Sunday's EDUCATION RECAP

Know Your Market, Love Your CVB

Market research has evolved greatly since the basic demographic studies of the previous century, according to Marion Joy, CMP, national sales manager for the Philadelphia CVB. Joy utilized examples from the Philadelphia meetings sector and its ongoing research to illustrate the importance of careful market studies and innovative practices during "**Leveraging CVB Resources to Drive Attendance**" yesterday afternoon.

"We must delve into unique ways to find new attendees, new exhibitors and cultivate new ways to bring buyers and sellers together," Joy said.

For example, the city of Philadelphia utilizes all three of its congress centers to secure groups and conventions.

"We recently won the honor of hosting the Army-Navy college football game for five of the next eight years due, in large part, to the efforts of our Sports Congress," Joy said. "The Sports Congress—working in conjunction with the city of Philadelphia, the city's professional teams and our universities—has 20-plus years of experience attracting national and international events to the region."

Mind Power

Yesterday, delegates were inspired to get the most from their WEC experience with an entertaining and interactive workshop presented by human performance coach and *One+* columnist Jon Bradshaw during his session "**Sell, Network & Learn More by Harnessing the Power of the Mind**."

Bradshaw used his fascination with human behavioral science, along with his personal experience in extreme sporting challenges, to give delegates a toolbox of mental exercises to not only challenge them to get in the right mindset for WEC, but to also help them sell, network and learn more while doing so.

Delegates left motivated with a clear message that they will get out of the conference what they put in.

Bradshaw offers more insight on human behaviors and performance in his *One+* column "Reboot Your Brain."

The Latin American Experience

Latin America is an ideal and cost-effective solution for North American planners, Eli Gorin, CMP, extolled during his Sunday afternoon session. During "**Meeting Management in Latin America**," Gorin discussed the benefits proffered by countries south of the U.S. border, including weak currencies, low airfare and a bevy of four- and five-star properties. Gorin is president of meeting management company gMeetings Inc. and planner education firm Train2Meet. He has specialized in the Latin American marketplace for several years.

After a brief geographical discussion, Gorin pointed out the positive cultural experiences offered throughout the region as well as its exotic locales, fresh entertainment, exceptional service and great value. Of course, he also discussed some misunderstandings about the region: crime, language barriers and difficult access—all of which he said can be overcome and avoided with a little research and care.

Gorin then focused the discussion on contracts and negotiations. He urged planners to create relationships with their hotels and destinations, to get to know their business partners during the negotiation process. And he highlighted that these very relationships would open doors unheard of in other global locations.

Bad Economy, Good Business

For many, coping with the recession has been a lot like going through the four phases of loss: denial, anger, self pity and acceptance. In this era, many are moving into acceptance of a new reality and are ready to take steps to make the best of it.

During Andy Birol's session, "**Growing Your Business During a Recession**," attendees learned that there are three areas needed to begin growing a business: customer relationships, re-evaluating ongoing projects and managing cash.

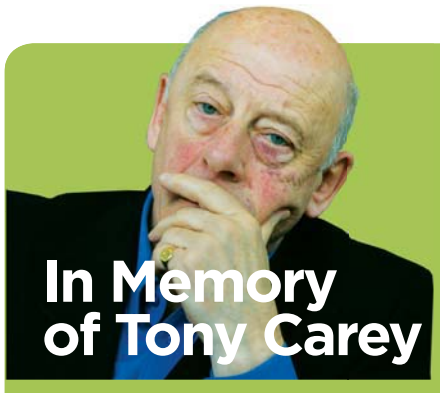
Birol said that once the triage has happened, it's time to respond to the new reality by pricing for profit, managing credit furiously, leading decisively and reinforcing your best.

Attendees were left with three strategies on how to profit now and over time: take market share, sell new value and invest for the recovery.

WEC Reflects Strong Growth of Asia Pacific

Economic and social developments in the Asia-Pacific region—which holds more than half of the world's population—are fueling demand for meetings and events, as well as strong growth in supply infrastructure. Today's Asian Reception (5:30-6:30 p.m./17.30-18.30, Room 355F) is your opportunity to meet, network and build relationships with Asian MPI community members. If you're planning a meeting in Asia or planning to do business within the region, this is a can't-miss networking opportunity. Several important announcements involving MPI's development within the region will be announced.

There are also two sessions covering the region on today's schedule: State and Future of Meetings in Asia Pacific (1:45-2:45 p.m./13.45-14.45, Room 255D) and Planning Meetings in Asia Pacific (3:15-5 p.m./15.15-17.00, Room 255D).



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In Memory of Tony Carey

MPI has established a student and young professional scholarship in the name of meeting industry consultant, educator and award-winning writer Tony Carey, who passed away June 1. Charismatic, witty and always willing to help a friend, Carey served in the British Army for 20 years before embracing the conference industry and opening his own company, Campaign Management Associates—which he sold in 2000 to embark on a third career as a writer and teacher.

Carey wrote for many industry magazines across the globe and won several awards for his work in MPI publications *The Meeting Professional* and *One+*. A former MPI board member, Carey traveled frequently, though he always looked forward to touching down on his home of Guernsey, where he was considered a local celebrity.

Carey glowed with enthusiasm, curiosity about the world and a catchy, youthful manner and will be well remembered as a dear friend, colleague and industry humorist. To make a donation in Carey's name, visit **www.mpiweb.org/foundation**, click on Donate Here and type his name after the words "in memory of."

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