

**FICP Great Lakes/Midwest Chapter Meeting  
September 10-11, 2009  
Chicago Marriott Downtown Magnificent Mile  
AGENDA**

**Thursday, September 10**

10 a.m. - 1 p.m.      **Registration**

11 - 11:30 a.m.      **Hotel Tour**

*If you're interested in taking a tour of the recently renovated hotel, please meet at our registration desk at 11:15 a.m.*

Noon - 1 p.m.      **Lunch**

1 - 2 p.m.              **Welcome and Kickoff Activity**

2 - 3 p.m.              **Accelerate Through the Storm: Survive the Economic Hurricane Through an Obsession with Improving Business Basics**

*Speaker - Dan Coughlin*

*In this practical, highly relevant session for meeting professionals and hospitality partners, Dan Coughlin, president of The Coughlin Company, provides user-friendly processes that can be applied immediately and over the long term to deliver great management performances.*

*Throughout this decade, Coughlin has emphasized the importance of business basics to management audiences across a diverse array of industries. Today, Dan's message on business is critically important to the short-term and long term success of meeting professionals and hospitality partners.*

3 - 3:30 p.m.      **Afternoon Networking Break**

*While enjoying refreshments, take time to thank the hospitality partners for their sponsorship of this meeting.*

3:30 - 4 p.m.      **FICP Update**

4 - 4:45 p.m.      **Corporate Social Responsibility**

*It's not just about being "green" anymore. Many companies have expanded their sense of corporate social responsibility (CSR) to include giving back locally and*

around the world. Hear how some FICP planner members and hospitality partners are incorporating this into their events and their companies.

4:45 - 6:15 p.m.     **Reverse Marketplace**

*Planners have the opportunity to visit with each hospitality partner to learn about the property or services. The format of this marketplace is as follows: each hospitality partner is seated at a table and the planners move from table to table every four minutes.*

7 - 9:30 p.m.     **Reception and Dinner**

## **Friday, September 11**

7 - 7:50 a.m.     **Buffet Breakfast**

8 - 8:15 a.m.     **Opening Comments**

8 - 8:15 a.m.     **Developing a Strategic Meetings Management Program:  
An Overview**

*Speaker: Michele C. Wierzgac, MS, CMM*

*Michele Wierzgac is an experienced business leader and founder of Michele & Company, a meeting management and consulting firm. On top of Wierzgac's work with her company, she's an award-winning speaker who led a breakout sessions at other FICP events.*

*In her session, Wierzgac offers an overview of the eight essential steps required for developing and implementing a strategic meetings management program (SMMP). And with her background in the meeting industry, Wierzgac can show you how to demonstrate the value you and events bring to your organization.*

10:15 - 10:45 a.m.     **Morning Networking Break**

10:45 - 11:45 a.m.     **Social Networking - What's all the Rage?**

*Speaker: Matt Dollinger*

*Matt Dollinger is a performance coach with @properties, the market share leading residential real estate company in Chicago, Illinois, and an active member of Leading Real Estate Companies of the World. Prior to getting into real estate Matt worked for a consulting firm that developed strategic marketing solutions for the top 1% of financial planners in the United States including Mass Mutual, New York Life, and Northwestern Mutual.*

*Matt is a regular contributor to a number of online blogs and publications, has spoken on both the local and national level on subjects such as social media, customer relations, and company humanization. His blog The You Factor ([www.theyoufactor.com](http://www.theyoufactor.com)) is quoted often in professional publications both inside and outside the real estate industry.*

11:45 - 12:30 p.m. **Lunch**

12:30 - 1:45 p.m. **Keeping the "Wow" in Your Events in This Down Economy**

*If your budget remained the same or increased over the last year, consider yourself lucky. Most planners are facing budget cuts and working to maintain the integrity of their events with fewer resources (whether that is money or staff). This interactive session gives you practical ideas that you can implement on your next meeting or file away for a time when you need them.*

1:45 - 2 p.m. **Closing Comments**