‘Found a Competitive Edge, You Have’

BY MICHAEL PINCHERA

“TRAIN YOURSELF TO LET GO of everything you fear to lose,” says Eric Rozenberg, CMM, CMP (MPI South Florida Chapter), president of Swantegy, channeling the wisdom of Star Wars’ Yoda. “That’s probably a prerequisite of innovation.”

Guts and simply making an attempt to try something new, he explains, are necessary for pushing past the fear that combats innovation.

“Do something fresh,” he says, praising the more unique components of WEC’s Opening General Session (OGS) yesterday. “Innovation’ doesn’t mean you have to have a patent.”

In MarketSquare, PSAV’s high-tech space is lined with impossible-to-ignore LED panels at ground level rather than mounted far above.

“Bring them down, make them touchable, [appease] guests’ tactile sensation,” says Mark Ligda, manager of mobile solutions, PSAV.

Of course, patentable inventions are exhibited as well—including PSAV’s own on-the-fly, live event recording solution that can be used to capture content, slides and live video at the same time.

“This can, in many cases, act as a full-switcher as well—putting graphics in the lower third of the screen,” Ligda says as a colleague explains all of these devices are scheduled for use before being manufactured—25 units being produced right now will be used during the International Monetary Fund’s 2015 annual meeting in Lima, Peru, this October.

Mere feet away from this sensorium, you’ll find Lanyon’s beanbag-laden grounds—a splendid...
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Best Experience Yet

Angela Layton, CMP, CMM (MPI Tennessee Chapter), is back at WEC after missing it for a few years, but she believes her fifth time at the conference just might be her best experience yet.

“I’m really excited about the variety of education,” says Layton, a senior meeting planner at the National Association of State Boards of Accountancy. “What I like about this year in the program is the focus on tech trends.”

This is Layton’s first visit to San Francisco and she’s one of more than 2,500 attendees who have registered for WEC, a 25 percent increase over WEC 2014.

In addition:
- Most of the attendees—about 80 percent—are MPI members, and that number is split 50/50 among planners and suppliers.
- The Hosted Buyer Program attracted 265 planners and 185 suppliers for 450 participants overall, a 12.5 percent increase compared to WEC 2014.
- There are 140 education sessions plus keynotes, and most qualify for clock hours.
- A sellout crowd is expected for the MPI Foundation’s Rendezvous—there’s still time to get tickets—and this could be another record-breaking year for Foundation fundraising.
- One of the many ways the Foundation gives back is in scholarships, and 61 attendees at this conference are here on a scholarship, up from eight at last year’s conference.

“This has been a great experience so far,” Layton says. “Keep it going.”

Thanks for reading MPI OnSite!

Rich Luna
Editor in Chief
rluna@mpiweb.org

Download the MPI Global Event App
(It’s your WEC 2015 conference guide!)
Available for Android, iPhone and iPad devices—get the most out of your WEC experience, from managing your education schedule to finding locations for offsite events. Search your mobile device app store for “MPI Global Events.”
MONDAY, AUGUST 3
DAY 2
EDUCATION SESSIONS

8:15 - 9:30 a.m.
Audiovisual Boot Camp – Cutting Through the Techno-babble to Ask the Right Questions
Room 2003  1.25 clock hours

Become a Master Negotiator
Room 2016  1.25 clock hours

Building Successful Cross-Cultural Teams
Room 2009  1.25 clock hours

INCREASE INFLUENCE - Discover Eight Attributes of Successful Leaders
Room 2004  1.25 clock hours

Tech Tune-up: A Look Under the Hood at Registration Software
Room 2007  1.25 clock hours

The Four “I”s of Sponsorship
Room 2008  1.25 clock hours

The Good, the Bad, and the Ugly — Safety & Security Issues
Room 2005  1.25 clock hours

Understanding Your Leverage
Room 2018  1.25 clock hours

9:30 - 11:15 a.m.
“Behind the Stage” with Freeman
(Room invite only - Special Freeman backstage pass required)
Level 3 / CSR Activity Center  0.75 clock hours

3 - 4 p.m.
“How to Get Record Attendance at Your Next Event: 7 Proven Strategies That Won’t Cost You a Dime!”
Room 2005  1 clock hour

LEADER AS COACH - Moving Your Team to Winning Results
Room 2008  1 clock hour

SMM: Selling the Values That Go Beyond Cost Savings
Room 2022  1 clock hour

Spanning the Ages: Engaging Event Design for Multi-Generations
Room 2016  1 clock hour

Speak With the Poise, Passion & Persuasive Power of a Broadway Actor
Room 2004

Storyboarding - Create the On-Site Experience That Boosts Spending and Bragging Rights
Room 2009  1 clock hour

