

Meeting Planning Academy Spring 2009 Tele-Seminar Schedule

Date	Seminar	Speaker
April 21 st 9 am – 10 am (PST)	How to Find A Job in The Meetings Industry Are you looking to get into the Meetings Industry? This is an industry that is all about who, and what you know. We will review ways to look for a job, and review tips to create a stellar resume.	Cathy Clifton, CMP CMM Meeting Planning Academy
April 28 th 9 am – 10 am (PST)	Planning Meetings and Events at Convention Centers Vs. Hotels There is a vast difference between planning meetings/events at these types of venues. We will cover the major difference between the two, and tips for a successful event at either.	Cathy Clifton, CMP CMM Meeting Planning Academy
May 5 th 9 am – 10 am (PST)	Why Does My Coke Cost So Much? Tips for Negotiating Better with Hotels Why do items cost so much at hotels, and why is it hard to get some of the clauses you need in a contract? Join as we ask these questions and more of a seasoned hotel sales manager, and get down to the basics of better negotiations.	Jenna Laraia Senior Sales Manager Hyatt Regency Phoenix Cathy Clifton, CMP CMM Meeting Planning Academy
May 12 th 9 am – 10 am (PST)	Preparing Program Specs for Your Venues and Other Suppliers Learn how to prepare detailed program specs for your meetings and events that lead to better communication and service from your vendors. These tips can also save you money!	Cathy Clifton, CMP CMM Meeting Planning Academy
May 19 th 9 am – 10 am (PST)	Setting-up the Right Registration Systems for your Meetings and Events Are you looking for an on-line registration system that does not cost a fortune? Join us as we review the system used by many meetings planners, and a review of other systems out there. Includes tips on what to look for in a good system.	Cathy Clifton, CMP CMM Meeting Planning Academy
May 26 th 9 am – 10 am (PST)	Working With Convention and Visitor Bureaus (CVBs) Do you use the services of CVB? Join us for our Expert panel of CVB Associates as we walk through the benefits of using a CVB, whether you are planning a meeting for 5 to a convention of thousands.	Kelli Blubaum, CMP Scottsdale CVB Mark McMinn CMP, CTA Tempe CVB Mike Van Liew Greater Phoenix CVB
June 2 nd 9 am – 10:30 am (PST) <i>(pls. note longer time)</i>	The ABCs of RFP / Site Selection RFPs covered: Hotel, AV, Exhibit, DMC, Golf and all the areas that should be included in a Site Inspection (includes forms).	Cathy Clifton, CMP CMM Meeting Planning Academy
June 16 th 9 am – 10 am (PST)	How Much Money Are You Leaving on the Table?: 7 Clauses Planners Need in Every Hotel Contract Of course there are more than 7 clauses to have in your contracts, but we will review the ones to never leave out.	Cathy Clifton, CMP CMM Meeting Planning Academy

Speaker Bios can be found on the website www.meetingplanningacademy.com

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