



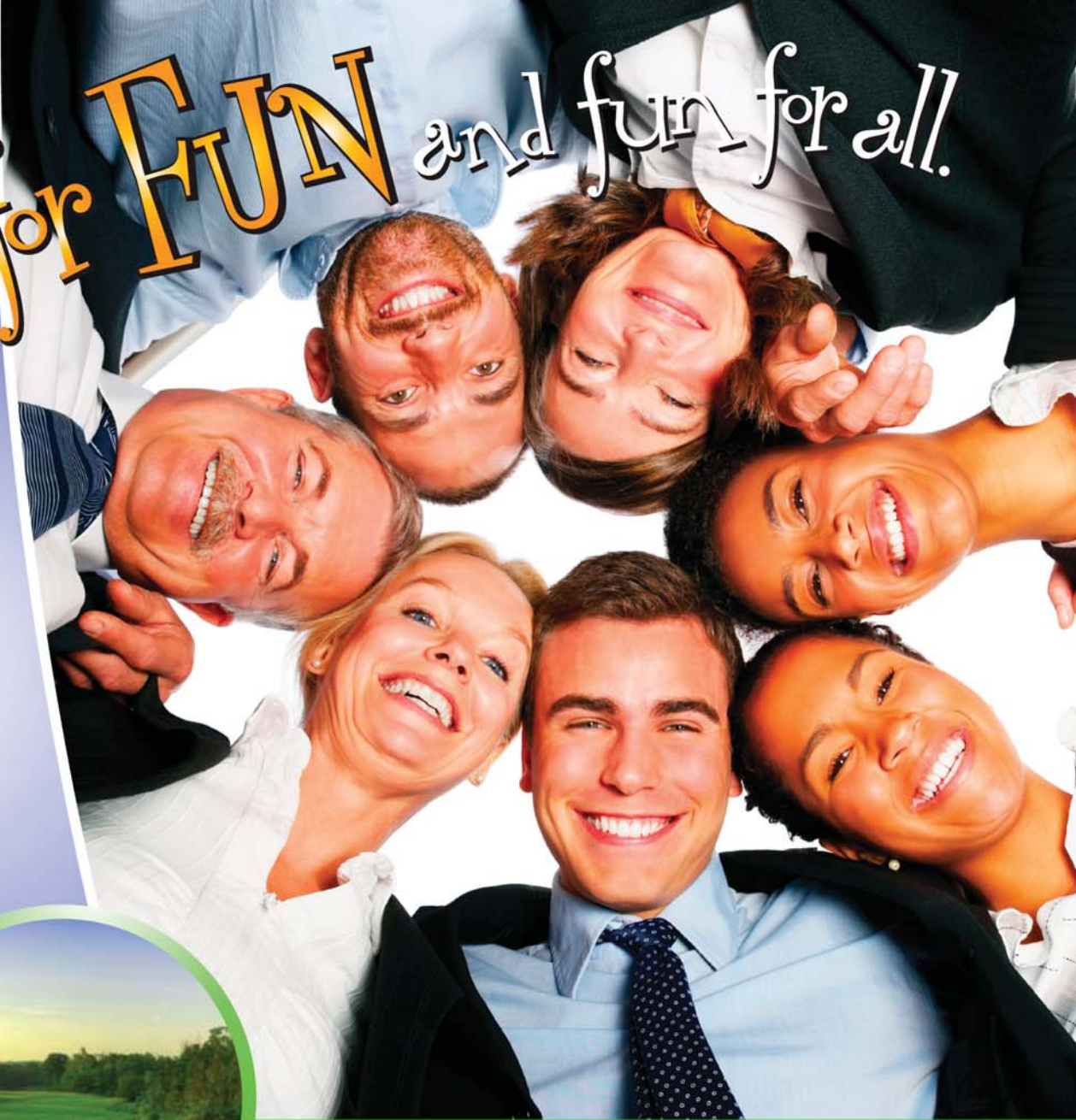
### AUG SEP '08 ISSUE

---

#### What's Inside:

- Board of Directors
- President's Column
- Farewell to a President
- Eight Great Strategies for Working Any Room
- 30 Tips for Keeping Meeting Expenses to a Minimum
- 8 Secrets to a Knockout Presentation
- Planner of the Year
- Negotiating
- MPIOH Ohio Education Update
- 45 Ways to Use Technology to Green Meetings

All for **FUN** and fun for all.



[www.CincyNorth.com](http://www.CincyNorth.com)

When the time comes to book your meetings and events, **Northern Cincinnati** will add the **FUN**. From Kings Island to the Queen City, your event is in the middle of it all.

Whether you prefer to do business in the comfort of the conference room or in the fresh air on the first tee, we can help plan your event down to the finest detail.

Call the Northern Cincinnati sales office at **866.55CINCY (24629)** to explore your options, or to request a copy of the Northern Cincinnati Meeting & Event Planning Guide.

**NORTHERN  
CINCINNATI**  
**FUN** in every direction.

## The Official Newsletter of MPI Ohio Chapter

*Define* is the official publication of the Ohio Chapter of Meeting Professionals International. It is published every other month as a benefit of membership and circulated free of charge to OHMPI members.

Copyright, 2003. All rights reserved.

Permission requests to reproduce written materials should be sent to 4100 Executive Park Drive, Suite 16, Cincinnati, OH 45241.

Information appearing in this publication is obtained from sources we believe to be reliable. The information may not be a complete statement of all available data and is guaranteed as such. Calculations are based solely on editorial judgement and analysis of technical factors and meeting professional industry information sources. *Define* is copyrighted and portions may be reprinted with the permission of OHMPI. *Define* is not responsible for the contents of its advertisements and advises all members to investigate claims before making any purchases.



Helping to build your companies voice,  
identity and personality.

Reserve your space for the upcoming issue!

For more information, please contact Barb at 614.273.0783.  
barb@burgiemediafusion.com

**Advertising Opportunities:** For information about advertising opportunities, please contact Barb Burgie at 614.273.0783 or barb@burgiemediafusion.com.

## MEET OUR 2008-09 MPI OHIO CHAPTER BOARD OF DIRECTORS

### President

Gail McLaughlin, CMP, CMM  
Pro Football Hall of Fame  
2121 George Halas Drive, NW  
Canton, Ohio 44708  
Phone: 330-456-8207  
Fax: 330-456-8175  
gail.mclaughlin@profootballhof.com

### President - Elect

Mark Wallisa  
NKU METS Center for  
Corporate Learning  
3861 Olympic Boulevard  
Cincinnati, OH 41018  
Phone: 859-647-8981  
Fax: 859-647-6431  
mark.wallisa@usemets.org

### Immediate Past President

Mike Moseley, CHSP  
Crowne Plaza Columbus  
& The Lofts Hotel  
33 East Nationwide Boulevard  
Columbus, Ohio 43215  
Phone: 614-461-2667  
Fax: 614-461-7786  
mmoseley@columbushospitality.com

### Vice President of Communications

Deb Jones  
Oglebay Resort & Conference Center  
Route 88 N  
Wheeling, WV 26003  
Phone: 304-243-4064  
Fax: 304-243-4105  
djones@oglebay-resort.com