“Secrets Revealed!” Discover What Hotels and Keynote Speakers Don’t Want You to Know
Room 2009  1 clock hour

31 Predictions for the Meeting and Event Industry
Room 2007  1 clock hour

Harnessing the Power of Wearable and Location-Aware Computing
Room 2003  1 clock hour

Is Your Event Too Intelligent? Using Meeting Tech to Get the Info You Need
Room 2008  1 clock hour

Powering Up: Women & Leadership in the Meeting & Event Industry!
Room 2018  1 clock hour

So, You Have an Event. How Do You Get Noticed and People to Attend?
Room 2005  1 clock hour

SURVIVOR: Take the Challenge - Suppliers and Medical Meeting Planners Working
Room 2016  1 clock hour

Sustainable Venues at Work - Back of House Tour of Moscone Center
2018 Overlook  1 clock hour

USA National Travel Strategy - Improving the Meeting Attendee Experience
Room 2004  1 clock hour

Why Manners Matter: A Discussion on International Etiquette
Room 2022  1 clock hour

4:30 - 5:15 p.m.
“It’s Best If I Do It” - Learning How to Delegate
Room 2002  0.75 clock hours

Best Practices in Technology Ecosystem Management
Room 2005  0.75 clock hours

Beyond the Room Block: Quantifying the Total Room Demand for Your Event
Room 2007  0.75 clock hours

Double Your Memory in 45 Minutes! How to Remember Names, Faces and Other Important Information
Room 2009

CAMPFIRE: What’s Next?
Meeting Room B  0.5 clock hours

3 - 3:30 p.m.
CAMPFIRE: How to Get Record Attendance at Your Next Event: The “Master Class!”
Meeting Room B  0.5 clock hours

4:30 - 5 p.m.
Brainstorm: Understanding Virtual Reality
Brainstorm Room  0.5 clock hours

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After years of revitalization, St. Louis is back on top. Even our most iconic attraction is reaching new heights. Current renovations to the Gateway Arch grounds will seamlessly connect it to the Mississippi River and downtown for a better convention-going experience. Monumental changes indeed. It’s time to meet St. Louis again.

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Focal Point of Knowledge

Veteran meeting professional Carol Krugman has learned and shared much at WEC over the years.

BY ROWLAND STITLER

WITH 20 CONSECUTIVE YEARS of attending WEC, one might think that Carol Krugman, ME, CMP, CMM (MPI Rocky Mountain Chapter), would be right at the corner of “been there” and “done that,” walking into the door of the 2015 edition of MPI’s biggest annual conference. But nothing could be farther from the truth. “Are you kidding?” says Krugman. “I am an information sponge the minute I get there. I want to learn everything I possibly can about new trends, new technology, best practices, strategies, methodologies—everything.”

That obsession with soaking up everything new about a profession she has been practicing for more than three decades now has something to do with how creative people tend to evolve professionally over the years.

Like many successful planners and students of the profession in her generation, Krugman started working as a meeting professional years before she would ever come to have all of those letters behind or name, or even have her first minute of instruction on how to run a successful meetings business.

Krugman, who earned her MEd at The Johns Hopkins University in 1972, moved to Rio de Janeiro in the early 1980s to start her own company planning meetings for major international pharmaceutical companies as a third-party entity. “I moved to South America because I could,” she says. “I had lived in Mexico and I spoke several languages including Spanish and Portuguese, and I knew there was a business to be built for someone on the ground in South America who could handle meetings for the pharma companies.”

She was right. She spent 15 years doing business all over Latin America before moving back to the U.S. in 1995.

At that point, with a successful career well under way, she still had yet to have any formal training in her profession. "In those days, there was no college or univer-sity where you could go to learn about being a planner," she says. "It just wasn't being offered."

But upon moving back to the U.S., she gravitated quickly to MPI. "I found out about MPI through something called MPINet, a chat room that was on the then-fledgling Internet, and I was just thrilled to find there were others out there in the business of planning meetings who were eager to network and share. MPI soon became my home, and I could not wait for each WEC to attend and network with my peers. From day one I dove into it, and MPI has been my professional family ever since.”

While she was active in MPI, she was not in her local chapter in South Florida because, as she put it, “my life was all spent at 35,000 feet in those days, traveling the world doing my work.”

But because she had considerable expertise in the world of international meetings, she soon became a sought-after speaker at meeting industry conventions, including WEC. She served on the international board of directors. "The WEC was an important experience for me in those days, for sharing my own experiences and ideas as a speaker and most certainly for the value of the networking that can be found there,” she says.

In 2009, after running her national and international meeting planning business from a base in Florida for years, she accepted a teaching position at Metropolitan State University of Denver in the hospitality, tourism and events department, and in 2014 became chair of the department.

