



asae & the center  
for association leadership

1575 I Street, NW, Washington, DC 20005

THE BUSINESS  
OF MEETINGS<sup>SM</sup>  
**CERTIFICATE  
PROGRAM**

For Leaders in Meetings Management

**2009-2010**  
**DATES INSIDE**

REGISTER  
**TODAY!**

[asaecenter.org/businessofmeetings](http://asaecenter.org/businessofmeetings)

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OF MEETINGS<sup>SM</sup>  
**CERTIFICATE  
PROGRAM**

For Leaders in Meetings Management

**2009-2010**

COURSE OFFERINGS  
[asaecenter.org/businessofmeetings](http://asaecenter.org/businessofmeetings)

**4** HIGH-LEVEL  
TWO-DAY  
**COURSES**



asae & the center  
for association leadership

FLAWLESS BUSINESS **OPERATIONS**

**LEADERSHIP** + COMMUNICATION

MEETINGS + EXPOSITIONS **EXCELLENCE**

**STRATEGY** + MARKETING

*“This is a great program—educational, informative, interactive and ideal for any meeting planner pursuing a career in this industry. It’s difficult to find an educational program that is applicable to the beginner, the mid-level professional, and experienced planner. The Business of Meetings Certificate Program is successful in its organization, selection of speakers, topic discussions, and networking opportunities.”*

*Carly M. Reid, CMP, meetings manager, Community Associations Institute*

# THE BUSINESS OF MEETINGS<sup>SM</sup> CERTIFICATE PROGRAM FOR LEADERS IN MEETINGS MANAGEMENT

Are you an experienced meetings professional looking for a competitive edge in the meetings industry? Are you interested in learning about the newest business models being used? Then The Business of Meetings Certificate Program is for you!

This certificate program has delivered excellent education to meetings professionals since 2005. Through four two-day courses, you and your meetings colleagues will participate in interactive exercises and discussions, and work through real-life examples. We guarantee that you will leave feeling more confident and more prepared for those all-important discussions on how to make meeting management a key strategy for your organization.

## **PICK THE ORDER AND THE PACE**

Courses do not need to be taken in a specific order or within the same year. Take them in any order, at your own pace.

Once you complete all four courses, you will receive your Business of Meetings certificate.

## **EARN CAE AND CMP HOURS**

These courses are excellent preparation if you are looking to earn your Certified Association Executive (CAE) designation or renew your CAE. You may earn up to 12 CAE hours per course and cover some areas of competency for the CAE exam. Learn more at [www.whatisCAE.com](http://www.whatisCAE.com).

You may receive up to 14 CMP contact hours for each course towards certification (1.4 CMP points), and if you complete all four courses available in The Business of Meetings Certificate Program, you will receive up to 56 total contact hours towards certification (5.6 CMP points).

The Business of Meetings Certificate Program courses are offered in Washington, DC at the ASAE and The Center building.

What steps have you taken to achieve organizational goals and secure future personal and professional success? Develop the business skills necessary to support your meetings while gaining a thorough understanding of several core areas of operations. Create a clear financial reporting system and understand ROI planning. Learn how to effectively recruit, manage and develop staff, and maintain a successful work environment. Discuss the legal aspects of facility contracts, learn how to assess and manage risk, and how to prepare contingency and recovery plans.

## THE COURSE IS DESIGNED TO HELP YOU:

- Address HR components critical to a successful and diverse work environment
- Discuss the impact of ROI planning, objectives, measurement tools, and reports
- Administer the department budget within the context of the overall association budget
- Examine criteria for internal and external partnerships

- Prepare for crises, disasters, and emergencies that may occur at your meetings
- Analyze legal and liability issues and likely implications

## HIGH-LEVEL DISCUSSION ON:

- Legal issues
- Crisis, disaster, and risk management
- Security and emergency response
- Financial management
- Human resources

## FACULTY:



**Tyra W. Hilliard, Ph.D., J.D.,  
CMP, consultant & educator,  
Hilliard Associates, LLC**

Tyra is a consultant and educator in the areas of risk management and legal issues for meetings and events

and is actively involved in meetings industry associations. In addition to conducting training and doing industry presentations in the U.S., Tyra has presented educational programs to international audiences in Canada, Mexico, Denmark, Spain, Turkey,

Qatar, China, Taiwan, and Singapore. She also teaches online courses in the master's degree program at The George Washington University and University of Nevada Las Vegas and has also taught at UNLV's Singapore campus. Tyra is one of very few people who are both an attorney and a Certified Meeting Professional (CMP). Her eclectic tourism and hospitality career includes working as an association meeting planner, a catering manager, and a convention and visitors bureau sales manager. Her industry experience gives her a unique perspective on the legal and business aspects of meetings and association management.

