



2018 NEC

CHART YOUR COURSE: EDUCATION, NETWORKING, AND RESOURCES

**JUNE 5-7, 2018
NORFOLK, VA.**

From the President.....

It is that time of year again and SGMP is gearing up for the 2018 NEC to be held at the Norfolk Waterside Marriott in Norfolk, VA. Three hotels will be housing our attendees the Norfolk Waterside Marriott, Sheraton Norfolk Waterside Hotel and Hilton Norfolk THE MAIN.

The speaker lineup is amazing and includes our opening key note: **Anthony Melchiorri**, TV personality, host and creator of *Hotel Impossible* on Travel Channel, and now with a new show, *Extreme Hotels*. Our closing keynote will be just as engaging with **Walter Bond**, one of the **top corporate keynote speakers and executive coaches in the nation, former NBA star with the Dallas Mavericks, the Utah Jazz, and the Detroit Pistons.**



New this year is a full day preconference leadership session with none other than last year's closing keynote **Dr. Dale Henry**. This session has been specially developed for SGMP and sure to be as wonderful as Dr. Henry's closing session last year. Conference sessions are sure to meet everyone's educational needs and send everyone back to the office with new tips and tricks to complete their daily responsibilities.

If you have not achieved the highest designation available that is specifically for government meeting professionals, register to complete the CGMP course June 2- 5, 2018, and you can be honored on the stage during the conference as a new Certified Government Meeting Professional.

Visit Norfolk knows how to put on a great reception and they will be welcoming SGMP members to their fair city by hosting our welcome reception. I always look forward to our awards presentations at the Sam Gilmer Banquet and this year is no different. If you haven't done so already, register now so I can see your smiling face at the 2018 NEC.

SGMP Ignite!

Michelle A. Milligan, CGMP

Michelle A. Milligan, CGMP
SGMP National President



SGMP Nation Gives Back!

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

MUTTS WITH A MISSION

Mutts with a Mission is a non-profit organization that trains veterans and Wounded Warriors and their dogs as Service Dog teams in order to return the independence they sacrificed serving our country. Here is a little more about their story:

In 2008, Brooke Corson, her husband Joe, and brother, Keller, banded together to form Mutts with a Mission in order to provide highly skilled Service Dogs utilizing "unwanted" dog from shelter and rescues. Knowing from previous experience that owner-owned dogs can be very successful and wanting to get away from the traditional 2+ year waiting lists, Mutts with a Mission shifted focus from program trained dogs to owner-owned dogs. We strive to ensure that all of our Service Dog teams are of exceptionally high quality and that our handlers have the knowledge that the need to operate as a fully functional Service Dog team. We provide ongoing support to our teams throughout the working life of the dog and when retirement looms on the horizon, we help select and train the "replacement" Service Dog.