Now her focus in coming to WEC has changed. "I still want to learn everything I can at WEC, but now, it's not so much to apply to my own career opportunities but to the professional development of my students,” she says.

Each year since joining the MSU Denver faculty, she has brought a group of students (five this year) with the same mission as Krugman herself—human sponges of knowledge.

Eric Rozenberg
CONT. FROM COVER

juxtaposition that includes interactive displays next to cotton candy.

This sort of visual encounter is what many have come to expect at WEC—organizations and people striving to reach out to clients and peers in different, more effective and more engaging ways. It’s hard to ignore the connection between this reality and San Francisco’s history of innovation, especially following the OGS keynote by James Curleigh, brand president of Levi’s—“one of the first San Francisco start-ups,” he said during my interview with him (“Create the Future, Don't Just Try to Predict It” in Sunday’s edition of MPI OnSite, excerpted from the June issue of The Meeting Professional).

As Curleigh explained during his keynote, meetings should create moments that matter. When those moments happen—and you act on them appropriately—innovation can manifest in any number of ways.

You’ve hopefully already experienced such a moment during WEC, or will do so in the next couple of days. One such instance a year or so ago led to me staring up at the original painting of Vigo the Carpathian from Ghostbusters II as I explored another Bay Area innovator immediately prior to WEC. The 44-year-old Lucasfilm retains its competitive edge by investing in talent, sustainability and actively creating that future that Curleigh mentioned. This was obvious as a friend who works at the Industrial Light & Magic (ILM) division of Lucasfilm delivered on a promised private tour of the company’s LEED Gold Certified, 23-acre Letterman Digital Arts Center campus on the edge of San Francisco’s Presidio.

Beyond the life-sized Yoda-statue fountain and the lobby/museum, both of which are open to the public, I was availed access to spaces in which these audiovisual alchemists bring dreams to life.

In the THX-certified ILM Premiere Theater, I was surrounded by Academy Award-winning designers and other “creatives” as their weekly “dazzle” reel played, showing all of the work that goes into modern visual effects. The 298-seat theater absolutely lives up to its reputation as providing one of the best viewing experiences ever built. And yes, it’s available for private rental—most commonly special film screenings.

Days later, Eric Rozenberg’s Yoda-speak somehow threads together all of these elements—innovation, technology, moments that matter, meetings and events—“Master of the technology, you should be.”
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Putting Yourself Out There

Judi Holler from Holla!Productions LLC presents “Brandprov: The Art of Authenticity” today, 5:45 - 6:45 p.m. in room 2016.

When did you first recognize the importance of expressing a personal brand?

When I started getting incredible job opportunities without even looking! I say all the time—if you have a strong personal brand (i.e., great reputation) you’ll never have to job search again; the next opportunity will find you!

Why/how is improvisation helpful in building a personal brand?

The techniques we study in improv theater help make us successful on stage at a live show. However, they are also LIFE skills that can help you dominate on the stage of life—things like fighting fear, taking risks, leadership, commitment, energy, action. Really understanding, and taking seriously, these key improv lessons can open up incredible doors and help you stand out in a really crowded and noisy marketplace that we live and work in as event professionals.

What tools other than improv do you recommend for people that feel uncomfortable marketing/promoting themselves and their own brand?

The biggest tool you have is your own mind! I think we need to take the “shameless” out of shameless self promotion and stop caring so much about what other people think. We have to put ourselves out there and the world needs that special gift only YOU have!

DETROIT IS REINVENTING ITSELF, AND WE WANT IN ON IT.

Detroit is growing, and its thriving technology sector is leading the way. Nestled among the newly revitalized downtown and other cities involved in metro Detroit’s comeback, dozens of new tech-oriented and start-up businesses have taken root and found a successful home here in The D. Around every corner, Detroit is keeping itself on the cutting edge of today’s technology, which is the reason why Techweek, one of the country’s leading technology conventions, came to Detroit in 2014. And it was so successful, Techweek is coming back to do it all over again this year. Discover Detroit, America’s great comeback city. View Sam’s story at meetdetroit.com/sam.

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THE MPI RISE AWARDS

MPI’S RECOGNIZING Industry Success and Excellence (RISE) Awards recognize demonstrations of innovation, global transferability, impact and influence within the meeting and event industry. Here’s a look at the 2015 recipients, being honored today during the RISE Awards luncheon.

The RISE Award for Community Achievement in Knowledge and Ideas will be presented to the Meeting Industry Council of Colorado (MIC) for its innovative approach to addressing competing markets within the industry. Incorporated in 2000, MIC is a coalition of 13 member organizations related to the meeting and event industry created to enhance collaboration through networking and education.