### Vice President of Education

Wendy Nicodemus, CMP  
Quest Conference Center  
8405 Pulsar Place  
Columbus, OH 43240  
Phone: 614-540-5540  
Fax: 614-540-5541  
wnicodemus@quest-centers.com

### Vice President of Finance

Barb Burgie  
Burgie MediaFusion  
2241 Teardrop Ave  
Columbus, OH 43235  
Phone: 614-273-0783  
Fax: 614-273-0038  
barb@burgiemediafusion.com

### Vice President of Membership

Jason Diehl  
Doubletree Guest Suites Columbus  
50 South Front Street  
Columbus, Ohio 43215  
Phone: 614-228-4600  
Fax: 614-358-8228  
jason\_diehl@hilton.com

### Director of Education

Jack Gordon, CMP  
Turfway Park LLC  
7500 Turfway Road  
Florence, KY 41042  
Phone: 859-647-4843  
Fax: 859-647-4730  
jgordon@tpark.com

### Director of Recognition

Deane Drury, LCMP  
In Any Event Professional  
Event Management  
1326 Bluejack Lane  
Heath, OH 43056  
Phone: 740-323-2028  
Fax: 740-323-2028  
inanyevent@alltel.net

### Director of Special Projects

Barb Yeater  
Crowne Plaza Cleveland  
City Centre Hotel  
777 St. Clair Ave. N. E.  
Cleveland, OH 44114  
Phone: 216-373-3346  
Fax: 216-771-5129  
byeater@dhmhotels.com

### Director of Strategic Partnerships

Susan Smith, CMP  
Northern Kentucky CVB  
50 E Rivercenter Blvd, Suite 200  
Covington, KY 41011  
Phone: 859.655.7662  
Fax: 859-261-5135  
ssmith@nkycvb.com

### Director of Communications

Melissa Alexander, JD, CMP  
Independent Meeting Planner  
& Consultant  
546 North Court Street  
Circleville, OH 43113  
Phone: 304-617-0791  
meetingplanner2008@gmail.com

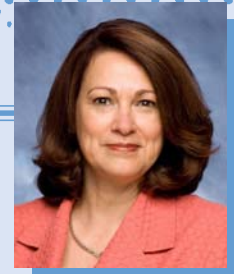
### OHMPI Executive Office

Lauren Estess  
4100 Executive Park Dr., Suite 16  
Cincinnati, OH 45241  
Phone: 513-563-8674  
Fax: 513-563-9743  
Email: mpioh@aol.com

**OHMPI Mission Statement:** To enhance the overall quality and awareness of the meetings industry by ensuring the professional development and growth of its membership through targeted educational programs and networking opportunities.

# President's Column

By Gail McLaughlin, CMP, CMM



## Peace & Comfort for our Next Generation

In this industry, we are all so busy, and sometimes it feels like life is passing us by. I was reminded of this recently when my son was home visiting. He was looking through his things in the basement when he happened upon two boxes filled with old photos that had been untouched since I moved back to Ohio seven years ago after 30 years away. There I was in Mexico at the pyramids, in Cancun at the beach, in Italy feeding pigeons and in New Orleans where I was crowned Mardi Gras Queen of the Hilton. Not to mention a photo that confirmed my boast that I was a natural blond at three!

I've always shared everything with my son, but I guess I forgot a few things! Now, with a handful of pictures, he had conjured up a whole new image. I hadn't thought about these experiences in years thus his fascination took me completely by surprise (especially because he's only 26). But, I also realized that had I not been around to tell him the stories behind each picture, he would have just been guessing—and, oh boy, I wouldn't want that.

Years ago, my mother gave me photos of my grandmother's family; Grandma's gone, Mom doesn't remember, and I have no idea who most of them are or even the occasion they are celebrating. What a shame. The moral of the story? Time to get organized (with little or no effort)!! First I thought scrapbooking—that's the answer. But no—that takes too much time (I'll wait to do that when I retire). Then I thought, I'll scan the photos and add a paragraph to each in a word document. Then next time sonny boy finds a box of old memories, they will have a narrative, and he can't assume the worst... Of course, at my age, it's still going to take a while to scan it all in and burn a disk or two, but once I get caught up, it'll be a breeze. And I think I'll do it with each of my events, too!

That said, I may be disorganized but Grandma certainly wasn't. Forty years ago she gave me a small book marked, "My Favorite Recipes." Years later, after she passed away, I found out that I was the only one in the family who had this collection. Feeling the need to share her recipes and wanting to get my other grandmother's recipes before she

passed on, it became a family project to **save** the family recipes. Today, my sisters, brothers and cousins (who number in the multitudes) can all sit down to a holiday dinner just like at Grandma's house years ago—thanks to that small recipe book she kept so diligently.

With today's world moving at such a fast pace and always changing, it's important to remember to capture the special moments—be it for your resume or for your family. Besides offering a little peace and comfort to the next generation in your family, you'll be able to look back and remember the good times (which, when you get older, takes a little prompting!). Enjoy...

## Get out of the BOREDroom

Instead of meeting around the boardroom table, try team-building around a race track at 100 MPH.

Extraordinary event options await: a "haunted prison", elegant art center, luxury log cabin, 33,000 sq. ft. conference center, ropes course and paintball!

You can't meet like this just anywhere!

**Mansfield**  
Richland County  
Convention & Visitors Bureau  
*America at its Best!*

**Ohio**  
The State of Perfect Balance



[MansfieldTourism.com](http://MansfieldTourism.com)

800.642.8282

[kmiers@mansfieldtourism.com](mailto:kmiers@mansfieldtourism.com)

# Eight Great Strategies for Working Any Room

By Susan RoAne

Walking into a room full of people, especially strangers, is daunting for 93% of American adults. Yet, our careers, businesses and social lives are enhanced by our ability to meet, mingle, interact and make connections. For over twenty years, *How To Work A Room®* has been a resource for professionals across the country. Now *Face to Face* takes the message to the next level.

**Read Name Tags.** As you extend your hand and introduce yourself, use the person's name. Name tags provide material for conversation about *that* person. Wear yours on the right hand side. It's the line of sight with an extended handshake. Ask a question about the company, location, her position, etc. (This can be difficult for those of us who don't wear our glasses and end up with our faces on the person's name tag. Should that happen, a conversation will definitely follow!)

**Reintroduce Yourself to People.** They will generally respond in kind. Then no one has to struggle with forgotten names.

**Look for the White-Knuckled Drinker.** Whether it's club soda or wine, the shy, uncomfortable person has the glass gripped so tightly for support that the knuckles turn white. That person, who is speaking to no one, would *welcome* your conversations.

**Attend Events with a "Buddy."** Choose someone in a non-competitive field and cross-promote each other.

**Warning:** Be sure to choose a companion who will introduce you with the *same* level of enthusiasm that you have demonstrated.

**Extricate and Circulate.** According to Miss Manners, one must learn to *end* conversations. *Extricating* oneself from a conversation is a *must*. "Well it was great to talk to you about..." Summarize the main thrust of your chat . . . and move about one quarter of the room away. No sense in standing in the same area near the person you just left. Find another

solo or . . . *join a group*. Stand on the periphery of the group and when acknowledged, step in.

