

# Inaugural Meeting Planner Boot Camp



## Polish Your Skills and Shine Brightly

Have you ever wondered what's negotiable?

Has your budget ever made you try to do more with less?

Was there ever a time when some obscure term in your meeting contract reared up and bit you?

If you answered yes to any or all of these, then the Inaugural VHSMP Meeting Planner Boot Camp is for you.

This intensive and comprehensive course will help anyone whose responsibility it is to plan meetings. Topics to be covered in depth include:

- RFPs
- Site Visits
- Contracting/Negotiations
- Food and Beverage
- Budgeting
- Billing
- Precons
- Audio Visual
- Tradeshow
- Decorating/Themes
- Transportation
- Entertainment
- Registration
- Marketing
- Using CVBs, NSOs, DMCs
- Determining the value of your meeting
- Organizational Tips and Tricks

**When:** Monday, July 19 – 8:00am-5:00pm  
Tuesday, July 20 – 8:00am-3:30pm

**Where:** Embassy Suites Richmond  
2925 Emerywood Pkwy. Richmond, Virginia 23294  
804-672-8585

**Who should attend:**  
Meeting Planners  
Administrative Assistants  
Anyone with the responsibilities for planning meetings or events

The investment you make in this training now is guaranteed to provide an excellent ROI in money and time saved in the future.

**\*\*As an added bonus, all Attendees will receive over \$1,000 in savings from Virginia's Leading Meeting Hotels.\*\***

# AGENDA

---

## July 19

- 8:00-8:30 Continental Breakfast Plus
- 8:30-9:45 What are Meeting Planner's Challenges Today?  
What is important to you?  
Organize Yourself First - Stop Wasting Time  
Busy vs. Productive Traps
- 9:45-10:00 Refreshment/Communication Break
- 10:00-11:00 Breakout #1: Audio Visual  
Breakout #2: Transportation
- 11:00-Noon Breakout #1: Trade Shows  
Breakout #2: Budgeting/Billing
- Noon-1:00 Lunch
- 1:00-2:00 Using CVBs, NSOs and DMCs to Maximize your Time and Effectiveness
- 2:00-3:00 Breakout #1: Better Attendance - Effective Communication  
Breakout #2: Registration Tips and Tricks
- 3:00-3:15 Refreshment/Communication Break
- 3:15-5:00 Decorating & Themes to Spice up your Events (Includes a Trip to Afflink's Warehouse and Reception)

### Why should you or someone on your staff attend?

- You **WILL** learn how to save money and be more productive and efficient.
- Your attendees will benefit from better, more creative events.
- The world is changing; gain tips on how to stay on top of the changes.

### DRILL SERGEANTS/INSTRUCTORS

---

#### Lead Instructor: Bob Ramsey, Ramsey Management Group, Inc.

Bob is president of Ramsey Management Group, Inc., an association management firm specializing in event planning and facilitating strategic planning sessions. Bob established his firm in 1986. Bob has served as CEO of numerous state and national associations for 30 of his 37 years in the association management industry and has been a certified association executive (CAE) since 1978. Bob has facilitated strategic planning sessions for international, national and state organizations and teaches conference and event planning for the University of Virginia.

Bob manages the nation's largest emergency medical symposium for the Virginia Office of Emergency Medical Services. The annual 3,000 room-night event features 260 workshops, 100 exhibits and attracts 2,000 paramedics and Emergency Medical Technicians. Bob is the Director of Dealer Services for the Virginia Automobile Dealers Association, Virginia's advocate for Virginia's new car and truck dealers.

#### Also:

- **Randy Allen, James Limousine** - Transportation
- **Jack Berry, Richmond Metropolitan CVB; Jolene Butler, Associated Luxury Hotels; and Anne Phillips, Phillips Destination Management** - Using CVBs, NSOs and DMCs to Maximize Your Time and Effectiveness
- **Rich Chandler, Exhibits Inc.** - Tradeshow
- **Rick Dunlap, Richmond Marriott West** - Food and Beverage - Decreasing Cost, Increasing Variety and Eliminating Waste
- **Rick Eisenman, CAE, Eisenman & Associates, Inc.** - Contracting from RFP to Signature
- **Tracie Grady, Eisenman & Associates, Inc.** - Organization Tips and Tricks to Stay Out of the Weeds!
- **Terri Hickman, Afflink** - Registration Tips and Entertainment, Decorating and Themes to Spice up your Events
- **Andrew Mann, Ruggles Service Corporation** - Audio Visual
- **Kirsten Olean, CMP, Association of American Medical Colleges** - Contracting from RFP to Signature and Onsite Precons to Finale: How to Anticipate the Next Challenge
- **Robert Hayes, Marriott Global Accounts** - Determining the Value of Your Meeting and How that Affects the Rates You Pay
- **Dee Dee White, Covington Meeting Management, Inc.** - Budgeting/Billing