The RISE Award for Community Achievement in Marketplace Excellence will be presented to the MPI Potomac Chapter for its annual Flipped Marketplace held at the Mid-Atlantic Conference and Expo. The program utilizes the reverse trade show format, matching planners to the appropriate meeting suppliers, and helps create additional membership opportunities generating engagement from non-chapter members throughout the region.

The RISE Award for Organizational Achievement will be presented to the Builders Association of the Twin Cities for its analytical and effective evaluation and alignment of events toward its strategic goals. The organization assessed each of its events against a matrix to identify those that could be phased out, combined or enhanced to increase value to its members.

The RISE Award for Young Professional Achievement will be presented to Kinga Socko of Poland for her instrumental role with the Poland Meetings and Events Industry Report, which is used to prepare national and city budgets and influences business tourism in Poland. Kinga played a key role in the Destination Marketing Association International accreditation process.

The RISE Award for Member of the Year will be presented to Tara Liaschenko, CMM, of St. Petersburg, Fla., for her volunteer leadership with the MPI Tampa Bay Area Chapter as well as other MPI chapters. She previously served as chapter president and currently serves as director of advocacy locally and as a member of the global WEC Proposal Review Task Force.

The RISE Award for Meeting Industry Leadership will be presented to David Peckinpaugh of the MPI St. Louis Area Chapter for his instrumental global influence on the meeting and event industry. As president of Maritz Travel Company and co-chair of the Meetings Mean Business Coalition, Peckinpaugh has strived to unite the industry to join together with one voice to demonstrate the value of meetings.

Today’s luncheon sponsored by Mexico Tourism Board.

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**Meetings Outlook: Attendance Growth Predictions**

Attendance at both live and virtual meetings and events is still expected to increase, but with **live attendance numbers** growing at a faster pace.

- **Live Attendance**
  - TODAY: 62% predict an increase, 29% predict no change, 9% predict a decrease.
  - ONE YEAR AGO: 53% predict an increase, 33% predict no change, 15% predict a decrease.

- **Virtual Attendance**
  - TODAY: 57% predict an increase, 39% predict no change, 4% predict a decrease.
  - ONE YEAR AGO: 68% predict an increase, 26% predict no change, 7% predict a decrease.

Read the full summer edition of *Meetings Outlook* in the August issue of *The Meeting Professional*. *Meetings Outlook* is developed in partnership with VISIT DENVER and is supported in partnership with IMEX Group.

To participate in *Meetings Outlook* and other MPI research—and maybe win prizes—join our Business Research Panel by contacting research@mpiweb.org.

Tuesday’s session, **“Meetings Outlook: A Deep Dive into the Latest Trends”** 10:45 a.m.-12 p.m., will explore more findings from MPI’s *Meetings Outlook* survey, led by Christian Savelli, former senior director of business development for MPI, and Jessie States, manager of professional development.
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Tech-savvy San Francisco teams up with a game developer conference to honor the past while developing what’s next.

BY MARIA LENHART

IT ALL STARTED 29 YEARS ago when 25 interactive game developers came to exchange ideas in the San Jose living room of game designer Chris Crawford. This informal gathering has since evolved into the Game Developers Conference (GDC), the world’s largest and longest-running professionals-only game industry event, attracting a record 26,000 participants to San Francisco’s Moscone Convention Center Mar. 2-6.

Produced by UBM Tech Game Network, the conference draws an international assortment of programmers, artists, game designers, audio professionals and consultants and features more than 400 learning sessions on game industry topics.

“GDC offered a glimpse into the future of gaming, but still honored the history of the industry,” says GDC General Manager Megan Scavio, who is part of UBM’s staff of five in-house conference planners. “This year’s success is a testament to the hard work of staff, volunteers, speakers, indies and students, who maintained a fun and safe environment for everyone at the show.”

At this year’s conference, educational content ran the gamut, from a summit track on the fast-expanding field of eSports video games to a panel discussion on harassment and diversity issues in the game industry. Some 350 companies in the tech and game industry—including Sony, Google, Qualcomm, Oculus, Valve and Microsoft—were represented on the expo floor, offering product demonstrations and networking and recruitment opportunities. Across the hall, the GDC Play Floor enabled emerging game developers to showcase their playable games and apps to key distributors and potential investors.

As might be expected at such an event, some spaces were less devoted to business than to actual fun and games. The Videogame History Museum presented “The History of Atari,” an exhibit where participants could play Adventure on an original 2600 console, while the Indie Megabooth featured a curated selection of the most innovative indie games produced in the past year. Participants tried their hand at unique games located on the Wheel of Whimsy and gathered to play the latest board games in an area called Shut Up and Sit Down: A Lovely Tabletop Lounge.