**Allow for Serendipity.** It is the unexpected bonus that happens to you because of good timing. Because . . . "Ya Never Know!" which is my theory of marketing, meeting and mingling.

**Have Fun!** People are attracted to others who are enjoying themselves. A sense of humor will help you manage and *survive* myriad situations because laughter is a *great* medicine.

**BONUS Tip: Leave your tools and toys of technology out of sight** or in "the off or vibrate" position. The message you give when you "work" a room with your Bluetooth attached to your ear or your Blackberry in hand is that no one you are talking to is as important as whoever may be calling you. That leaves an impression but not the one you may want to make.

Be a Savvy Networker.

Acknowledge people who have given you time, leads, advice. Keep them "in the loop."

Matchmake people you know with job leads, contacts, prospects and referrals. It comes back.

Stay in touch with your network when you need nothing from it. That makes it easier to get in touch when we need help/advice/leads.

**Follow Up** with the people whose cards you collected. Devise a system to organize the follow-up process. Or all is lost. Use the RoAne "TAP" method. Be **Timely, Appropriate, Persistent**. If we "work" rooms and don't follow up, we will not have netted a network to work!

From the newly revised bestseller, *How To Work A Room®* by author and keynote speaker, Susan RoAne available in local and online bookstores as is her newest book: *Face To Face: How To Reclaim the Personal Touch in a Digital World*. For more information, free articles and The Schmooze Quotient Quiz, visit [www.susanroane.com](http://www.susanroane.com)



# 30 Tips for Keeping Meeting Expenses to a Minimum

By Susan Friedmann, CSP

Money makes the world go 'round. And when it comes to meeting planning, money can probably get you whatever you want. However, few event planners have the luxury of an unlimited budget. Your boss may like to drink champagne on a beer budget. In other words, caution you to spend less, but expect miracles at the same time.

Preparing and managing a realistic budget is serious business, but to score "big boss" points you also need to be a savvy negotiator and cost-cutting aficionado. To help you on your way, here are 30 tips in a variety of different areas to keep your meeting expenses at a minimum without losing quality you strive for.

**1. Keep your budget flexible.** Be prepared to build in a contingency of 10 percent into your total budget to take care of any unexpected expenses and emergencies. Unforeseen or overlooked costs such as, overtime, overnight mailings, phone and computer hookups or speaker substitutions could skyrocket your budget.

**2. Check all invoices.** Question anything on your invoices that doesn't compute against the written quotation. Scrutinize your hotel/facility and food and beverage invoices while on-site. Ironing out discrepancies in person is much easier than over the phone.

**3. Limit authorization.** Only a select few should have the authority to charge items to your master account at the hotel. Make sure hotel has a list of these people, and refuse to pay for charges signed by unauthorized personnel.

**4. Review accounts daily.** To avoid any major surprises or heart failures when you see the final bill, review your accounts with the facility on a daily basis. It's easier to spot errors or make necessary changes if costs are escalating in certain areas.

**5. Schedule during low-usage times.** If you have the flexibility, consider scheduling your meetings during low

seasons or days of the week when the facility is less busy. Booking near holidays such as Easter, Memorial Day, and Labor Day might definitely be to your advantage.



**6. Ask for the best rates.** Do your research. Check out the rack rates, corporate rates, AAA discounts and so on, and compare them to the group rates you're being offered. Call the toll-free reservation desk for information.

**7. Confirm and reconfirm your dates and event details.**

Overlooking a detail may cost you big bucks.

**8. Request a discount for on-site payments.** When the facility doesn't have to wait for payment because you arrange to pay immediately after the event or as the meeting is ending, they may well be open to a discount for prompt payment.

**9. Be conservative with room blocks.** With more and more guests using discounted hotel sites for room bookings, attrition on unused rooms can get very expensive.

**10. Negotiate comp rooms.** As part of your discussions with hotel management, negotiate comp or discounted rooms for speakers, staffs and or upgrades for VIPs.

**11. Understand your cancellation clause.** Don't sign anything you're not completely happy with. Be certain that your cancellation clause is reciprocal, so that both parties get the option to back out of the contract before a specified date, in case of any changes to the original agreement.

**12. Negotiate set prices.** To help with your budgeting, arrange to pay a specified amount on food and beverages during your entire event, rather than a rate per person, per function.

**13. Consult a tax attorney.** Investigate tax laws for your business location and the event location. You may be eligible for tax breaks that you're not claiming.

**14. Keep room setup simple.** Wherever possible use

## 30 Tips for Keeping Meeting Expenses to a Minimum continued

theater style (where only chairs are used) as it is less labor-intensive than classroom-style (which includes both table and chairs), thus lowering setup costs. Also, plan to keep setups the same from day to day.

**15. Check into other groups.** Find out about groups holding their meeting prior to and after yours and discuss staging needs. You may find that you can save on setup and teardown if you all have the same or very similar requirements.

**16. Investigate sponsorship opportunities.** Find sponsors to cover as many of your program expenses as possible, especially speaker fees, audiovisual equipment, and special meal functions.

**17. Investigate grants.** Although it might be a time-consuming exercise, you might look into specific federal, state, local or corporate grants that might be available for holding your meeting.

**18. Use industry experts.** To save on speaker expenses, consider using industry experts whose companies often pay expenses. Alternatively, use local speakers where appropriate to save on travel expenses. However, check how good they are before hiring them. You may end up with a dud!

**19. Avoid renting unnecessary equipment.** Double check speaker needs for audiovisual equipment to avoid renting unnecessary items.

**20. Keep signage simple and reusable.** Consider investing in a laminating machine to make your own signs.

**21. Discuss economical audiovisual setups.** Limit the number of microphones needed. Check if the hotel supplies a complimentary microphone in each meeting room. Skirt a cocktail table instead of renting special carts for A/V equipment.

**22. Use outside suppliers.** Look outside the hotel for possible audiovisual suppliers whose prices may be more competitive than those in-house. However, the hotel may match the other supplier's prices if asked.

**23. Save on transportation.** Use airport shuttles instead of taxis. If you have a sizeable group attending

your event, negotiate special discounts with the shuttle bus company. Alternatively, check if the local taxicab company can provide discount coupons.

**24. Arrange for one room.** For smaller committee meetings that may be held during a larger conference arrange for a buffet luncheon to be held in the same room as the meeting to save on having to rent a separate room.

**25. Negotiate food.** Negotiate paying for food based on consumption. You can then return food without having to pay for it.

**26. Minimize portions.** Sever mini-Danishes, muffins and doughnuts, or cut larger servings in half. Many people (especially women and dieters) only want half to start with. Alternatively, serve a continental breakfast instead of a full breakfast buffet.

**27. Opt for fewer choices.** When it comes to hors d'oeuvres, go for fewer choices in larger quantities rather than a large selection in smaller quantities. And, remember to avoid the shrimp. People inhale it. There's never enough!!!

**28. Check for dead stock.** Check if the hotel has dead stock wine available (such as wine that is no longer on the wine list). You may be able to negotiate a great price for some really good quality wine.