Schedule At-a-Glance

Registration and all sessions at the Marriott unless otherwise indicated

MONDAY, JUNE 4, 2018		
8:30 AM	5:00 PM	Joint Leadership Session (Located at the Sheraton)
9:00 AM	5:00 PM	CGMP Certification Course (Located at the Sheraton)
TUESDAY, JUNE 5, 2018		
6:00 AM	7:00 AM	Jump Start Your Day! 2K Walk AND 5K Run with National Board Members
8:00 AM	6:30 PM	Registration Open
8:00 AM	4:00 PM	Cyber Café Open
8:30 AM	4:00 PM	Charting Your Leadership Course (Located at the Sheraton)
9:00 AM	11:00 AM	CGMP Course Examination (Located at the Sheraton)
1:00 PM	2:00 PM	Scholar Orientation Meeting (by invitation only) (Located at the Sheraton)
2:30 PM	3:00 PM	CGMP Recertification (Located at the Sheraton)
4:15 PM	5:00 PM	So You're New to SGMP NEC (Located at the Sheraton)
6:30 PM	8:30 PM	Welcome Reception hosted by Visit Norfolk
WEDNESDAY JUNE 6, 2018		
6:00 AM	7:00 AM	Jump Start Your Day! 2K Walk AND 5K Run with National Board Members
7:30 AM	5:00 PM	Registration Open
7:30 AM	3:30 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 (Closed During General Sessions)
9:45 AM	10:00 AM	Sponsor Refreshment Break
10:00 AM	11:00 AM	Concurrent Education Sessions Block A
11:00 AM	11:15 AM	Networking Break
11:15 AM	12:45 PM	Expo Trade Show (Planners and Exhibiting Suppliers only)
12:45 PM	1:00 PM	Networking Break
1:00 PM	2:30 PM	Major Sponsor Hosted Educational Luncheon (open to all attendees)
2:30 PM	2:45 PM	Networking Break
2:45 PM	3:45 PM	Concurrent Education Sessions Block B
3:45 PM	4:00 PM	Sponsor Refreshment Break
4:00 PM	5:00 PM	Concurrent Education Sessions Block C
6:30 PM	7:30 PM	Sam Gilmer Awards Cocktail Reception
7:30 PM	9:00 PM	Sam Gilmer Awards Banquet
9:00 PM	9:30 PM	Live Auction
THURSDAY, JUNE 7, 2018		
6:00 AM	7:00 AM	Jump Start Your Day! 2K Walk AND 5K Run with National Board Members
7:30 AM	8:30 AM	Continental Breakfast
7:30 AM	5:00 PM	Registration Open
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 D
9:30 AM	9:45 AM	Sponsor Refreshment Break
9:45 AM	10:45 AM	Concurrent Education Sessions Block E
10:45 AM	11:00 AM	Networking Break
11:00 AM	12:00 PM	Concurrent Education Sessions Block F
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 G
3:00 PM	3:15 PM	Sponsor Refreshment Break
3:15 PM	4:30 PM	General Session
5:00 PM	8:00 PM	National Board Joint Meeting with Gilmer Trustees

Pre-Conference Events



CGMP Certification Course and Exam

June 2-4, 2018, 9 a.m.-5 p.m. & June 5, 2018, 9 a.m.-11 a.m.

Norfolk Sheraton Hotel

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 4, 2018

TIME	EVENT
8:30 am – 5:00 pm	Joint Leadership Session (by invitation only)
5:00 pm – 6:30 pm	Joint Leadership Session Networking Reception (by invitation only)

Tuesday, June 5, 2018

TIME	EVENT
8:30 am – 4:00 pm	Charting Your Leadership Course
12:00 pm – 4:00 pm	Silent Auction Open
1:00 pm – 2:00 pm	Scholar Orientation Meeting (by invitation only)
2:30 pm – 3:00 pm	CGMP Recertification
3:15 pm – 4:00 pm	So, You're New to the SGMP NEC

TUESDAY, JUNE 5, 2018 6:30 PM



RECEPTION

Sponsored by:



Dr. Dale Henry is anything but a stranger to SGMP. At the closing session of last year's conference, he showed us that good things come to those who wait! Dr. Henry has spoken to over 3000 audiences and is bringing his humor and insight back to SGMP as we cultivate a new generation of leaders.

Sustainable Leadership is for anyone who can say YES to:

- Increased engagement by investing in a unique, holistic, and comprehensive professional and leadership development program.
- Enhanced competencies, expanded leadership capabilities, and impact through training, skill building, executive coaching and interaction with a cohort of other leaders.
- Stronger leadership sustainability, retention, and commitment due to extensive learning, development, and investment based on individual goals, priorities, and needs.
- More satisfied, effective, and loyal leaders.
- Consistent, individualized support for greater impact and satisfaction in career, life, and leadership roles.
- Focused learning on relevant topics which can be immediately applied in the real world.
- A robust network of highly talented professionals in SGMP.
- A creative and collaborative space to solve problems, learn from others, and plan for what's next.
- Time to pause and assess what is important in life and work, and determine what change is needed.