Other components of GDC included a career center, a job fair drawing more than 50 companies in search of new talent and two awards ceremonies, the Independent Games Festival Awards and the Games Developers Choice Awards.

Prior to the conference, attendees could create individual profiles through an online tool called GDC Business Matchmaking, which enabled users to schedule in-person meetings with others at the conference. After the conference, the GDC Vault website offered attendees and subscribers access to selected content, including speaker slides, video sessions and images from the 2015 conference as well as from previous shows.

According to Scavio, a huge part of what makes GDC work is the participation of hundreds of Conference Associates (CA), a GDC volunteer program originally designed for students and other aspirants in the game industry. Those accepted into the CA program receive conference benefits and a small stipend in exchange for providing 25 hours of work during the conference.

For many in the game development industry, GDC is a much-anticipated annual opportunity for networking.

“I call GDC a ‘class reunion’ event—everyone I know in the industry attends,” says mobile game design consultant Adrian Crook, managing director of Adrian Crook & Associates in Vancouver, British Columbia, who has made an annual pilgrimage to GDC for the past 10 years.

While he rarely attends sessions, preferring to view them online after the conference, Crook finds GDC invaluable for discovering new clients and cementing relationships.

Among the features he especially likes is the availability of dedicated meeting areas in which to meet with clients and colleagues. This year, he took advantage of the Canada Business Lounge, a meeting space sponsored by the Canadian Trade Commissioner Service, located a block from the convention center at the InterContinental San Francisco.

“It’s not quite as chaotic as a café—more comfortable and professional,” he says. “It was quite cost effective.”

While Crook would like to see the conference move around to various cities, he says San Francisco is the best possible choice if there has to be a permanent location.

“GDC is great in terms of being centrally located for the tech sector,” he says. “The location itself is pretty solid for a conference, with plenty of dining and cafe options. Additionally, it’s nice to sit out in the grass in the plaza.”

Level Up

Tech-savvy San Francisco teams up with a game developer conference to honor the past while developing what’s next.
The MPI Foundation fuels the growth and advancement of MPI members by providing them professional development and career opportunities through grants and scholarships.

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In advance of today’s Flash Point session, Chip Conley, head of global hospitality and strategy for Airbnb, discusses how the evolving “sharing economy” is increasingly intersecting with the meeting and event industry.

BY MICHAEL PINCHERA

What interests you the most about the sharing economy?
No. 1 is the democratization of hospitality—the idea that hospitality as a point of view about the world really speaks to how you help people be more kind to each other and empathetic. That’s not a bad thing for the world. And the democratization of it, such that it’s being done, less in a corporate way and more in a grassroots way, is intriguing to me as a business idea but also intriguing as a sort of global idea in terms of how we create a space for a more sustainable and friendly planet.

I think home sharing as a piece of the sharing economy is interesting because it actually happens behind closed doors. Car sharing happens out in public. But when you’re booking your home for someone else and building a four- or five-day relationship with someone—[whether] they’re staying in your home while you’re there or while you’re traveling—that’s a really intimate approach to a business. And to me, it really defines the currency of trust that has to be built. And the more we can create trust in the world, the better that is for [everyone].

The “sharing economy” seems to be increasingly referred to as the “so-called sharing economy.” Do you think that shift in wording is important?
I don’t have a strong opinion on that, but at the heart of it…the reason the word “sharing” has been used is not because someone is sharing a home for free (“sharing” is something you do for free, some people say), but it’s actually saying there are resources in the world that are under utilized, and we’re using technology as a means of actually maximizing the use of those resources. Sharing those resources means we don’t have to go out and build new hotels, new cars, etc. And if we could actually be a little bit more efficient in our use of resources in the world, that’s absolutely a great thing for the environment.

What percentage of Airbnb bookings do you attribute to business travel?
Last year it was about 10 percent—and that number is growing. We have over 260 corporate accounts that we’ve signed up this year—business travel accounts that actually promote Airbnb to their employees. That particular focus for us is continuing to grow. Last year we did an integration with [travel-expense-management company] Concur—they were able to integrate us into their platform so companies that use Concur can use Airbnb, and that gives a lot more comfort to corporate travel managers.

Is there a percentage goal in mind for business travel bookings?
I don’t have one that I can divulge yet, but I can say that over the course of the next two years, to double [that] business would be a good goal. It makes sense that over time that number will grow, but I can’t tell you how soon we think it can double.

For the 2016 Summer Olympic Games in Rio de Janeiro, Airbnb is offering a large block of rooms as the official alternative accommodations sponsor. Is Airbnb getting involved in that capacity with other conferences or events?
In Brazil last year for the World Cup, we worked about a year in advance with some of the state governments—that [they] could see they were going to get their stadiums built on time, but they could also see that they didn’t have enough hotels. And it doesn’t make a lot of sense to build hotels for one-time events. And we worked with locals who wanted to become Airbnb hosts. Approximately 600,000 international travelers came to Brazil for the World Cup, and approximately 20 percent of them [used] Airbnb.

