



## OHIO CHAPTER

define

THE OFFICIAL NEWSLETTER OF MEETING PROFESSIONALS INTERNATIONAL OHIO CHAPTER

### OCT. - NOV. ISSUE

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**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.

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# President's Column

## Starting the Year off in Montreal



By Mike Moseley

The World Education Congress got the 2007-'08 fiscal year off to a wonderful start. There was an exciting new vision and path laid out for the chapters. Two new leaders; Bruce MacMillan, President and CEO of MPI; and 2007-08 MPI Chair Angie Pfeifer welcomed us to join them on this bold new path for the association. And that message was possibly overshadowed by the beautiful host city itself.

Montreal is truly a gem of a city. Old Montreal has all the charm and feel of a quaint European community. Everywhere you turn is a delicious little café with outdoor seating where one can enjoy the beautiful old world architecture amid a week's full of perfect summer weather. And just when you are nearly lulled completely by this peaceful little district; you hop into a taxi and are whisked away to a more lively area on Crescent Street. Here the streets are lined with restaurants and clubs. Music blares, lights flash, and the younger (adult) demographic get the visitors' blood pumping well into the evening.

And the best part of the city was the way that they came together as one to welcome MPI into town. The red carpet was rolled out, literally, from the very beginning. There was not one area of Montreal that did not know about our conference and everyone went out of their way to make us aware of their gratitude for coming to town. And the dazzling display of skillful art in motion and sheer beauty by Montreal's own Cirque du Soleil left attendees in awe, and cleared the way for Bruce and Angie to do the same.

The new vision for MPI was ushered in by our new chair, Angie Pfeifer. Angie spoke of the four main points to the vision; Evolve, Re-Imagine, Elevate and

Build. She touched upon how these four keys a great organization. They have put their faith in each chapter to help MPI evolve into a global community and co-create with your peers within this community to build a great organization.

This new community is showcased by the global marketplace. On the website now, there are places for members to start their own blogs. There is a message board where members can go and look to each other for answers and ideas on how to improve themselves or their businesses. There is a new Wiki area that will extend as far as the members want it to. This area can be complete with entries, definitions, and examples for nearly everything involved in the hospitality industry and the chief architects will be the 20,000+ members of MPI.

MPI noticed that throughout the years our more experienced members were not always challenged and stimulated by the association. Sometimes we were too focused on growing the chapter instead of helping each other to grow. MPI is now committed to elevating the member conversation. They are reaching out to their existing folks more to see how the association can help them go higher.

This is an exciting time that we are in right now. MPI is the largest association in our industry and we have arguably some of the best education industry-wide that is available to our members. We have the opportunity to take the chapter to new heights; and the World Education Congress and beautiful Montreal has given us a great starting point for the journey.

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# Ten Secrets to Building Your Brand Name

Presented by Chris Brown and Written by De-de Mulligan, CMP, CMM

Cuyahoga Falls, OH --- September 5, 2007---- Approximately 20 MPI members and guests were privileged to hear Christine Brown's presentation on the "Top Ten Secrets to Building Your Brand Name" at the Sheraton Suites in Cuyahoga Falls.



## Top Ten Secrets

1. Discover your brand promise
2. What is the emotional appeal?
3. Position your brand
4. Develop a signature
5. Define your market
6. Create a message
7. Develop your media message
8. Be consistent
9. Tie your brand to events
10. Measure your marketing results

Chris shared with us "**What is branding?**" by stating that Hershey's is synonymous with chocolate. You cannot think of one without the other. She also mentioned that Hershey's owned Twizzler and Jolly Rancher brands, which obviously are not chocolate, but successful brands as well. Therefore, the questions Chris posed are as follows:

- What target market do you serve?
- Are these markets distinct?
- Is there cross over potential between the products?

### Discover your Brand Promise!

Chris stated to discover your niche by doing research with your customers and **non-customers**. Why did your customers buy, but just as importantly, you want to understand why your

prospects did not. Discover how your product and service is different from your competitors, **through your customers and non-customers eyes!**

### What is your Emotional Appeal?

Focus on the benefits your product or service brings to your customers and prospects. Is your client motivated by **greed** or **fear**? Put yourself in their shoes and discover the "WIIFM" (What's in it for me?).

### Position Your Brand

Is your brand focused closer to

- Quality
- Service or
- Price?

