

## Meeting Planning Academy Fall 2008 Tele-Seminar Schedule

Date	Seminar	Speaker
September 2 9 am – 10 am (PST)	<b>Kosher Catering 101**</b>  We'll start at the beginning for everyone who is new to Kosher food – what does it mean to be Kosher; the traditions, preparation and service of Kosher foods; and how to sell Kosher events.	<b>Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>
September 9 9 am – 10 am (PST)	<b>Arrivals to Awards: How to Plan a Gala Dinner</b>  From Goals/Objectives to the departing gifts, this class will cover all things to make your next Gala Dinner a success.	<b>Cathy Clifton, CMP CMM</b> <b>Meeting Planning Academy</b>
September 16 9 am – 10 am (PST)	<b>The Wheels on the Bus Go Round &amp; Round: How Do I Hire Transportation?</b>  Do you know all the right questions to ask when booking transportation? Here the top tips from an industry expert.	<b>Tara N. Thain, CHME</b> National Sales Manger SuperShuttle
September 23 9 am – 10 am (PST)	<b>How Much Money Are You Leaving on the Table?: 7 Clauses Planners Need in Every Hotel Contract</b>  Of course there are more than 7 clauses to have in your contracts, but we will review the ones to never leave out.	<b>Cathy Clifton, CMP CMM</b> <b>Meeting Planning Academy</b>
September 30 9 am – 10 am (PST)	<b>Up-selling Special Events: Taking It to the Next Level**</b>  Learn how to customize your selling for special events by adding more value and selection while increasing your bottom line profit.	<b>Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>
October 7 9 am – 10 am (PST)	<b>Put the WOW into Your Site Visits &amp; Book the Business**</b>  Whether you sell hotels, catering or DMC services; you'll want to listen in and learn the secrets of successful site visits and how to WOW your clients without spending more money.	<b>Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>
October 14 9 am – 10:30 am (PST) <i>(please note longer time)</i>	<b>The ABCs of RFP / Site Selection</b>  RFPs covered: Hotel, AV, Exhibit, DMC, Golf and all the areas that should be included in a Site Inspection (includes forms).	<b>Cathy Clifton, CMP CMM</b> <b>and Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>

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\*\*Topics that are designed with the Hospitality Supplier in mind.  
 Speaker Bios can be found on the website [www.meetingplanningacademy.com](http://www.meetingplanningacademy.com)

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October 21 9 am – 10 am (PST)	<b>He Said What?!! How to Hire Speakers &amp; Entertainers</b>  Booking the wrong type of speaker or entertainment for your event can be a disaster. Join us for tips on making the right decisions.	<b>Bobette Gorden, CMM</b> VP, INFLUENCE AT WORK President, NewInformation Presentations
October 28 9 am – 10 am (PST)	<b>FORE! Golf as a Fundraiser</b>  Step-by-step planning guide to make your next golf fundraising tournament a success.	<b>Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>
November 4 9 am – 10 am (PST)	<b>Green is the New Black: How to Make Going Green Profitable in Meetings</b>  Green meetings are now a part of the mainstream. Learn how to make your next meeting sustainable without breaking the budget.	TBD
November 11	<b>NO CLASS – Veterans Day</b>	
November 18 9 am – 10:30 am (PST) <i>(please note longer time)</i>	<b>From Load-In to Load-Out and Everything in Between: Maximizing Your Exhibit/Tradeshow Experience</b>  Tips and techniques on how to select, negotiate and work with your exhibition services company.	<b>Maurya Palmer</b> President / Owner US Expo & Convention Services <b>and Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>
November 25 9 am – 10 am (PST)	<b>Boomers, X'ers and Y's – Oh My! 3 Generations Getting Along in the Workplace</b>  If this sounds like your office, then you will want to join in. Learn more about the differences and what we can all do to get along.	TBD
December 2 9 am – 10 am (PST)	<b>FAM-tastic: How to Design a FAM That Books Business**</b>  Does your FAM book the business you want, or leave a bad impression on your attendees? Tips on making it more enjoyable for both sides, and how to screen for the right attendees.	<b>Cathy Clifton, CMP CMM</b> <b>and Mary E. Young, CMP</b> <b>Meeting Planning Academy</b>
December 9 9 am – 10 am (PST)	<b>Rejected Again: 7 Mistakes That You Make That Don't Book Business &amp; What Planners Really Want**</b>  A panel of Corporate, Association and Independent Planners will give tips on how to better book business.	Meeting Panel TBD
December 16 9 am – 10 am (PST)	<b>How to Tell a Gobo from a Leko: Audio-Visual Tips</b>  Do your AV needs leave you confused? Join us for a discussion on tips from a Pro.	<b>Michael Stawiariski</b> Technical Producer/Owner MFS Event Technology

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