his life. His story telling propelled him as a teacher. Combine that with his customer service background and his unique ability to captivate audiences, and it's no wonder that he has given over 3000 presentations to corporations, government agencies and organizations, and is one of the most requested speakers in the country. He is a master teacher in every aspect of the term and he is what motivational speakers aspire to become.

Dr. Dale Henry is an inspiration to everyone, among his many talents is his ability to "jump start" your attitude. Audiences love him!"

Dr. Lana Doncaster, Executive Director ETEA

"One month after your presentation everyone is still talking about your program. It was a real hit."

Julia Fosque, Department of Defense Technical Information Center

"I have been training professionals for 40 years. Never in my career have I seen anyone who could keep an audience mesmerized like Dale."

Dr. Larry McKay, Speaker and Trainer

Hotel Information

HILTON FORT LAUDERDALE MARINA (PRIMARY)

1881 SE 17th St.
Fort Lauderdale, FL 33316
954-463-4000

CUT-OFF DATE: MAY 9, 2017



HYATT REGENCY PIER SIXTY-SIX (OVERFLOW)

2301 SE 17th St.
Fort Lauderdale, FL 33316
954-525-6666

CUT-OFF DATE: MAY 9, 2017



Both hotels are offering the current government per diem to all attendees in June 2017. The rate is \$118 per night, single or double occupancy +11% tax. Additional \$20 per person, per night over double occupancy (excluding children 17 and under). The rate includes complimentary Wi-Fi in all guest rooms.

**Broward County Convention Center 1950 Eisenhower Boulevard
Fort Lauderdale, FL 33316, US**

RESERVATIONS:

We are now accepting hotel reservations for our upcoming event. Through this website you can book, modify or cancel your hotel reservations at any time and receive updated information about the event. We look forward to seeing you! A major credit card is required to guarantee your accommodations.

To cancel or modify your reservation:

Cancellations and revisions **prior to May 23, 2017**, must be emailed to: gflhousing@broward.org. After this date, please contact the hotel for all cancellations and changes.

Please note: The Greater Fort Lauderdale Housing Bureau is the official housing company for the 2017 SGMP National Education Conference & Expo. While others may contact you offering housing for your trip, they are *not* endorsed by or affiliated with the event and entering into financial agreements with such companies can have costly consequences.