**29. Store opened bottles.** Find out if the hotel can store opened bottles of liquor from one reception and use them another reception during the same conference.

**30. Open bottles as needed.** As the banquet captain to open wine bottles only as needed. You pay for every bottle that's been uncorked.

**Bonus tip:** Avoid salty foods during receptions as it encourages people to drink more.

Written by Susan A. Friedmann, CSP, The Tradeshow Coach, Lake Placid, NY, author: "Meeting & Event Planning for Dummies," working with companies to improve their meeting and event success through coaching, consulting and training. Go to <http://www.thetradeshowcoach.com> to sign up for a free copy of ExhibitSmart Tips of the Week.

The Tradeshow Coach 518-523-1320

[www.thetradeshowcoach.com](http://www.thetradeshowcoach.com) [www.richesinniches.com](http://www.richesinniches.com)

# 8 Secrets to a Knockout Business Presentation

Another ho-hum business presentation is starting, dim the lights, time for a nap. This is what many people think at the onset of another boring business presentation. You need to arouse the audience and awaken their attention and interest, but how do you do it?

## 1. Dig Deep:

You need to spend some time doing research. You need to think beyond the usual and customary topic norm, throw out something obscure and contradictory. You need to give your audience the unexpected, this will capture their attention, stimulate discussion and get them emotionally involved in your presentation.

## 2. Avoid Info Overload:

PowerPoint expert Cliff Atkinson, author of "Beyond Bullet Points" says, "When you overload your audience, you shut down the dialogue that's an important part of decision-making." He points to some important research by educational psychologists. "When you remove interesting but irrelevant words and pictures from a screen, you can increase the audience's ability to remember the information by 189% and the ability to apply the information by 109%," recommends Atkinson.

## 3. Practice Delivery:

A knockout business presentation is so captivating it makes you forget about the speaker and become absorbed in the talk. Practice your delivery over and over until you remove distractions including nervous body movements and un-natural pauses. Body language is important to consider as well, is it non-existent or overly aggressive? Good presenters know how to work the stage naturally.

## 4. Forget Comedy:

Everyone wants to be funny and many presenters think that humor will initially capture the attention of the audience and they will try to emulate Eddie Murphy. You must remember that your audience did not come to laugh, this is a business presentation and you need to leave the jokes at home. It's okay to interject some relevant humor or off the cuff laughs, but you must remember not to overdo it.

## 5. Pick Powerful Props:

You don't need to pack a trunk full of props but if you think a bit you can come up with some props that will help embellish your presentation and make points memorable in the minds of your target audience. For example management guru, Tom Peters, uses a

cooking timer to show how quickly factory expansion is occurring in China.

## 6. Minimize You:

Your audience could care less about your company history and how you have grown over the years to what you are today. They want to know how you can help them solve specific problems that they face everyday.

You need to present your message in a way that makes the audience the main character. The main reason that they are there in the first place is; "what's in it for me," and if you don't deliver, you will lose them quickly.

## 7. Speak the Language:

This happens to everyone, you must remember that most people in your audience are not as close to the subject matter, and you can't afford to have them wondering "what did that word mean," or "what does that stand for."

It's always tempting to throw in big words or terms but you must take note that you don't want to alienate your audience by not explaining terms and acronyms for people not up to the latest terminology.

## 8. Simple Slides:

PowerPoint presentations can be a PowerBore. Many people will simply turn off at the sight of another PowerPoint presentation. With over 400 million PowerPoint users out there you need to have your business stand out, don't be like everyone else. Use your slides to highlight and emphasize key points. Don't rely on your PowerPoint presentation to make your presentation.

## The Bottom Line:

You really have to define what you want your audience to walk away with in the end. Did you deliver another boring ho-hum business presentation? Or did you persuade, motivate, and get your audience emotionally involved? If you apply these helpful hints to your next knockout presentation, you can sit back and watch your ratings soar.

**The next time you need to make a presentation check out this video on "You Tube" it's a funny parody on how *not* to put together a PowerPoint presentation, but it may just give you some second thoughts when putting together your program.**

<http://www.youtube.com/watch?v=HLpjrHzgSRM>

## John Hornyak

CEO/Director of Business Development  
X2Media, LLC, [www.x2media.us](http://www.x2media.us) 216.373.7666





**Hilton**

**Columbus/Polaris**

8700 Lyra Drive, Columbus, OH 43240  
614-885-1600

Get ready to *experience*  
*luxury* accommodations &  
*breathtaking* events  
*Now Open*



- ☞ 15,000 square feet of flexible meeting space
- ☞ 252 state-of-the-art guest rooms including 25 luxurious suites
- ☞ Wellness Wing including the full-service Papillon Day Spa and Precor Fitness Center
- ☞ Full-service hotel located in the heart of the Polaris/Delaware/Westerville business and shopping corridor

For event reservations and additional information, please contact us at  
614-885-1600 or [jbeatty@hiltonpolaris.com](mailto:jbeatty@hiltonpolaris.com)

[www.columbuspolaris.hilton.com](http://www.columbuspolaris.hilton.com)

## A GREAT MEETING TRADITION...NOW BETTER THAN EVER

### A history of generous hospitality

More than a hundred years ago, Cleveland industrialist Earl Oglebay established a tradition of generous hospitality at his summer estate. Today, Oglebay Resort continues that tradition with outstanding overnight accommodations, exceptional amenities and an experienced staff.

### Wilson Lodge...transformed!

Wilson Lodge at Oglebay recently added 56 premium rooms and suites, and the existing 212 lodge rooms have been remodeled. **The 5,000 sq. ft. spa at Wilson Lodge is now open**, providing therapeutic and relaxing services in an extraordinary, new environment.

### First rate facilities

Surrounded by picturesque natural beauty, Wilson Lodge provides a unique atmosphere for your next event. Tailor our 22,000 sq. ft. of meeting space to your needs while you stay connected with our state-of-the-art technology. Dine in our **new wood-fired steak and chop house** or host an inspired event designed by our experienced banquet team.

### 1,700 acres of recreation

In between your meetings, enjoy 72 holes of golf including two championship courses, fine & casual dining, seven specialty shops, gardens, tennis, stables, skiing, museums, fishing and more.



**Our new 5,000 sq. ft. full-service spa is now open!**



**Resort & Conference Center**  
Wheeling, West Virginia  
[www.oglebay-resort.com](http://www.oglebay-resort.com)  
**800-972-1991**



Located just 2 hours from Columbus via I-70E  
and 3 hours from Cleveland via I-77S & I-70E

# Planner of the Year

## Congratulations to Marilyn Scarberry!

We're pleased to announce that Marilyn Scarberry, Strategic Procurement Manager, Meeting & Event Services, has been named the Meeting Professionals International Ohio Chapter, "Planner of the Year".

Meeting Professionals International (MPI) is the largest association for the meetings profession with more than 20,000 members in 66 chapters across the USA, Canada, Europe, and other countries throughout the world. The Ohio Chapter of MPI has approximately 350 members and is the global authority and resource for the meetings and events industry.