Sound aggressive? Sound challenging? Sound like you? Then sign up and become the leader that is inside you and help us sustain a vital leadership for SGMP.



Charting Your Leadership Course - Looking for Leader Sustainability

Dr. Dale Henry

Dr. Dale Henry grew up in the foothills of the Smokey Mountains, an area that is bountiful in two things – hospitality and storytelling. 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 storytelling 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 3,000 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.

WEDNESDAY, JUNE 6, 2018 8:00 AM – 9:45 AM
OPENING CEREMONY, GENERAL SESSION, PLATED BREAKFAST

What key factors meeting planners should consider in booking a venue in an era of consistent scrutiny, image, service and changing dynamics of attendees

In late 1981, Mr. Sam Gilmer and several other professionals got together to form an organization in part dedicated to communicating and working with suppliers and venues alike in an effort to deal with the various rules and regulations as part of government when it came to meetings and events. Today, almost 37 years later, the partnership between meeting planner and the various suppliers and venues remains a mutually rewarding one. Despite advancements in technology, training, facility design or nomenclature, the need to over communicate and work together on all facets only strengthens the core tenets of the working relationship. The success story that is the revitalization of the American economic tide is lifting most all boats; however, budgets continue to be compressed to maximize profits. We continue to have to do more with less while still meeting the expectation to generate memorable results which last.

The enduring partnership between facility and meeting planner continues, albeit with many more challenges when it comes to logistics, affordability, image / perception and venue choice. ADA Compliance, FEMA certification, hotel franchise decisions impacting third party commissions, difficulties associated with the GSA scandal haven't made things easier.

What are the questions that need to be asked by meeting planners of hotels now more than ever considering these factors? What considerations need to be reviewed beyond the basics? Terrorism? Travel bans? Transparency? What is the "new expectation" when it comes to meetings and events? How does the changing dynamic of traveler, meeting attendee and employee impact the future of the symbiotic relationship we share?

As the American economy drives forward, let us consider the wisdom of one of her greatest entrepreneurs of the last century. Henry Ford best summed it up when he said, "Coming together is a beginning. Keeping together is progress. Working together, that is success." Our continued partnership on that front will ensure any hurdle we face can be overcome.



**Exponentially Growing Demands
from Exponentially Shrinking Budgets**

ANTHONY MELCHIORRI
Host of Travel Channel's
HOTEL IMPOSSIBLE

Anthony Melchiorri, TV personality and host and creator of *Hotel Impossible* on Travel Channel, has more than 20 years' experience in the hospitality industry. His storied career began as the Night Manager of the iconic Plaza Hotel, but in just 18 months, he worked his way up the ladder to become the Director of Front Office Operations. With the instinct to know exactly what needs to be fixed the minute he enters a hotel, Anthony has transformed some of the nation's finest pedigreed properties, including New York City's prestigious Lucerne and Algonquin Hotels. In addition to being a Travel Channel host, Anthony is also Managing Director of Argeo Hospitality, his hospitality consulting firm, which specializes in revenue management, brand development, sales and marketing, and consultation on hotel projects for private owners and investors.



Amplify Your Conflict Resolution Skills

Vincent Ivan Phipps

Approximately 83% conflict are not technical but personal. Customer complaints, firings, resignations, lack of promotions, and discontinuation of services is less about the quality of the product or service and more about the lack of communication skills. This topic teaches you how to avoid conflicts and reduce defensiveness to resolve issues and establish rapport.

Core Competency: Leadership

Marvelous Meetings: How to Make Your Events Productive and Enjoyable

Edward Leigh

Energize your meetings with fun and practical techniques! This session provides easy-to-implement tools to enhance every aspect of the meeting process. You will learn strategies to enrich pre-meeting announcements, openings, icebreakers, agenda planning, audiovisual tools and closings. This program provides all the tips you need to have a spectacular meeting! For meetings, content is king, however the delivery of the meeting is also vital to create a sense of excitement among participants. No one learns when they're sleeping! Come prepared for a content-rich and invigorating session!