## July 20

- 8:00-8:30 Continental Breakfast Plus
- 8:30-9:30 Contracting - from RFP to Signature
- 9:30-10:30 Onsite - Precons to Finale: How to Anticipate the Next Challenge
- 10:30-10:45 Refreshment/Communication Break
- 10:45-Noon Food and Beverage- decreasing cost, increasing variety and eliminating waste
- Noon- 1:00 Lunch
- 1:00-2:00 Organization Tips and Tricks to Stay out of the Weeds
- 2:00-3:00 Determining the Value of your Meeting and how that Affects the Rates you Pay
- 3:00-3:30 Wrap Up and Q&A

### Earn CE Credits towards your CMP or CAE!!

#### What's Included:

- All Education Sessions
- Breakfast, Lunch and Breaks
- All Training Materials
- **\$1,000 in Savings Certificates**



# 2010 Boot Camp: Polish Your Skills and Shine Brightly – July 19-20, 2010

**PLEASE PRINT:**

*(Please make copies for additional registrants.)*

**Registration Fees:** Registration form with payment must be received by **Friday, July 9th**. Your space will not be held until payment is received! Members of VHSMP may attend at the member rate.

- Members—First attendee is **\$159**  
     **\$129** for additional attendees from same property/company
- Non-Members—First attendee is **\$199**  
     **\$169** for additional attendees from same property/company

Company: \_\_\_\_\_

City: \_\_\_\_\_

Name (1): \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Needs: (Food Allergy/Handicap): \_\_\_\_\_

Name (2): \_\_\_\_\_

Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

Phone: \_\_\_\_\_

Special Needs: (Food Allergy/Handicap): \_\_\_\_\_

*Return form with  
 payment to:  
 VHSMP  
 10231 Telegraph Rd.  
 Suite A  
 Glen Allen, VA 23059  
 Fax: 804-747-5022  
 Tax ID# 90-0056386*

First attendee = \$ \_\_\_\_\_

\_\_\_\_\_ # attendees x \$ \_\_\_\_\_ rate = \$ \_\_\_\_\_

**Total: \$ \_\_\_\_\_**

Payment can be made by check payable to VHSMP or by credit card (Amex, Discover, MC, Visa,). *Please print legibly.*

Acct #: \_\_\_\_\_

Acct: 4072

Exp. Date: \_\_\_\_\_ Sec. Code: \_\_\_\_\_

Name on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**No refunds for cancellations; however, substitutions are allowed and encouraged.**



EMBASSY SUITES  
HOTELS®

Rooms are available under the "Virginia Association of Hospitality Sales & Meeting Professionals" Room Block (or Code HSS):

Sunday, July 18, 2010 and Monday, July 19, 2010 \$109 rate\*

\*Rate includes a two room suite, 2 hour reception each evening, full cooked-to-order breakfast, and wireless internet access.

**Cut off date is July 4, 2010.**

To make your reservations, call 804-672-8585 or 1-800-EMBASSY.

Embassy Suites Richmond, 2925 Emerywood Parkway, Richmond, VA 23294, 804-672-8585

**DIRECTIONS to the Embassy Suites Richmond**

**From Richmond International Airport or Williamsburg:** Follow I-64 West to Exit 183C (West Broad and Glenside Drive Exit). Turn left at the second traffic light onto Emerywood Parkway. The hotel is on the left.

**From the North (Washington DC):** Follow I-95 South to Exit 79. This will put you on I-64 West. Follow I-64 West to Exit 183C; follow above directions.

**From the South (North Carolina):** Follow I-95 North to I-64 West. Follow I-64 West to Exit 183C; follow above directions.

**From the West (Charlottesville):** Follow I-64 East to Exit 183 (West Broad Street and Glenside Drive). Take a left at the 1st traffic light onto Glenside Drive. Turn left at the next traffic light onto West Broad Street. Turn left at the next traffic light onto Emerywood Parkway. The hotel is on the left.