*"The Flawless Business Operations course was my favorite part of The Business of Meetings Certificate Program. Tyra Hilliard was a great facilitator and extremely knowledgeable. I especially enjoyed the section on crises management, as well as the ability to interact and engage with my peers on a high level."*

*Diane Ramos, CMP, director, meetings & convention,  
National Association of Insurance and Financial Advisors*

Are you an experienced meetings professional looking to strategically position yourself for the future? This course will help you identify and share best practices among your peers, better position your meetings, and help you to become a strategic asset to your organization. In this high-energy environment, you'll learn to build a dynamic strategy for your meetings and follow up with effective marketing plans. Explore the power of branding and gain a seat at your organization's strategic table.

### **THE COURSE IS DESIGNED TO HELP YOU:**

- Recognize the value of strategic thinking and the impact that it can have on your organization
- Identify various models and components of a strategic plan
- Leverage branding concepts, principles, and purposes
- Distinguish marketing roles, skills, and responsibilities to increase attendance and experience
- Discuss various sponsorship sales opportunities, strategies, and points of view

- Articulate a global vision for the future while establishing a planning process
- Develop and implement a creative marketing plan to support positioning and branding

### **HIGH-LEVEL DISCUSSION ON:**

- Strategic thinking
- Using strategic tools to assess the meetings industry in the future
- Branding
- Marketing
- Integrated marketing plans
- Relationship management and sales opportunities

### **FACULTY:**



**John S. Parke, president & CEO,  
Leadership Synergies, LLC**

Before forming Leadership Synergies, John Parke worked for Marriott International for more than 18 years, where he

was responsible for overseeing more than 200 senior sales executives and

\$1.3 billion of annual revenues. He has extensive experience in the hospitality industry and association community and serves on several meetings industry boards. Mr. Parke is a frequent public speaker on sales cultures, organizational branding, and personal branding.

*"I so enjoyed John Parke and his engaging style of educating a very diverse audience. There were too many relevant 'take-aways' to list! I have enrolled my entire staff in this series as it has proven to be an excellent way to develop each of them in a convenient and affordable manner."*

*Debra Janikowski RN, MSN, NE-BC, director,  
Institute for Credentialing Innovation,  
American Nurses Credentialing Center*

Stay abreast of the latest trends, business partner relationships, educational formats and management and technology tools so you can create and execute cutting-edge meetings and events. Explore the issues and new competencies required to compete in today's world of meetings and expositions. Learn about the education side of your meetings by gaining an understanding of knowledge management, delivery, and evaluation. Peek into the latest technology you can use to enhance your meetings and learn how to boost your expositions and trade shows through planning and design. Hear from experienced meetings practitioners as they talk about the innovations they used to improve their meetings. Discuss the impact of decisions and strategic directions as they relate to meetings.

### **THIS COURSE IS DESIGNED TO HELP YOU:**

- Interpret current trends, key issues, and new competencies in the meetings industry
- Recognize knowledge management concepts and their role in meetings and programs

- Evaluate challenges, strategies and innovations in exhibition management
- Demonstrate the power of business partner selection and relationship management
- Highlight key tactics and components involved during successful negotiation
- Compare international site selection processes, special considerations and cultural differences

### **HIGH-LEVEL DISCUSSION ON:**

- Trends, issues, and new competencies
- Knowledge and speaker management, delivery, and evaluation
- Innovations in technology
- Expositions and trade shows
- Execution and innovation
- Business partner management
- International factors

### **FACULTY:**



**Claire Smith, CMP, VP, sales & marketing, Vancouver Convention Centre**

Claire Smith is a recognized expert in the global meetings industry. Prior to her

current position, Claire was vice president, marketplace performance with Meeting Professionals International (MPI) and was principal of her own consulting company, where she offered creative strategies and training for convention venues, bureaus, and their related suppliers and users. She has been a featured speaker and session facilitator at industry conferences throughout the world.