Core Competency: Education and Programming



Your Mobile Meeting App: How to Boost Adoption and Interactivity”

Phil Rappaport

In this discussion, planners will share methods and best practices on how they've maximized app adoption, sparked true interactivity, and new rules that Apple has introduced that affect your planning cycle. The discussion will also include making technical terms simple and how to budget for WiFi.

Core Competency: Technology

Negotiating From a Stronger Base: What’s Behind the Curtain of Hotel Negotiations

Gary Hernbroth

This interactive workshop will help buyers and sellers understand what is behind the "go/no go" decisions of hotels and facilities regarding pursuing your business and opening negotiations. This "behind the curtain" look will include those factors that hotels take into consideration when deciding to book group business, and explain how you can negotiate from a stronger position by understanding these factors.

Core Competency: Financial & Contract Management



WEDNESDAY, JUNE 6, 2018 11:15 AM – 2:30 PM
EXPO AND SPONSORED EDUCATIONAL SESSION



EXPO TRADE SHOW
11:15 AM - 12:45 PM

1:00 PM - 2:30 PM



Join our host, Radisson Hotels & Resorts, for a luncheon and panel discussion on the state of the meetings industry in 2018.



What Time is the Noon Lunch? Maintain Your Sanity in the Wonderful World of Meetings

Todd Hunt

What's your biggest challenge every day? Communication probably tops the list, because everybody messes it up! Like delegates who ask, "Is the general session for everyone?" "Is the cash bar free?" "If I already sent in my form, am I pre-registered?" This high-energy session shares funny, true examples from the meetings world, with practical tips to help maintain your sanity. Fill up front seats without saying a word...coax more value from your hired speakers...and never lose your shipped conference materials again. But no PowerPoint! Just Todd talking, with a few props, some interaction, learning and fun.

Core Competency: Education & Programming



This is How You Do It: Proven Secrets to Email Etiquette
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, especially for those in facilities and services. You'll learn easy, time-saving solutions to help ensure others open, read and respond to your emails (including RFPs), as well as how she gets over a 90% response rate to her emails. After participating in this program attendees, on average, said their ability to write a more effective email improved 74%.

Core Competency: Facilities & Services

The CEO Planner: Life After Government Meetings
Sandi Lynn, CMP, SGMP Past President

Event management presents a myriad of opportunities to share the knowledge, skills, and expertise acquired from 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. Get a glimpse at the ins and outs and the trials and successes of the independent life of meeting management. Create your exit strategy or get support for your already begun venture.

Core Competency: Logistics



Hotel Contracts Boot Camp: Legal Tips & Practical Guidelines for Experienced Meeting Planners

John Foster

You can be the best negotiator in the world, but the bottom line is whether your contract is legally clear, inclusive, and enforceable. Preparing a well-written hotel contracts requires the strategic knowledge of what to negotiate and a strategy for preparing the wording in the contract. This session is for novices and pros that need a refresher on contract strategy. This session is presented by a 25+ year hospitality law specialist and will cover legal tips and pitfalls to avoid that every meeting that every meeting professional must understand in order to survive in today's business climate and avoid expensive disputes and lawsuits.

Core Competency: Financial & Contract Management

Are You Safe? No – You’re Not! Cyber Security

Jim Spellos

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: Technology



Travel Panel
Bill Amaral & Jill Denning

Details to be provided

Core Competency: Travel

Grace and Grit: Life Lessons in the Workplace

Fritzi Gross-Dallion

Many of the most tense family interactions happen surrounding decisions made for and with our loved ones later in life. All the stresses, emotional baggage and generosity combine at times of trigger events. In the world of meeting planning, many of the same interactions occur. We see sibling rivalry within organizations; we encounter decision makers with long lists and yet there's often a whirlwind personality who creates chaos at the last minute. It takes grace and grit to survive the challenges of working in the meeting planner industry as it does in life.