Marilyn was nominated by her industry peers and received this well-deserved distinction because of her professional experience, accomplishments, leadership in the MPI organization and her dedication to the industry and community service.

Marilyn, who is a Certified Meeting Planner (CMP) and a Certified Meeting Manager (CMM), has been with Limited Brands for nearly 6 years. She co-lead the project to centralize and standardize policies and procedures for our internal meetings and events. She now manages a department of 17 meeting planners that provide support for over 800 meetings each year.

In addition to her day job, Marilyn is an active member of MPI and recently served as a panelist for Ohio's May 2008 meeting on the topic "State of the Industry: Meeting Trends in Ohio" and for the March REACH panel discussion in Dublin, Ohio, with the topic "Career Advancement in the Corporate World." Marilyn served as Director of Education for the Columbus area MPI from June 2006 through 2008 and continues in this leadership role for 2008-09 as co-chair. In 2004 and 2005 Marilyn received the Chairman's Challenge Award for the Ohio Chapter for her work with several committees. As part of the Speakers Bureau International Service, she attended the First Annual Trend Setting Summit Meeting in



2004. She's also an active member of the International Special Events Society (ISES), and has attended annual meetings, Professional Education Congress (PEC) and the World Education Congress (WEC) to continue to stay abreast of industry trends, etc.

She also gives freely of her personal time to worthy causes and has volunteered for the "Race for the Cure", "Habitat for Humanity" and delivers gifts collected by the Limited Brands holiday gift giving program.

Please join us in congratulating Marilyn on her well-deserved Meeting Professionals International Ohio Chapter, "Planner of the Year" award.

# Negotiating

By Anne Colinan Dufort, MTA, BCMP

Do you think you are a good negotiator? Every one of us are life long negotiators – from the time we were born we have been negotiating. We started with our parents when we were little children; we negotiated later bed time hours, an extra snack, our favorite stories being read to us – yet again. In grade school we were expert negotiators with our teachers, from talking our ways out of the extra weekend homework, the extra points on the exams, asking for leniency in being tardy for school. In the business community, we are negotiating – with our coworkers, with our bosses for better pay, more time off, better/more exciting projects.



You would think with all this “practice” we would be experts in negotiating hotel contracts. For some meeting professionals, negotiating hotel agreements comes easily; for others, it is work and a tedious process. The bottom line is that people, who expect to get more, generally do. The expectation is that as meeting planners, we work smarter, more efficiently, and with less money than ever before.

Working with hotels to negotiate contracts is a process, much like planning a meeting. There is a process that starts with preparation – and with the best planning, a lot of pre-work alleviates last minute glitches and misunderstandings.

There are four steps in the negotiating process.

- Preparation
- Information exchange
- Explicit bargaining
- Commitment

Preparation is doing your homework on the property as

well as the destination you are considering. What is the business climate in the city? Is it peak season/off season? Are there large conventions happening? What rate is the destination offering other groups at the hotel? What is happening at the hotel you are considering, as well as their competitors? Have there been recent renovations? Have there been changes in the

leadership? Are there union issues you need to consider? Do homework on your program as well – how much money was spent at similar events, how much was spent in food and beverage, overnight accommodations, restaurants, spas, audio-visual.

Preparation is crucial to successfully starting the negotiation process.

Hotels do their homework on every program they contract

into their hotels. This is a business agreement, and they are tasked with booking and contracting the most valuable programs that meet the needs of the hotel, taking into consideration the importance of the needs of their customers – you! They too are working under budget crunches. The last thing a hotel professional would want is to contract a meeting they were unable to anticipate and meet the needs of the group, regardless of the price. The proof of success is a smoothly executed program – and a happy meeting planner at the conclusion of the event. You, the meeting planner, are the best source of good advertisement. Hotel executives are very creative in doing their homework on meetings – and they call each other for information on meetings, just as we rely on the relationships with our meeting planning community.

Information exchanges – tell the hotel sales executives what you need in terms of dates and space needs. Have this in writing and provide it as a summary. It reduces the opportunity for miscommunications. Again

## Negotiating continued

– this goes back to the preparation stage, knowing the meeting you are planning, the space needs, the anticipated housing needs. Also, provide a check list of everything you want, and then some. Know what you need, if you go into a negotiation unprepared, it puts you, the planner, at a disadvantage.

At this stage – keep your cool, and do not act desperate. Even if this is a meeting that has come up on a very short term basis, you do have negotiating room. You are the consumer. You never know, the day you call another group at that same hotel may have cancelled over the dates you want, a large group may have had an emergency where attendance will not be at the level that was contracted. Any number of things may have come up. If you act as though you are too anxious at this stage, you may not be able to negotiate the best possible business terms for your program.

Explicit bargaining – At this stage in the negotiations it is critical to know exactly who you are speaking with at the hotel. If you negotiating a smaller room block with less than 15 overnight accommodations, you might be speaking with a catering manager, larger group blocks your contact at the hotel might be the National Sales Manager, or the Director of Sales.

At this stage, know what you want, what you should ask for, and what you should expect. For hotels the most valuable commodity they have to sell are overnight accommodations – “heads in beds”. If an overnight room goes empty, there is no opportunity to recoup the loss. Overnight accommodations in some markets have up to a 70% profitability margin, where meeting room rental, has very little profit. Knowing this key fact can help you in negotiating better (or no) meeting room rentals, but also helps you understand when a hotel states they have to accommodate a “sleeping room” to “meeting room” ratio. The expectation should be if your program is taking up the majority of the overnight accommodations, you should expect the majority of the meeting space, and well as other considerations.

Everything is negotiable. If you do not negotiate with a

hotel you will be perceived as a novice meeting planner. Seasoned sales executives expect to bargain, expect to have to negotiate. Be a professional – ask up front for what you want (and more!), then negotiate. Don't be a nibbler. Some negotiable terms on the contracts (and not limited to!) complimentary rooms, better rates, complimentary meeting room rentals, better attrition clauses. There are numerous items to be negotiated. One key strategy for all meeting planners should be – if someone asks for something (ie., to have a contract signed by a specific date) – ask for something in return, immediately! For example, if the sales person asks to have a contract signed within a very short period of time, one response might be – “I might consider this, if I can get a complimentary welcome reception, or a better room rate”. Finally, do not accept the first offer. If you agree too quickly, or the hotel agrees too rapidly, you may not have negotiated the best terms. The first offer is never the best rate.



Finally, once you get through the bargaining stage – we are ready for the commitment. Ask for a contract in writing, review carefully to be sure everything you think you negotiated and all business terms are correct. It is extremely important to review all

details of your program, rates, dates, overnight accommodation commitment, meeting room needs. Every detail needs to be reviewed carefully. At this stage, changes can be made, once the agreement has been signed, changes are far more difficult to negotiate.

Remember – we are all life long negotiators. From the time we were little children, begging our parents for that extra cookie, that extra five minutes in front of the television, that extra spin around the neighborhood on our bikes – we have been practicing to be expert negotiators. The difference is now we are meeting professionals – and this is an expected part of our job. Like everything else, like riding a bike, the first few times out, you will fall and scratch your knees – but with practice, you will succeed! Have fun being a negotiator!