There are really three big wins there. No. 1, the government didn’t have to subsidize the building of hotels for a singular event—a very expensive use of resources. So that was good for the government and certainly good for the environment, too. Secondly, locals got to benefit from this. One of the things that’s really beautiful about Airbnb—especially for international events—is the local population is the beneficiary of people coming to town, financially, not just emotionally in terms of building relationships. In Brazil last year, there had been protests because [people] thought the government was spending way too much money on the World Cup promotions, so this was also a great example of how the government can actually look good and how locals can actually take advantage of these big events.

And thirdly, those coming in for the event can have a localized experience. What happens so much at the Olympics and big events such as the World Cup or huge conventions, if you’re coming to town, you actually feel quite cut off from the local people because…many of the events are in convention facilities or arenas and you’re just surrounded by [visitors] from all over the world—so you don’t really get to understand and the local experience.

So I think there’s a win-win-win and we will be continuing to take that model and apply it elsewhere. In San Francisco, we’re applying that to conventions and meetings because [this] is a very hotel-scarce city—there just aren’t enough hotel rooms for the sheer volume of people coming in. So we work quite closely with meeting planners to actually provide alternative accommodations for their attendees.
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A Positive Impact at WEC 2015

Here are some of the ways MPI is making a difference through sustainability.

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This year we are using the Sustainable Meeting Planner Program® (SMPP®) online tool, an event management system that is third-party certified to the ISO 20121 standard and complies with the requirements of the APEX/ASTM standards.

APEX/ASTM-Certified Venue
An easy way to green your event is to partner with a green venue. Moscone Center is one of the greenest in the U.S. and last year achieved Level 1 certification with the APEX/ASTM Standard pertaining to the Evaluation and Selection of Venues for Environmentally Sustainable Meetings, Events, Trade Shows and Conferences.

Food Donation
SAVOR, the in-house catering company at Moscone Center, will donate any packaged foods, breads, pastries, unserved cold food, unused dairy product, fruits and vegetables left over from WEC. Our donation partner is San Francisco City Impact, reaching the spiritual and physical needs of inner-city San Francisco.

Waste Diversion
Three-stream waste stations (compost, recycling and landfill) are available in public spaces, and MPI is working with the Moscone Center team to increase the diversion rate through back of house sorting. SAVOR initiated one of the nation’s earliest large-scale deployments of certified compostable serve ware at Moscone Center in 2008.

Sustainable Signage
As the industry moves away from non-recyclable foam core, nearly all WEC 2015 signage will be printed on honeycomb graphics eco board, a 100 percent fully recyclable substrate that is lightweight yet provides outstanding strength, rigidity and warp resistance. Digital signage will also be used, wherever possible.

Reduced Printing
MPI continues to encourage speakers to share handouts electronically. This year MPI is reducing the size of MPI Onsite, the daily newspaper at WEC, which will reduce waste. The local printer is certified by the Forest Stewardship Council (FSC).

Lowering Transportation Emissions
For the offsite events, MPI has partnered with Cappa & Graham Inc., San Francisco’s first green certified DMC, to provide shuttle service. The company works with companies that run their coaches on bio-fuel and maintain a 10-minute idling policy.

Community Donation
For WEC 2015, MPI will arrange a donation to Scroungers Center for Reusable Art, a non-profit international auditing organization headquartered in Connecticut. The iCompli team will conduct a gap analysis of the sustainability practices of WEC 2015 based on both the ASTM/APEX sustainability guidelines and the ISO 20121 management system.

Certification in 2016
MPI’s approach to all business practices, including meetings and events, is guided by its commitment to showing leadership, stewardship, integrity, inclusivity, transparency and continuous improvement. MPI continues its sustainability journey with the ongoing implementation of ISO 20121 and aims to be third-party certified in 2016.

Online Planning and Measurement
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AT WEC 2015
MPI FOUNDATION PRESENTS:

3 GREAT WAYS TO SUPPORT YOUR INDUSTRY AND HAVE A GREAT TIME DOING IT

RENDEZVOUS | MONDAY, AUGUST 3, 2015
Support the industry you LOVE and join your peers for an unforgettable networking experience! Dance the night away at the iconic music venue, The Fillmore as The Spazmatics take you back to the 1980s.

THE BIG DEAL | SUNDAY, AUGUST 2, 2015
Experience a BIG night of high-rolling fun, entertainment, and high-stakes networking. Sponsor a WSOP Tournament table and treat your VIPs to a chance of a lifetime. Planners get in free!