Core Competency: Education & Programming



Judge Laurie: A Case of ADA Compliance
Laurie Nixon

In a mock court case format, prosecuting and defense attorneys will present and argue a case involving ADA compliance issues. Each table of attendees will serve as a jury and, after listening to testimonies and attorney arguments, determine a verdict. This interactive session engages attendees in active discussion and debate! All roles "played" by MiSGMP members. This is the 4th in the series of "Judge Laurie" cases!

Core Competency: Logistics

WEDNESDAY, JUNE 6, 2018 7:30 PM

Reception 6:30 PM – 7:30 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.

Don't Miss the...

AUCTION

The annual SGMP auction will feature online bidding, onsite bidding and a LIVE auction following the Sam Gilmer banquet. As usual, fabulous items will be available at unbelievable prices!

Featuring live auction items including...



The
HAWAIIAN
ISLANDS

3 nights at the Sheraton
Waikiki Hotel & 2 nights
at the Royal Hawaiian Hotel

VISA

\$1000 prepaid Visa card
contributed by SGMP

Package valued at \$3250

View auction items online now at <http://SGMP18.gesture.com>

Four Critical Concepts for Ethical Meeting, Meeting Buyers and You

Jerry Van Rossum

Ever wonder, if what you have just agreed to is ethical? If so, then come explore four of the most critical practices when planning and working with suppliers for your next meeting. Together will learn, discuss and practice case studies in ethical and some not so ethical behaviors.

Core Competency: Ethics



In Case of Emergency: How Your Mobile Device Can Save Your Life

Jim Spellos

What would you do if something happened to you (or a colleague or attendee) while running an event? What may save your life (or someone else's) is the mobile device that is always at your side. But do you have it prepared to be of use in case of an emergency? In addition to the social and other basic tools and apps you have on your device, what else should you always have?

Core Competency: Technology

From Conflict to Conversation

Matt Lehrman

Must disagreement be disagreeable? The answer is no – but achieving a productive and trustful exchange requires careful planning plus some in-the-heat-of-the-moment skills. From high-profile public sessions to small stakeholder groups, this session offers pragmatic lessons for designing and conducting meetings and other public-involvement processes that activate listening and spark collaborative problem-solving.

Core Competency: Leadership



Be the Difference – Sexual Harassment in the Workplace
Chuck Gallagher

This memorable program will raise awareness regarding harassment and explain the do's and don'ts of creating a respectful workplace for everyone. North America's #1 speaker on the subject of ethics takes an inside look at the ethics of harassment issues and how destructive they can be. Chuck's program educates on "sexual harassment" in the workplace, providing guidance on how to define, recognize and prevent workplace harassment in general. In addition to the time and expense of a potential complaint, harassment can impact the workplace in a negative manner by causing lower employee morale, increased absenteeism, lower productivity, and decreased commitment to the employer, and decreased motivation. Sexual harassment prevention training may also provide an affirmative defense for employers if a complaint is filed against them.

Core Competency: Ethics

TEAM: Together Everyone Achieves More

Dr. Robert Lemon

This session encourages diversity leadership skills and builds confidence, self-esteem, and integrity. Discover ways to connect with others and learn tips for capitalizing on the talents of a diverse team. Do you have unresponsive or difficult team members? Simply changing your approach will affect your success with others. Your style of coaching has the power to enhance relationships. Open lines of communication and improve your credibility with others. Multicultural diversity and inclusion will be the focus learning objectives of this training.

Core Competency: Education & Programming



Bombs, Suspicious Packages, Active Shooters

Bo Mitchell

On an average, NYC gets 100 threats communicated every day. Out of these, 6 result in deployment of the NYPD bomb squad -- every day--mostly to workplaces. Threats from bombs and suspicious packages are constant and foreseeable emergencies for your workplace and your surroundings anywhere in America. FBI and NYPD report that Active Shooter incidents have quadrupled between 2013-16. 70% of Active Shooters are in workplaces versus campuses. Active shooters strike malls, high rises, healthcare and factories as well as campuses. You will learn how to create plans and procedures and how to train your emergency team and rank-and-file employees. This presentation will give you insights on how you and your employees should plan, train and exercise for this growing and foreseeable emergency. With the help of this training session, you will be able to keep your personnel safe from workplace violence.