Anne Colinan Dufort, MTA, CMP  
Director of Professional Development, Ohio MPI  
Limited Brands, Inc.

# MPI Ohio Education Update

Please add the following updates to your education calendar:

## Chapter Luncheon Meetings:

### October 15, 2008

“Effectively working with Speakers and Speakers Bureaus” Speaker: Mike Frank  
Location: West Chester, Ohio  
Time: 10:30am-2:00pm

### November 19, 2008

“Pressure Cooker Confidence! How to put you and your team into a position to excel under pressure”  
Speaker: Kevin Sweeny  
Location: Dayton, Ohio  
Time: 10:30am-2:00pm

### January 26, 2009

“Technology Conference”  
Location: Intercontinental, Cleveland, Ohio

## REACH Meetings:

### September 30, 2008

“Anticipating Travelers Needs”  
Location: Cleveland, Ohio  
Time: 10:30am-2:00pm

### September 30, 2008

“Procurement”  
Location: Cincinnati, Ohio  
Time: 10:30am-2:00pm

### November 5, 2008

“How green are my meetings?”  
Location: Columbus, Ohio  
Time: 10:30am-2:00pm

**\*\*If you have suggestions for the Education Committee please contact one of the following City Chairs or Board Members.**

### Wendy Nicodemus, CMP

Vice President of Education  
[wnicodemus@quest-centers.com](mailto:wnicodemus@quest-centers.com)

### Jack Gordon

Director of Education  
[jgordon@tpark.com](mailto:jgordon@tpark.com)

### Anne Dufort, CMP

Director of Professional Development  
[ADufort@limitedbrands.com](mailto:ADufort@limitedbrands.com)

### Ann Luketic, CMP

Cleveland City Chair  
[ann.luketic@parker.com](mailto:ann.luketic@parker.com)

### Diana Hisey

Cincinnati City Chair  
[dianah@edievents.com](mailto:dianah@edievents.com)

### Renette Brazile, CMP

Dayton City Chair  
[Renette.Brazile@lexisnexis.com](mailto:Renette.Brazile@lexisnexis.com)

### Judy Stoof

Columbus City Chair  
[jstoof@irishisanattitude.com](mailto:jstoof@irishisanattitude.com)

# 45 Ways to Use Technology to Green Meetings

By Corbin Ball, CMP, CSP

It is getting easier being green. The move to make meetings more environmentally-friendly is finally taking hold and meeting professionals are working together to reduce, recycle, and reuse to dramatically improve the environmental impact of events.

Technology can help in this effort reducing paper and significantly improving efficiency along the way. Here are some of the many ways it can:

## Before the meeting:

### 1. Electronic databases of meeting facilities

Paper meeting facility directories and brochures have filled meeting planners' file cabinets for years. Far more complete, searchable and free databases of meeting venues are available online (examples: [www.mpoint.com](http://www.mpoint.com), [www.cvent.com](http://www.cvent.com), [www.sitevisit.com](http://www.sitevisit.com)) eliminating the need for printing, mailing and storing all of this paper.

### 2. Electronic Request for Proposals (RFPs) for securing meeting space

"Flat-file" Word documents are routinely mailed, faxed or emailed by planners to venues when meeting space is needed. These "paper-based" methods must be re-entered into a venue's system before responding. This takes time and reduces reliability. Web-based means of requesting and booking meetings space are available such as [www.starcite.com](http://www.starcite.com). Meeting Site Resources ([www.meetingsites.net](http://www.meetingsites.net)) is also doing this using fully APEX-compliant standards.

### 3. Online meetings space booking

Direct booking of meetings space completely through the contract stage is beginning to take hold at least for small, simple meetings. MeetingBroker ([www.meetingbroker.com](http://www.meetingbroker.com)) and Worktopia ([www.worktopia.com](http://www.worktopia.com)) are two companies providing web-based solutions reducing the need for paper to manage this.

### 4. Email promotion of meeting and events

Paper-based promotion of events or venues is so "last-century." Novel email and web marketing can target



audiences more directly and much less expensively than printing and mailing paper promotions.

### 5. Blog promotion of meetings and events

Blogs can be used to promote events (e.g. [www.emergeblog.com](http://www.emergeblog.com)) and to establish community in associations ([http://www.mpiweb.org/cms/mpiweb/blog/blog\\_landingpage.aspx](http://www.mpiweb.org/cms/mpiweb/blog/blog_landingpage.aspx)) without the use of paper.

### 6. Virtual site inspections

Interactive 360° views and interactive web maps of meeting facilities can help planners narrow down their options without visiting every potential meeting facility. This saves time and reduces travel cost and environmental impact. Good examples are <http://www.swan-dolphin.com/ipixhtml/360tour.html> and <http://www.mtccc.com/imapdata/mtcc.html>.

### 7. APEX standards ([www.conventionindustry.org/apex](http://www.conventionindustry.org/apex))

are moving to reduce inefficient paper-based methods of communication between planners and suppliers by developing electronic standards for RFPs, meeting site profiles, meeting specifications, post event reports, terminology and contracts.

### 8. Electronic meeting specifications

Electronic data interchange (EDI) is much more efficient than paper to transmit meeting specifications. Currently most meeting planners will send "flat-file" meeting specification documents (i.e. Word) to venues. These need to be printed and re-entered into the venue's property management system to generate event orders that are printed out, mailed to and signed by the meeting planner. If both sides can be on the same page electronically, it will reduce the need for paper and substantially increase speed, effort and reliability. It also makes any changes or updates much easier to manage. One of the goals of APEX is to provide the standards to do this. In the meantime, when both planners and venues are using Ungerboeck ([www.ungerboeck.com](http://www.ungerboeck.com)), EDI can be accomplished through this system.

## 45 Ways to Use Technology to Green Meetings continued

### 9. Web-based abstract and speaker management

Some large meetings can have thousands of speakers. The selection and management of these speakers can be a huge task, requiring reams of paper and lots of staff and member time. Online abstract and speaker management systems can eliminate paper and significantly automate this process. Speaker bios, photos, course notes and AV requirements can also be collected. Examples of the many products out there are [www.preciscentral.com](http://www.preciscentral.com) and [www.owpm.com](http://www.owpm.com).

### 10. Wikis for event planning

Online collaborative web sites (wikis) will work to help meeting planners and venues work together and to be on the same page electronically. For example, Google Docs ([docs.google.com](http://docs.google.com)) provides free online, collaborative spreadsheets that can serve as excellent project management tools.

### 11. Paperless online registration and confirmation

Web registration is a "killer application" for the meetings industry. Compared to the old way of paper registration forms, manual processing of checks/credit cards, and mailing of confirmations, the reduction of cost and paper is 90% or more, while at the same time increasing customer service and reliability. More than 200 attendee management products are linked at [www.corbinball.com/bookmarks](http://www.corbinball.com/bookmarks).