*"The networking and conversation among attendees was wonderful! I took away a lot of useful knowledge that I can implement immediately."*

*Megan Shannon, manager of meetings and expositions, National Apartment Association*

Effective leadership is key to your current and future positions, which is why having a solid grasp of your own leadership style and its effectiveness is important. Develop your skills as a communicator, build your ability to listen, and provide feedback to those with whom you interact. Learn key aspects of team development and how to get the best performance from your team. Learn how to manage change and understand the impact of organizational culture. Participate in role playing and exercises designed to demonstrate the essential aspects of leadership and communication.

### **THIS COURSE WILL HELP YOU:**

- Develop leadership skills to build and empower successful teams
- Communicate effectively with key stakeholders
- Build group dynamics to achieve a common goal
- Construct a flexible strategy for managing individuals and groups
- Identify the right communication strategy to use in various settings
- Sharpen your presentation, volunteer management, and listening skills
- Resolve conflicts and build consensus

### **HIGH-LEVEL DISCUSSION ON:**

- Leadership
- Interpersonal communication
- Managing performance
- Team development
- Conflict resolution

### **FACULTY:**



**Amy Ledoux, CAE, CMP, VP, meetings & expositions, ASAE & The Center for Association Leadership**

Amy Ledoux, CAE, CMP has been in the hotel and meeting management industry for twenty-three years. She started out her career in the resort and hotel industry and then moved to association and corporate meetings management. Both her association and corporate meeting experience have given her hands-on knowledge in all facets of meetings and expositions management and strategic planning. Her planning experience has been global, having managed events throughout the United States, Canada, Europe, and Asia. Amy has been an adjunct faculty member with the Event Management

Program at George Washington University since 1997, and has spoken on meetings topics at several industry organizations. Amy served on the Certified Meeting Professional (CMP) Board of Directors from 2000-2008, serving as Chair in 2007. She is currently the vice president of meetings & expositions for ASAE & The Center for Association Leadership overseeing a staff team to plan and implement more than forty educational programs, four major conferences, and three large tradeshow annually.



**Mark Milroy, CAE, senior director, CenterU, ASAE & The Center for Association Leadership**

Mark Milroy, CAE is senior director, CenterU for ASAE & The Center for Association Leadership, where he is responsible for the development of learning programs. Prior to joining ASAE & The Center, he served as director of professional development for APICS The Association for Operations Management, where he managed educational programs,

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curriculum development, and test development for certification programs. Before APICS, he was director of National College Fairs and then chief officer, programs and services for the National Association for College Admission Counseling. Milroy holds a bachelor's degree from Franklin and Marshall College and a masters degree in adult education and human resource management from Virginia Tech.

*"The Leadership and Communication course was excellent. Amy and Mark were wonderful facilitators who gave us a lot of invaluable takeaways. I especially enjoyed the section on public speaking."*

*Diana Carmenates, CAE, CMP, senior director, meetings & educational services, International Dairy Foods Association*

### **REGISTER TODAY!**

Visit [www.asaecenter.org/businessofmeetings](http://www.asaecenter.org/businessofmeetings) to register online, or call 888-950-ASAE (2723) or 202-371-0940 in Washington, DC to register by phone. You can also get details and information regarding Circle Club, CAE and CMP credit hours, transportation, and more!

### **COURSE LOCATION**

ASAE & The Center Building  
1575 I Street NW  
Washington, DC 20005  
888-950-2723 or 202-371-0940  
(in Washington, DC)

### **PRICING PER COURSE**

\$745 for ASAE & The Center members  
\$945 for nonmembers\*  
Registration includes course materials, continental breakfast, and lunch each day.

\*This price includes a one-year ASAE & The Center membership. If you prefer to opt-out of this offer, call the Member Service Center at 888-950-2723 (202-371-0940 in Washington, DC).

### **TWO HEADS ARE BETTER THAN ONE**

With so much content to absorb, having an extra pair of ears around is not a bad idea. To facilitate this, we have arranged it so that when one person from your organization registers, all subsequent colleagues from the same organization may register for \$645 (\$845 for nonmembers) – a \$100 savings! To take advantage of this offer, please contact the Member Services Center at 888-950-2723 or 202-371-0940, and use campaign code 'Business of Meetings'.

### **EARN CAE AND CMP HOURS**

You can earn up to 12 CAE hours per course and cover some areas of competency for the CAE exam. You can also receive up to 14 CMP contact hours for each course towards certification (1.4 CMP points), and if you complete all four courses available in The Business of Meetings Certificate Program, you will receive up to 56 total contact hours towards certification (5.6 CMP points).