Core Competency: Logistics

Lessening the Stress of Meetings

Becky McCrary

What causes stress in your life --Time? Relationships? Environment? In this highly interactive session, you will learn to identify common stressors. But that isn't enough. Some stressors are impossible to push aside and you have to deal with the results. Practice easy, doable techniques to put stress in its place -- even when you are busy - and leave equipped to deal with similar events. Lessening the stress of meetings can put us back in control of our moods, our tasks, and our situations.

Core Competency: Logistics



Negotiating Contentious Hotel Clauses

John Foster

The devil is in the details when preparing or revising hotel contracts. Terms that appear to be reasonable or standard may contain serious and expensive pitfalls for the unwary and untrained. This session is presented by a 25+ year hospitality law specialist with an intermediate to advanced approach on how specific terms in hotel contracts should be specifically written in order to allocate risk fairly between the parties. Prepare to analyze and discuss contract clauses dealing with attrition (rooms and catering), cancellation, and force majeure. The session will be interactive. Sample corrected clauses will be distributed as take home material.

Core Competency: Financial & Contract Management



Lead Like a Mouse: Engage Your “Customers”

Lenn Millbower

Walt Disney proclaimed, “It all started with a mouse.” Although Mickey Mouse was Disney’s breakthrough product, “it” really started with the people who made the mouse. In this Disney inspired session, a 25-year Disney World training leader and the author of Care Like a Mouse, pulls back the curtain on Disney’s success. He shares how people—developed, focused and engaged—deliver magical customer experiences. Discover the leadership approaches Disney tried and abandoned. Explore the resulting “customer”™ culture that delivers amazing customer service. Disney magic isn’t pixie-dust. It’s people-trust. Engage your “customers”™ and they can amaze your customers. Core Competency: Logistics

The Realist’s Guide to a New Workforce

Craig Price

Before you can manage a person, you need to understand them. This humorous and in-depth program puts the spotlight on what has shaped and what motivates the multi-generational workforce that exists today. Audience members older and younger alike will be entertained and enlightened by this informative presentation.

Core Competency: Education & Programming



System for Award Management (SAM)

Christopher McLaughlin

This informative session will highlight the importance of business entities being registered on the System for Award Management (SAM), plus it will incorporate practical best practices that both planners and suppliers can incorporate in the site selection process.

Core Competency: Facilities & Services

Cyber Courtesy

Kathleen Ryan, CGMP

In our pervasive yet insecure cyber communications, how do we maintain a high degree of professionalism in planning, inviting, communicating, and executing? How do we maintain high standards of professionalism when using what are intended to be informal methods of communicating? This seminar will explore how traditional disciplines of protocol, business etiquette, and event planning have been impacted by internet communications and customs.

Core Competency: Protocol



Powerful PowerPoint

Lee Silber

How did Steve Jobs create such cool slides when he was introducing a new Apple product on stage? He applied the seven rules of design to make sure his PowerPoint slides were powerful, professional, and popped. The good news is, anyone can create stunning slides when they know the rules of design and how to apply them. This session will show everyone what those rules are and how to use them to create the kind of slides that not only look good, but work.

Core Competency: Technology



Say Yes to the Dress (Code): Restoring Sanity to Events One Outfit at a Time

Chris Young

This discussion will share what you need to know about dressing for meetings. Topics to be addressed include the contemporary distinctions among dress codes and the nomenclature used to describe them, with a special emphasis on ways to differentiate between and among the levels of formal, business, and business casual. The session will also provide hints for modern strategies for communicating a dress code to all attendees and appropriate methods to enforce dress codes.

