



Customized Meeting Planning Boot Camp™
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Meeting Planning Boot Camp is a comprehensive course designed for individuals who plan or coordinates special events and meetings or have responsibilities for guest room accommodations for their company. This 1.5 days course is customized to meet your planning department's needs for training or continuing education. Each customized course must have a minimum of 5 attendees. Each attendee will receive the customized syllabus and a course completion certificate with applicable CEU credits.

- Meeting with Clients – aimed at internal customers
 - Setting Goals/Objectives
 - Establishing Timelines
 - Budgets
- Pre-planning
 - What to take on-site
 - Preparing Signage
 - Shipping
- Request for Proposal Creation & Site Selection
 - ADA Compliance including checklists and forms
- Negotiating & Contracts
 - Airlines
 - Hotels
 - Other Venues
 - Transportation Companies
 - Other Suppliers
- Audio-visual
 - Negotiation
 - Types of Equipment
- Registration
 - Online and hard copy
- Catering & Conference Services
- Food & Beverage
 - Cost-cutting
 - Innovative ideas
- On-site Meeting Management
 - Pre-Con
 - Meeting Materials
 - Setting-up your registration area
- Post-Cons & Meeting Wrap Up
 - Bill reconciliation – check list and forms
 - Post-Con
 - Hotel Block reports
 - Attendee – Evaluations
 - Client Final Reports
- Wrap Up / Quiz

Materials that would be included and briefly touched on include:

- Certifications & Organizations
- CVB Services & FAM trips
- Exhibits
- Marketing & Promotions
- Speakers
 - Negotiations
 - What to ask
 - Contracting – forms and examples
- Working with the Hotel Sales Team
 - Sales
 - Food and Beverage
 - Conference Services

About the Faculty

Cathy Clifton, CMP, CMM
President/Owner
C² & Company Meetings and Events

Cathy has been involved in the meetings industry for over 15 years, first as a meeting planner, then Director of Meetings Management at Maricopa Integrated Health System. She earned her CMP in 1996 and was named MPI's planner of the year in 1997. Then in 1998, she jumped at the opportunity to start her own meeting and event planning company and has enjoyed tremendous success ever since.

C² & Company has been consistently named one of the top 20 meeting planning companies by the Phoenix Business Journal and Today's Arizona Women Magazine.

Ms. Clifton is a Past President of the Arizona Sunbelt Chapter of MPI, past member of MPI's International Chapter Leadership Committee and has spoken to numerous industry groups on topics such as *Contract Negotiations*, *Strategic Partnering* and *How to Close the Deal with a Seasoned Meeting Planner*.

Mary E. Young, CMP
President/Owner
M.Y. Events, Inc.

A veteran of the hospitality industry, Mary has worked in restaurants, hotels & resorts, tourism, professional sports and meeting planning for over 20 years. After graduating with a degree in Hotel & Restaurant Management from the University of Wisconsin-Stout, she began her career as a Corporate Trainee with Hyatt Hotels in Minneapolis. Following a move to Arizona, she worked at the Arizona Biltmore and Arizona State University as well as the Skybox Liaison for Sun Devil Stadium. She has also worked with the Scottsdale Plaza, Motorola, the State Bar of Arizona and National Speakers Association.

M.Y. Events was established in 1997 and has consistently been named one of the Top Meeting Planners by the Phoenix Business Journal. Ms. Young is a past board member of the Arizona Sunbelt Chapter of MPI. Her additional seminar topics include *The Nuts & Bolts of Silent Auctions* and *Golf as a Fundraiser*.

Meeting Planning Boot Camp Customized Program Fee Structure:

1.5 day course

Number of People	Fee	Additional Expenses
5	\$3,500	Plus airfare for 2 and hotel for 2-3 nights
6-10	\$6,500	Plus airfare for 2 and hotel for 2-3 nights
11-15	\$9,000	Plus airfare for 2 and hotel for 2-3 nights
16 + 25	\$13,750	Plus airfare for 2 and hotel for 2-3 nights
25 – 30	\$15,000	Plus airfare for 2 and hotel for 2-3 nights

Request for Customized Class

Contact Name:	
Organization:	
Address:	
City, State, ZIP:	
Phone:	
Fax:	
E-mail:	

Dates Requested*

1st Choice	
2nd Choice	
3rd Choice	
Number of Attendees	

**Classes scheduled in the Fall will be held on Thursday/Friday only*

**Detach and fax to:
fax 866-858-5807
CClifton@meetingplanningacademy.com**

Upon receipt, a proposal will be sent outlining dates, cost, payment terms and cancellation policies.

Customized Courses require a deposit of one half of the course fee at contract signing, and the remaining balance is due the first day of course. Expenses are invoiced separately and due within fifteen days of invoice.