### 12. Online housing and room block management

Managing room blocks (especially for large, citywide events) often is a highly paper/fax intensive task that does not give the meeting planners, venues or convention/visitors bureaus a good, real-time view of what was happening. Online room block management tools, such as Passkey ([www.passkey.com](http://www.passkey.com)) and Travel Planners ([www.tphousing.com](http://www.tphousing.com)) or those provided through web-based attendee management solutions such as Certain ([www.certain.com](http://www.certain.com)), Cvent ([www.cvent.com](http://www.cvent.com)), eMeetingsOnline ([www.emeeetingonline.com](http://www.emeeetingonline.com)), and ePly ([www.eply.com](http://www.eply.com)) and many others can help manage these blocks electronically and much more efficiently. Related tasks such as roommate matching can also be accomplished using these tools.

### 13. Electronic travel management and e ticketing

The airlines have been pushing web-based booking and ticking of travel arrangements for sometime due to substantially reduced costs compared to paper

ticketing. Web-based tools for corporate travel management and event travel such as Cliqbook ([www.Concur.com/Travel](http://www.Concur.com/Travel)) can provide interactive self-booking tools for corporate meetings and events reducing both cost and paper as well.

### 14. Online incentive management

Incentive meetings are a great way to recognize salespeople who meet business goals. Web-based tools such as [www.incentivelogic.com](http://www.incentivelogic.com) can help employers and employees track progress and increase the impact of these incentive reward programs while reducing the paper needed to manage it.

### 15. Online project management

Online project management tools are helpful to manage meetings. An excellent and primarily free tool to do this is [www.itensil.com](http://www.itensil.com) including process flow management and electronic document management among several other capabilities saving paper and effort.

### 16. Buyer ratings for venues

Web-based buyer ratings of hotels such as [www.tripadvisor.com](http://www.tripadvisor.com) are already widely used. Similarly, web sites using meeting planner rating of venues (such as [www.meetingsintelligenceexchange.com](http://www.meetingsintelligenceexchange.com)) may be used – eliminating the need for less efficient paper-based evaluation tools.

### 17. Electronic contracts and digital signatures

Although not widely used, the ability to sign documents electronically is available ([http://en.wikipedia.org/wiki/Digital\\_signature](http://en.wikipedia.org/wiki/Digital_signature)) and should be used to eliminate the express mailing of multiple copies of paper contracts.

### 18. Room diagramming

To-scale room diagramming for events can insure meeting planners are getting exactly what they are expecting while communicating to the venue exactly how rooms should be set up (a picture is worth a thousand words). Fully web-based tools such as Active Matrix ([http://www.meetingmatrix.com/products\\_activematrix.asp](http://www.meetingmatrix.com/products_activematrix.asp)) can do this completely online instead of using paper.

### 19. Exhibit sales and floor plan management

Some tradeshow floor plans are still managed with a large sheet of paper and whiteout. Electronic tools such as [www.expocad.com](http://www.expocad.com) and [www.a2zinc.net](http://www.a2zinc.net) can

## 45 Ways to Use Technology to Green Meetings continued

completely manage the floor plan online and greatly assist in managing exhibitor details as well.

### 20. Electronic exhibitor kits

Exhibitors to large tradeshows commonly receive an exhibit kit that can include hundreds of pages of documents and forms for ordering exhibit space, decorations, AV, electrical, shipping/drayage, and much more. Exposition services contractors such as GES ([www.ges.com/ecom/2007/sampee\\_cd/](http://www.ges.com/ecom/2007/sampee_cd/)) are making significant progress to put all of this online reducing paper and increasing efficiency.

### 21. Exhibit road show management

Exhibitors can also use web-based tools such as [www.exhibitforce.com](http://www.exhibitforce.com) to manage their exhibit inventory, shipping, schedules, to-do lists, staffing, budget, and more online eliminating what normally can be very paper-intensive tasks.

### Onsite:

### 22. Electronic programs

Why lug around heavy, expensive to print and difficult to use paper programs? Electronic programs/agenda are available in a variety of methods (proprietary devices such as [www.ntag.com](http://www.ntag.com) and [www.spotme.com](http://www.spotme.com); phone/PDA based systems such as [www.visiontree.com](http://www.visiontree.com) and [www.nearspace.com](http://www.nearspace.com)).

### 23. Electronic surveys

Paper-based surveys are both time-consuming to process and environmentally costly. Often times it takes weeks after the meeting before the results are tabulated. There are many web-based survey tools and mobile applications (see the electronic program tools above) that can capture and tabulate audience satisfaction and learning, often in real-time – in time to make mid-course corrections during the meeting if needed.

### 24. Audience response/voting systems

Electronic keypads can capture survey details and perform secure audience delegate voting electronically and tabulate much more quickly and more accurately than paper-based systems to accomplish this. There are many audience polling tools including [www.braehler.com](http://www.braehler.com), [www.hypermaster.com](http://www.hypermaster.com), [www.pcipro.com](http://www.pcipro.com), and several others.

### 25. Phone based voting, audience response and Q&A systems

Mobile phones can also be used as audience polling systems (think American Idol text voting) and as a means of getting audience questions as well. Examples include [www.polleverywhere.com](http://www.polleverywhere.com), [www.zukuweb.com](http://www.zukuweb.com), [www.log-on.nl](http://www.log-on.nl), and [www.quickmobile.com](http://www.quickmobile.com).

### 26. Electronic appointment scheduling

Gone are the days of the paper appointment calendar. Meetings are all about bringing people together. The ability to schedule meetings at events conveniently using web-based tools can greatly improve the value of the meetings. Online tools included [www.scheduleflex.com](http://www.scheduleflex.com), [www.cistems.com](http://www.cistems.com) and [www.wingateweb.com](http://www.wingateweb.com).

### 27. Electronic message centers

Paper notes on a corkboard not only are unsightly and waste paper, they are not easy to search and use. Electronic messaging systems such as [www.jotmessaging.com](http://www.jotmessaging.com) can provide event attendees an attendee search engine/messaging system that uses both mobile phones and PC terminals while retaining attendee privacy, greatly improving attendee communication and reducing the need for paper.

### 28. Online course notes

Although paper course notes are very helpful to assist in notes taking in some cases, this is not always the case. Providing course notes online before, during and after the meeting can enable those using them to print them out selectively, reducing the overall amount of paper used.

### 29. Course notes printing/download stations

Another way to reduce paper at meetings is to provide on-demand course notes printing and USB download stations. Instead of printing out notes in advance for the estimated meeting room attendance (which can be prone to error), attendees can print out the notes they desire at central printing stations or download them to a USB drive.

### 30. Electronic exhibit product directories

Large tradeshows often provide paper exhibitor directories with the contact and product details of every exhibitor and product in the show to all attendees. These are often hundreds of pages. Instead, these

## 45 Ways to Use Technology to Green Meetings continued

guides can be delivered via CD ([www.cdshowguides.com](http://www.cdshowguides.com)) or through interactive show product directories (either web-based before the meeting such as [www.a2zinc.com](http://www.a2zinc.com) or via interactive kiosk at the meeting). Not only do these systems reduce paper, the web-based tools can be used in show promotion as well as extend the life of the meeting as the searchable database can be kept online after the event as well.