## Ten Secrets to Building Your Brand Name Continued:

Try to pick your spot on the line (High price vs. low price) and then **own that spot**. For example, Hershey candy bars are medium quality for a low price compared to Godiva chocolate that is high quality and high price. Determine where you want to be and **then do not waiver from that location**. In our industry, **Ritz-Carlton** is high quality and high service while **Hampton Inn** is medium quality and medium service.

### Develop a Signature

What is your tag line? A tag line pays off for your positioning, such as McDonald's "You deserve a break today."



### Define Your Market

Research your market through **qualitative** and **quantitative** research methods. Qualitative means include, but are not limited to *focus groups, interviews, and secret shoppers*. Quantitative are *surveys with fixed responses (yes, no, or multiple choice)*. You need to have both. Chris stated this would save you both **time** and **money** because it will avoid major marketing mistakes. Correct research will also help position your brand.

### Create a message

What is your **30-second commercial**? Put it on everything your *website, brochures, blogs, press releases, and any other public relations or marketing materials* created by the organization.

### Develop your media message

Spend time creating a **media plan**. What are you going to do to communicate your message to your target audience?

- PR?
- Advertising?
- Promotions?
- Website?
- Blogs?

Develop a **wide range of tactics**.

### Be Consistent

Every piece of communications that goes out of your office needs to be consistent in **logo, colors, tag line, and message**. Every

- Business card
- Web page
- Sign
- Package
- Letterhead
- Return Address Label
- Even how you answer the phone and voicemail

## Ten Secrets to Building Your Brand Name Continued:



### **Tie Your Brand to Events**

Use a big event to launch your new brand or message.

### **Measure Your Marketing Results**

Ask the following questions when you have a new prospect call or email your business:

- **How did you hear about us?**
- **What did you hear about us?**

---

Chris Brown is President of Marketing Resources & Results of Hudson, Ohio.

*De-de Mulligan, CMP, CMM is an Independent Meeting Planner that has owned and operated Mulligan Management Group since 2000.*

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# MPI's Shift in Direction

Recently, all MPI members received a number of communications from MPI outlining the organization's newly announced Vision, Mission and Strategic Imperatives. These essential elements have been developed by MPI management and the International Board of Directors to take the MPI Community to the next level. They are the obvious next steps to ensure that MPI is providing the members the products and services they desire.

The new vision is to "Build a rich global meeting industry community." We are a community – diverse in culture and geography, rich in ideas and opportunities – each member choosing where/when to participate and yet all connected around a common need to be successful in the global meetings industry. MPI wants to build on the community to make member collaboration easier and more broad.

The mission statement drills down further to explain how the community or organization will reach this vision. The mission states that MPI will help our members be successful by building human connections to:

- Knowledge & ideas
- Relationships
- Marketplaces

The vision is activated through four strategic imperatives:

- 1. EVOLVE to a global community** - Deploy programs, knowledge platforms and brand architecture to align with a global brand
- 2. RE-IMAGINE our business relationship with chapters** - Invest in chapters to create business partnerships around community results
- 3. ELEVATE the member conversation and experience** - Elevate programs and services to a higher level of experience and business return (includes co-creation with members)
- 4. BUILD a great organization** - Hire a great team that aligns its culture, structure, business and brand with the vision

In order to do this and do it well, we need your help through co-creation! Co-creation is the process of buyers and suppliers working together to create new value through collaborative development of an innovative product, service or experience. We plan to utilize this process to ensure that we are taking the organization in the direction our members want.

Co-creation workshops involve buyers and suppliers gathering to identify specific areas where needs are not being met (or identifying what is keeping them up at night), determining a relative value paradigm (relative to the status quo and the proverbial perfect world scenario) and then brainstorming what real success looks like and how to get there. Currently, MPI has a number of co-creation processes going on around the world:

- A group of seasoned MPI members recently met in Dallas for a co-creation session surrounding the re-imagining of the business relationship with chapters.
- The London Host Committee is helping to create the educational content for the 2008 European Meetings and Events Conference (formal the Professional Education Conference – Europe). The new conference name was developed during their first co-creation session.
- The 2008 editor calendar for *The Meeting Professional* is being co-created with members.

It is important to keep in mind that the imperatives mentioned above will evolve over time as we continue to have conversations with members. We are developing the future of our meetings and events community together! We hope that you are excited about the new direction and we look forward to further developing these concepts with you. Please keep an eye out for updates from MPI Headquarters.