### **NONMEMBERS**

ASAE & The Center memberships are individual. If you are not a member, please pay the nonmember rate and you will receive a one-year ASAE & The Center membership in addition to your program registration. For information about becoming a member, please contact our member relations team at 202-626-2803.

## ACCOMMODATIONS

There is not a room block for this program. However, there are several hotels in the area, some of which offer a special rate for ASAE & The Center members. For information regarding these hotels, please access the following site: [www.asaecenter.org/dchotels](http://www.asaecenter.org/dchotels).

## TRANSPORTATION

The ASAE & The Center Building is accessible via the Orange Line and Blue Line Metro, McPherson Square station. For further information, please access the following site: [www.asaecenter.org/directions](http://www.asaecenter.org/directions)

## OFFICIAL ATTENDEE ROSTER

ASAE & The Center's Member Service Center must receive your registration no later than one week prior to the meeting date, to be listed in the official pre-registered roster that will be available onsite.

## CANCELLATION POLICY

If received in writing at least three business days before the program begins, you will be refunded your registration fee after a \$75 administrative charge. Cancellations not received in writing by the date required will not be eligible for a refund. No-shows will not be refunded.

## PROGRAM HOURS

Registration will begin at 8:00 a.m. on the first day of each course. A continental breakfast will be available each morning. The course will take place from 9:00 a.m.–5:00 p.m. on the first day and from 9:00 a.m.–4:30 p.m. on the second day.

## CONFIRMATION

You will receive an electronic confirmation of your registration from ASAE & The Center immediately and an additional confirmation reminder within 15 days prior to the start of the program.

## CIRCLE CLUB MEMBERS

Please contact your organization's Circle Club representative to register. Interested in Circle Club membership? Call the Circle Club Concierge at 202-326-9512 for more information.

## MONEY BACK GUARANTEE

Our goal is to provide truly exceptional offerings and service, and we won't be happy until you are. If any programs, products, or services of ASAE & The Center do not fulfill our promise, we will make the situation right or refund your money.

# COURSE SCHEDULE

## DAY ONE

8:00 – 9:00 a.m.	Registration & Continental Breakfast
9:00 – 10:30 a.m.	Program
10:30 – 10:45 a.m.	Break
10:45 a.m. – 12:00 p.m.	Program
12:00 – 1:00 p.m.	Lunch
1:00 – 2:30 p.m.	Program
2:30 – 2:45 p.m.	Break
2:45 – 5:00 p.m.	Program

## DAY TWO

8:30 – 9:00 a.m.	Continental Breakfast
9:00 – 10:30 a.m.	Program
10:30 – 10:45 a.m.	Break
10:45 a.m. – 12:00 p.m.	Program
12:00 – 1:00 p.m.	Lunch
1:00 – 2:30 p.m.	Program
2:30 – 2:45 p.m.	Break
2:45 – 4:30 p.m.	Program

# ASAE & THE CENTER BOOKSTORE'S SUGGESTED READING LIST

## **NEW CONFERENCE MODELS FOR THE INFORMATION AGE**

**By Coleman L. Finkel**

Get the tools, ideas, and direction to make your meetings active learning opportunities.

## **PROFESSIONAL MEETING MANAGEMENT, FIFTH EDITION**

**Professional Convention Management Association - PCMA**

Plan smarter, faster, and more efficiently than ever before and discover the latest strategies for implementing new technologies.

## **SIMPLE STEPS TO GREEN MEETINGS AND EVENTS: THE PROFESSIONAL'S GUIDE TO SAVING MONEY AND THE EARTH**

**By Amy Spatrisano, CMP & Nancy J. Wilson, CMP**

This book takes you through a comprehensive, systematic approach to greening your event.

To view our complete list of titles, go to: [www.asaecenter.org/bookstore](http://www.asaecenter.org/bookstore)

## CHECK OUT OUR KNOWLEDGE CENTER!

At [www.asaecenter.org](http://www.asaecenter.org), you have access to thousands of resources to help you do your job more effectively. ASAE & The Center's members may also call 202-326-9559 or email our Knowledge Center research staff at [knowledgecenter@asaecenter.org](mailto:knowledgecenter@asaecenter.org) for customized research services on topics related to association management.

A special thank you to our Strategic Partner:



## REGISTER TODAY!

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If you require special accommodations to fully participate, please attach a written description of your needs.

**COURSE LOCATION:**

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1575 I Street NW  
Washington, DC 20005