### 31. Exhibit brochure download stations

An idea to reduce paper at tradeshow: Give every attendee a USB drive with the exhibit product directory on it. Then ban all exhibitor brochures. Instead, provide download stations throughout the hall where .PDF files for all of the exhibitor products can be downloaded based on attendee preferences.

### 32. Mobile phone ticketing

Mobile phone ticketing can eliminate the need for paper tickets at some events ([http://en.wikipedia.org/wiki/Mobile\\_ticketing](http://en.wikipedia.org/wiki/Mobile_ticketing)).

### 33. NFC for registration and lead retrieval

Near field communication (NFC) is a mobile phone standard in Europe for mobile payments and exchanging contact information ([http://en.wikipedia.org/wiki/Near\\_Field\\_Communication](http://en.wikipedia.org/wiki/Near_Field_Communication)). This technology, when adopted in the US, will be a natural for e-ticketing, automated kiosk form filling, and lead exchange. Existing forms of lead exchange (from business cards to mag stripe and 2-D barcode badge scanning at exhibits) may become obsolete.

### 34. Electronic auctions

Silent auctions at events can be streamlined and expanded to a larger audience using web-based auction tools with automated payment and bidding ([http://www.auctionpay.com/online\\_auctions/default.htm](http://www.auctionpay.com/online_auctions/default.htm)).

### 35. Digital signage

Large events often generate hundreds or even thousands of signs. These signs are expensive to produce, labor intensive to manage onsite and usually end up in the dumpster after the event. Advances in digital signage software and reduction in the costs of flat panel displays make digital signage the environmentally responsible choice as well as improving branding for many planners and venues

([http://www.envisionmedia.com/digital\\_signage.php](http://www.envisionmedia.com/digital_signage.php)). Digital signs are often centrally managed on a computer network, so deployment and changes are a snap.

### 36. Banquet seating

Banquet seating for events is usually labor-intensive with one or two temporary staff sitting in front of a large paper seating diagram. Technology can provide more efficient electronic methods to accomplish this task without paper ([www.perfecttableplan.com/](http://www.perfecttableplan.com/)).

### 37. CEU tracking

Continuing education units (CEU) or continuing medical education (CME) tracking have historically been paper-based, both with onsite sign-in sheets and in the application and tracking of the CEU data. Companies such as AllianceTech ([www.alliancetechnology.com](http://www.alliancetechnology.com)) and Sherpa ([www.sherpa-solutions.com](http://www.sherpa-solutions.com)) provide radio-frequency identification (RFID) systems that automatically record and tally individual attendance at sessions using a small computer chip on the badge reducing the cost, time and inconvenience of paper-based systems.

### Post Event:

### 38. ROI measurement

The true value of meetings, the ROI (return on investment) or the ROO (return on objectives) has been difficult to measure in the past, although typically done with paper-based surveys. Companies such as MeetingMetrics ([www.meetingmetrics.com](http://www.meetingmetrics.com)) provide systemized, web-based tools to measure ROI, ROO and other measures of meeting success from the beginning to the end of the meetings cycle and allow comparisons of meeting effectiveness from year-to-year.

### 39. Electronic reconciliation

Paying the bills for meetings is usually very paper-intensive and time-consuming. All the bills for every meeting expense, typically sent via paper, are then matched to the meeting and to the specific budget code, for a final paper check payment. The related tracking and labor cost for issuing a single check often exceeds \$100 for many corporations. Electronic reconciliation can greatly reduce the time, paper and cost in settling the bills. Two "meeting credit card"

## 45 Ways to Use Technology to Green Meetings continued

reconciliation systems (AMEX with StarCite — [www.starcite.com](http://www.starcite.com) and Visa with Arcaneo — [www.arcaneo.com](http://www.arcaneo.com)) provide paperless methods to do this.

### 40. MP3 downloads for conference recordings.

Convention cassettes and CDs recordings have been a mainstay of large meetings for years. Companies such as Conference Archives ([www.conferencearchives.com](http://www.conferencearchives.com)) are replacing these “atom-based” recordings with digital MP3 files that can be previewed and downloaded from a website for playing on your computer or iPod. As the CD’s do not need to be burned in advance for sale, the turnaround time is faster as well.

### 41. Post event reporting

This is another initiative where the APEX standards initiative can help. Currently a Word template for a Post Event Report exists at <http://www.conventionindustry.org/apex/acceptedpractices/posteventreport020706.doc>. However, Word is a terrible way to transmit and store data. Using the APEX standard, electronic data interchange (EDI) methods should be established to import these data into a database that can be electronically stored, analyzed, shared, and compared from year-to-year. This will greatly improve efficiency while eliminating the need for paper-based storage.

### Instead of:

### 42. Video conference

Face-to-face meetings work in part because of the visual cues we give each other during event networking and presentations. However, with increase travel costs and the environmental impact that travel creates, alternatives are being sought for some of these meetings. Video conference systems can help fill this gap. From low-end (free) video conference software such as SightSpeed ([www.sightspeed.com](http://www.sightspeed.com)) to high-end telepresence systems such as [www.cisco.com/telepresence](http://www.cisco.com/telepresence) or [www.hp.com/halo](http://www.hp.com/halo) there are many alternatives to getting on a plane and flying across the country to attend a meeting.

### 43. Web conference

Similarly, there is a demand to reduce travel for presentations and sales calls. Web conferencing tools such as [www.webex.com](http://www.webex.com), [www.vyew.com](http://www.vyew.com), [www.gotomeeting.com](http://www.gotomeeting.com) deliver meeting presentations via the web at the attendees’ computer screen with slides, voice, annotation and survey capabilities. Additionally, in the MUVE (multi-user virtual environment space) such as Second Life ([www.secondlife.com](http://www.secondlife.com)), attendees take the form of avatars can interact and learn from each other. See [www.youtube.com/watch?v=hCYIOO30E5M](http://www.youtube.com/watch?v=hCYIOO30E5M) as an example.

### 44. Webcasts

For the one-to many environment (large plenary sessions) can be delivered via the web streamed with audio and video, again without the need to travel. There are several companies that can provide this including many of the large AV companies and specialized companies such as Conference Archives ([www.conferencearchives.com](http://www.conferencearchives.com)) and MAP Digital ([www.mapdigital.com](http://www.mapdigital.com)).

### 45. Virtual tradeshow

Virtual tradeshow also serve to reduce travel to face-to-face events and/or to extend the life of real tradeshow. Companies such as InExpo ([www.inexpo.com](http://www.inexpo.com)) provide web meetings and tradeshow complete with keynote addresses rooms, digital booths, product demonstrations, exhibit give-aways, chat rooms, lead-retrieval systems and more – all in a 3D, web-based environment.

Meetings technology can reduce paper and the environmental footprint of meetings while increasing efficiencies substantially. These are just a few of the many ways that this can be done.

### CONTACT INFO:

Corbin Ball, CSP, CMP, MS

### Corbin Ball Associates

506 14th Street, Bellingham, WA 98225-6107

Phone: 360-734-8756

AIM/Skype: corbinball

Email: [corbin@corbinball.com](mailto:corbin@corbinball.com),

Web: [www.corbinball.com](http://www.corbinball.com)



# HOLIDAY INN FULL PAGE AD

# CANTON AD