*Krista Rogers is the Chapter Business Manager for Meeting Professionals International. She is based in Herndon, VA and can be reached at [krogers@mpiweb.org](mailto:krogers@mpiweb.org).*

# Pay It Forward

## *Special Sponsorship Opportunity*

Creating a dynamic well-rounded organization is not an easy task, but for many years Ohio Meeting Professionals International and their Membership Committee has done just that. We strive on being the top organization of meeting planners and suppliers both on national and state levels. OHMPI is a very easy sale...

Who doesn't want the chance to say they are part of an organization with over 25,000 members across the world and over 300 in Ohio alone?

Who passes on an opportunity to be apart of an organization that offers monthly informational meetings that are lead by the industry's most talented marketing, communication, and event planning gurus?

Who would not jump at the chance to network with Ohio's extremely talented hospitality and event planning leaders?

The answer is that there are many individuals who are looking for the opportunity to be a part of this fantastic organization who have not joined yet. OHMPI is always looking for qualified professionals who have an interest and passion for hospitality and event planning. One group that has an enormous amount of individuals that would benefit from this organization is Ohio's students. There are an immense amount of students throughout the state from various universities going into our field.

This year the membership committee's main focus is to increase student and young professional enrollment in the OHMPI Chapter. By increasing membership in this demographic, we will ensure the vitality of our chapter for years to come. We will also make our chapter more dynamic and give our members an opportunity to mentor. Many of us would have benefited from being involved in MPI before beginning our careers.

The membership committee needs your help! Do you know a bright college student, who is interested in a career in hospitality, meeting, and tourism-related industry? Do you have any interns working for your

company?

Is your company willing to invest in the development of a student's

future? We need your help to guide these individuals and support them in joining MPI.

Through our sponsorship program we give you the opportunity to sponsor students that are interning with your organization and you will benefit by being a part of this student's development. Helping the student is just one of the many benefits to participating in this program. Each student will help our chapter produce a better rounded individual. They will be given the chance to continue at a student rate for one year after school and the opportunity to post their resume. This will provide a huge benefit for the student after graduating. It also provides all of us a great resource for filling with a well rounded, educated, connected and experienced individual.

Each month we will have the new student members and the sponsoring organization listed in OHMPI Define. Don't miss out on this great opportunity.

To learn more about this event or to sponsor a student's membership please contact either of the following for details:

Cat Bauman [cat@sparkspace.com](mailto:cat@sparkspace.com) or 614-425-9715  
Jason Diehl [jason.diehl@hilton.com](mailto:jason.diehl@hilton.com) or 614-228-4600 Ext. 193

- Student membership is \$40.

With your help we will be able to create a brighter future for OHMPI. These young individuals will be running our organization in the years to come and Membership Committee welcomes the opportunity to have them start now!



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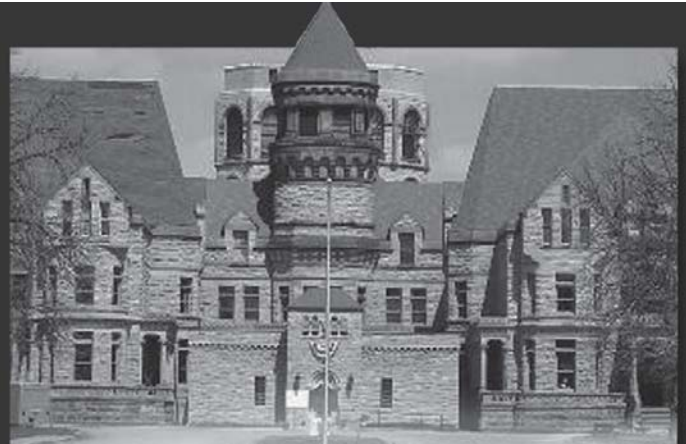
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# Making the Deal



Presented by Dave Lutz, Velvet Chainsaw Consulting and written by De-de Mulligan, CMP, CMM of Mulligan Management Group

CLEVELAND, Ohio --- August 15, 2007 --- Dave Lutz, Former President of Conferon, spoke to 85 OHMPI members and guests at the Marriott Key Center about the importance of making a deal that represents the best interests of all parties. He specifically spoke about:

- ◆ RFP analysis and positioning;
- ◆ Common deal pitfalls and;
- ◆ Quantifying your value in the process

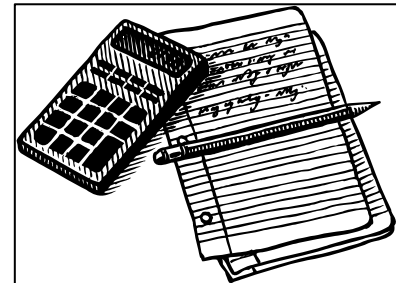
Concerning **RFP analysis and positioning**, Dave made the following recommendations to planners and suppliers.