NOT-SO-SILENT AUCTION
ONLINE AUCTION OPENS JULY 6, 2015
Bid on fabulous prize packages that range from trips, dream destinations, unique adventures, exclusive tours and much more.

GET YOUR TICKETS TODAY!
www.mpiweb.org/wec/foundation
Purchase a Power Play Pass and get into The Big Deal and Rendezvous at a discount.

Funds raised support the MPI Foundation Education Endowment.

Presenting Sponsors:

Host Sponsor:

San Francisco Travel

Rendezvous Entertainment Sponsor:

SME
Celebrating Success

Media briefing: WEC and San Francisco are strong today and will be even stronger tomorrow.

MPI leaders Paul Van Deventer (president and CEO), Michael Woody (chief operations officer) and Kevin Kirby (board chairman) discussed some of the organization’s exciting developments and plans for the future during a press briefing on Sunday morning.

WEC 2015 was among the highlights discussed. The event attracted more than 2,500 registered attendees—a 25 percent increase over last year. Approximately 80 percent of attendees are MPI members, and that number is split 50/50 among planners and suppliers. The Hosted Buyer Program features 265 planners and 185 suppliers totaling 450 participants—a 12.5 percent increase compared to last year. WEC is offering 140 total education sessions, plus keynotes, and most qualify for clock hours. And finally, we’re seeing great success with MPI Foundation networking events—with Rendezvous tickets nearly sold out and a large crowd expected for The Big Deal.

Attendees were also introduced to the MPI Academy, a wide-reaching educational endeavor that encompasses and connects all of the education and learning experiences MPI delivers within the meeting and event industry and beyond (see Page 22 for full details).

And the excitement about WEC continues to build with announcement of future locations for the association's signature event. The next installment will be held in Atlantic City at the new Harrah's Waterfront Conference Center (June 11-14, 2016), followed by Las Vegas (July 9-12, 2017), Indianapolis (June 2-5, 2018) and Toronto (June 11-14, 2019). Beginning in 2016, MPI hold WEC in the June to early July timeframe due to membership feedback regarding scheduling conflicts with summer vacation plans, school breaks, Canada’s Civic Holiday and other industry events.

Finally, attendees learned about the San Francisco construction boom—including the Moscone Center expansion of more than 500,000 square feet of contiguous exhibit space—from local leaders John Reyes, executive vice president and chief sales officer for the San Francisco Travel Association; Stephen Revetria (co-chair of MPI WEC 2015), senior vice president of Giants Enterprises; and Joey Nevin (MPI Northern California Chapter president), director of sales and marketing for Giants Enterprises.

“San Francisco Travel is proud that our city is hosting the 2015 WEC and we want the industry to be aware of our strategic partnership with MPI, because this is a dynamic organization with tremendous influence in the meetings industry going forward, and we are very happy to be affiliated with MPI,” Reyes said.

Nevin said the chapter is taking full advantage of educational and networking opportunities at WEC 2015, with more than 300 chapter members attending.

Media Briefing Sponsored by New Orleans Convention & Visitors Bureau and New Orleans Ernest N. Morial Convention Center

NEWS & NOTES

MONDAY, AUGUST 3

EDGE GAME WINNERS

In the Edge Game, located within the MPI Global Event App, players practice gamification through a variety of activities. Winners of six VIP Seats from Sunday’s game were Katey Hubbard, Kate Landers, Melissa Moskal, Paul Fogerty, Ananda Ybarra, Beth Miller. Additional winners were Joanna Butler and Nicole Coon.

BREAKFAST IN BED

Montréal Tourism is sponsoring a special Breakfast in Bed event for planners on Tuesday morning at 7 a.m. Sign up at their booth (7:30 a.m. - 3 p.m., today).

SHUTTLE INFORMATION

Moscone Center is centrally located and within walking distance of all WEC hotels. There will not be shuttles to the conference (Moscone West). You can store your sneakers at our complimentary shoe check located on Level 1, open daily at 7:30 a.m. An ADA shuttle service is available upon request by calling (415) 559-5039 on show days during scheduled hours. Shuttle service will be provided to Rendezvous at The Fillmore and the Closing Night Celebration at City Hall.

NOT-SO-SILENT AUCTION

The MPI Foundation offers an incredible online auction, and you can bid using MPI’s Global Event App! Bid on fabulous packages that include trips, dream destinations and more. Anyone can bid using a computer or smart device, so tell your friends, family and co-workers to get in on the action. All bids are in U.S. currency. Auction closes at 3:15 p.m. on Tuesday. Funds raised will enable future education grants and scholarships for MPI members.

JOIN MPI TODAY!

Visit the membership booth on Level 2 to learn more about MPI benefits and receive a voucher for $100 off new member dues.