Core Competency: Protocol

Inner Secrets to Double Your Memory

Ron Rosenberg

If you have trouble remembering people's names and other important information, then this is the program for you. One of the top-rated sessions at conferences across the country, this highly interactive and entertaining program will help you dramatically improve your memory! Thousands of people just like you have learned these simple techniques that will help you remember names and faces and other details, and recall them days or even weeks later!

Core Competency: Education & Programming



The Human Side of Ethics

Chuck Gallagher

What causes an otherwise intelligent person—a person who knows the difference between right and wrong—to make a choice that will negatively impact themselves and their organization? You'll find out in this fascinating presentation on human values and ethics. With a unique perspective gained from his own past experience, Chuck Gallagher sheds new light on why we do what we do and how to influence behavior. Most ethics presentations and training programs focus on compliance and legal issues—as if ethical choices are either legal or not. The reality is, ethical choices have far more impact on a company long before the issue of “legal or illegal” comes into play. While your Ethics Code of Conduct might meet all the standards required, the missing piece for most companies is the ability to help management and employees understand the human dynamic associated with conduct management. It's time to take ethics training in a different direction. No longer is a two-hour compliance speech going to change behavior! Chuck will pull back the curtain to reveal the truth about ethical behavior and how we shape a new direction in ethical leadership.

Core Competency: Ethics



THINK! EXECUTE! WIN!!
WALTER BOND

Walter Bond is one of the top corporate keynote speakers and executive coaches in the nation. His reputation is built on a powerful speaking style, memorable ideas, and his hard-earned mastery of peak performance principles. A bench player during his 4-year college career at the University of Minnesota, Walter Bond decided to dedicate himself to understanding peak performance. He willed himself to a full-scale optimization of every aspect of his game-and a six-year professional career, including stints with the Dallas Mavericks, the Utah Jazz, and the Detroit Pistons. Ever since, Walter has worked to hone his methodologies and teach them, at businesses across the U.S. His expertise on business performance has led to diverse opportunities in corporate America.

I want my audience to understand that success happens when we THINK the right way. I challenge them to EXECUTE good daily habits. When the right approach is added to good daily habits we DOMINATE in our industries and personal lives.

Successful business is very similar to a successful sports team. Like sports, business operates by a few basic fundamentals. Do you know what they are? Do you know what's required of you to get to the next level? Being fundamentally sound means you pay attention to every detail in your business and industry. You take criticism and use it to your advantage. You know your competition and you don't stop no matter what. Competition in today's marketplace is fierce. That's why your daily execution is key to your success. Winning begins with the right mindset. Walter teaches strategies to boost confidence, create buy in, engagement and ultimately accountability. Bottom line is...You have to MASTER the Fundamentals:

- **Mindset** – You have to visualize your wins and be mentally tough to overcome change and setbacks.
- **Continuous Improvement** – Success requires a commitment to reinventing yourself, your brand and your organization continuously. There's no time to get stale. Commit to getting....Bigger...Stronger...Faster.
- **Take Control** – Be an impact player. Go the extra mile to create success.
- **Strategy**- What's the game plan and are you following it?

Hotel Information

Norfolk Waterside Marriott

235 E. Main St., Norfolk, VA
757-627-4200

Self parking discounted to \$14/car/day plus tax, includes in/out access

Reservations: 1-800-874-0264 mention **SGMP Supplier** or **SGMP Planner**

[Planner Reservation Link](#) \$93/night + 14% + \$2 occupancy fee per night

[Supplier Registration Link](#) \$159/night + 14% + \$2 occupancy fee per night

Sheraton Norfolk Waterside Hotel

777 Waterside Dr., Norfolk, VA 757-622-4200

[Planner Reservation Link](#) \$93/night + 14% + \$2 occupancy fee per night

[Supplier Reservation Link](#) \$159/night + 14% + \$2 occupancy fee per night

Hilton Norfolk THE MAIN (Supplier Block Only)

100 E. Main St., Norfolk, VA 757-763-6200

[Supplier Reservation Link](#) \$159/night + 14% + \$2 occupancy fee per night

Room Block Deadline: May 10, 2018