Planners	Suppliers
Limit the Number of Venues	<b><i>Pick up the telephone</i></b> and call the Planner
Put together your "A" List	Provide a quality response
Put all your cards on the table regarding "must haves"	Tell the Planner that you value their business
Be Flexible on Dates	Be Timely and respond within bid timeframe
Ask the Supplier to sell you on their property	Ask good, <b><i>qualifying questions</i></b>
Give them adequate time to respond (7+ days)	Be empowered to address the planner's questions or concerns

Suppliers should do their ***homework*** before picking up the telephone and asking any questions. Dave suggests getting the following information from; ***Google, Prospective Client's website, Hoovers.com, and/or Reference USA.***

Learn about the prospective client's:

- ◆ Products and/or Services
- ◆ Organizational structure
- ◆ Board of Directors
- ◆ Future meetings or events
- ◆ Annual Report
- ◆ Their top competitors



Making the Deal continued:





1. Account name, meeting name, and URL
2. Meeting purpose and critical success factors
3. Room block and meeting and/or expo space requirements
4. Preferred Dates
5. Who is my competition (Other hotels and/or cities planner is considering)
6. Decision Date

Suppliers should ask the following **qualifying questions** PRIOR to answering the bid:

- ◆ What has been your best meeting to date? Why was it the best?
- ◆ What has been your worst meeting to date? Why was it the worst?
- ◆ Who, besides yourself, is involved in making this decision?
- ◆ After responding the RFP, what is the next step in the decision process?
- ◆ What is your budget?



Dave stated that **common deal pitfalls** include:

 <b>Planners</b>	<b>Suppliers</b> 
Negotiating with the wrong person	Getting hung up on terms and conditions
Not have an alternative property to go to for the event	Giving concessions, without getting anything in return
Negotiating too early, before an agreement is in place	Negotiating too early, before an agreement is in place
Selecting a property based on rates, dates and space entries on a grid.	Quoting a rate and concession package without having complete information.
Poor planning regarding dates & locations	Stacking the meeting rooms & dates
Getting emotional	Getting emotional



Making the Deal continued:

Lastly, Dave Lutz talked about the importance of the supplier communicating “the value of doing business” with their organization. A supplier, needs to be more than “rates and dates” in order for the meeting planner to choose that property. Dave suggested each venue document their value in the following areas:

- ◆ How the planner will save time
- ◆ Cost savings to the client organization
- ◆ Quality of the venue **and** quality of the individuals working there
- ◆ Peace of mind the client will receive by having the event at the supplier’s location
- ◆ How the venue will do the work and manage the process
- ◆ Who are the people that will work on this meeting or event and what value, in terms of, experience, education, or both they bring to this event
- ◆ Special relationships with CVB, Chamber of Commerce, MPI, PCMA, or other notable organizations
- ◆ Diagram and/or outline of facilities
- ◆ Equipment or notables that are superior or state-of-the-art compared to the competition

In the end, the supplier has to ask one hard question: **Why should planners do business with my brand name, venue, and me?** *In other words, “Why should Mulligan Management Group (planner) do business with Hilton (brand name), Hilton Garden Inn in Twinsburg, Ohio (my specific venue) and me?”*

Planners need to **be honest, ethical, fair, and have all the information regarding past events and the proposed event available to the supplier.** They need to narrow the search and take the telephone calls. **Most importantly, planners need to be considerate of the suppliers’ response.**

---

*Before venturing down the consulting road, Dave Lutz was President of Conferon Global Services's two largest operating divisions – Conferon and ExpoExchange. In that capacity, he was responsible for overseeing more than 500 employees and \$60 million of annual revenues. During Dave’s 20-year tenure at Conferon, he helped lead the exponential growth of the company while attaining operational excellence.*

*De-de Mulligan, CMP, CMM is an Independent Meeting Planner that has owned and operated Mulligan Management Group since 2000. She has managed administrative, as well as, project management details for over 950 events. Mulligan Management Group can plan any type of meeting, conference, tradeshow, or special event. She was named Ohio Planner of the Year in 2006 by Meeting Professionals International and nominated for this distinctive award in 2004, 2005, 2006, and 2007.*

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