Puppy Cuddling Sponsored by Visit Norfolk; CSR Mail Room Sponsored by VMware and streamlines; Edge Game Sponsored by GeoTeaming

CUDDLING WITH A PUPPY!

Have you been reading about Chardonnay the Cavalier King Charles Spaniel on Twitter @WEC15? She has stolen the show in the Puppy Cuddling area on Level 2. Cuddling with these dogs benefits 4Paws Social Therapy, whose teams visit regional healthcare and educational sites. Monday cuddling times: 8:30 - 10 a.m., 2:15 - 4:30 p.m.
STAND OUT.

TORONTO

really shines, and when you plan with Toronto your event will, too. We have all of the tools and resources you need for success and our expert team will go above and beyond, working with you and our outstanding members to help find you the perfect venues and accommodations — and the nightlife, attractions and cuisine that can give your event the perfect polish.

We take pride in our unparalleled Signature Service, and we’ve been catching the eyes of all the right people.

WHERE DO YOU STAND?

SeeTorontoNow.com

Host of MPI WEC 2019
MPI Introduces the MPI Academy, Launches New Certificate Programs and Experiential Event Series

MPI formally introduced the new MPI Academy yesterday during the WEC opening general session. The MPI Academy encompasses and connects all of the education and learning experiences MPI delivers within the meeting and event industry and beyond. In addition, the association has unveiled enhancements to its professional development offerings, including a variety of new certificate programs and experiential events.

The MPI Academy aligns with the Meeting and Business Event Competency Standards (MBEBS) and is designed to provide multi-faceted learning opportunities for meeting professionals at all levels. Its portfolio is comprised of training courses, certificate programs, streaming sessions from MPI events, webinars and tools such as the new MPI Professional Development Roadmap, which helps individuals map out their careers, pursue continuing education and supplement professional development.

“Our objective with the new MPI Academy is to centralize all of our educational programs and bring focus to the diverse career tracks available,” says Paul Van Deventer, president and CEO of MPI. “As we refine the way we deliver both our proprietary and partner offerings, we believe the academy will soon become the most reputable and valued source for growing one’s knowledge base and advancing one’s career.”

Earlier this year, MPI began launching new education programs and has more planned in the coming months—most of which are eligible for clock hours and are designed for both planners and suppliers.

NEW PROGRAMS AVAILABLE NOW

Meeting Essentials. Designed for novice and mid-level professionals, this program will help participants enhance their skills and competencies. The courses cover fundamental knowledge needed to execute and deliver high-quality, relevant meetings and are recommended in preparation for the Certified Meeting Professional (CMP) exam.

Sustainable Meeting Professional Certificate (SMPC). This intensive certificate course provides education, tools and applicable instruction to immediately begin practicing sustainable meeting planning. It is built around learning and using the Sustainable Meeting Planning Program.

Meetings and Events at Sea Certificate. Presented in partnership with the Cruise Line International Association (CLIA), the certificate course explores the advantages of hosting events on cruise ships compared to traditional venues. This interactive session highlights which types of meetings or events should be conducted onboard as well as provides valuable cost comparisons.

PROGRAMS LAUNCHING LATER IN 2015

Experiential Event Series. MPI is partnering with high-profile events in key areas such as sports, entertainment, culinary and mega-events to provide unique, intimate education experiences, including behind-the-scenes tours and discussions. These programs will include certificates in areas such as event production and sports event management.

Sustainable Practitioner Certificate (SPC). The SPC Program is an interactive training session designed for individuals wishing to focus on sustainability within the meeting and event industry and covers the basics of sustainability, how to create a sustainability policy, measurement, reporting and more.

Healthcare Meeting Compliance Certificate (HMCC Refresher). Launching in October, this webinar has been developed to keep MPI’s HMCC recipients abreast of constantly changing healthcare meeting compliance regulations, cross-border compliance and other healthcare trends.

CMP-Healthcare Certification (CMP-HC) Boot Camp. This MPI training is intended for meeting professionals working within the life sciences sector and will commence in Fall 2015. It serves as a comprehensive study preparation course for the CMP Healthcare Certification.

“We have put a lot of thought and effort into strengthening our professional development offerings and look forward to expanding the depth and reach of the new MPI Academy as we continue to evolve and transform our association,” Van Deventer says.

For more information about the MPI Academy and its suite of educational offerings, including the new MPI Professional Development Roadmap, visit www.mpiweb.org/ProfessionalDevelopment.
MAKE YOUR POINT

MEXICO THE MEETING POINT

With top resorts including hotels certified with Five Diamonds, world-class services, luxury accommodations and scenic views, Los Cabos is the ultimate destination for stress-free business meetings.

Los Cabos