

Winter Issue—2004

SAVE THE DATE:

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Proceeds go to the
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FEATURE ARTICLE:

Professional Education Day at its Best

by **Cynthia Mitchell**, MPI Utah President-Elect, Eventiv, Inc.

The theme for our Professional Education Conference was 'Dare to Succeed, Lessons for Success.' The goal of the conference was to provide various educational platforms and experiences so that attendees could take away ideas and plans for success.

The Chairwoman of MPI International, Terri Breining, opened our Professional Education Day as our keynote speaker and first presenter. What great ideas she offered—she has a great way of communicating with the audience. She left the chapter with some excellent thoughts.

"It's going to take all of us together. We all must focus on contributions that help define the power of meetings to our chapters, our employers, our co-workers, our clients, and our customers. We're all in this together: planners, suppliers, men, women, every member of every ethnic group, and every member on every continent.

If we sit back and continue to do what we've always done, we will get what we've always gotten; we will be put on the back burner and we will eventually become irrelevant.

But, I promise you that if we all work on this together, we will succeed in redefining ourselves and we will see the dawning of a new age in the world of meeting

and event management." What a great leader.

One of the highlights of the conference was Bill Amaral showing us how to pack and fly with safety and security. He was very entertaining, and brought



"If we sit back and continue to do what we've always done, we will get what we've always gotten"
 - Terri Breining

home the point that you can't be too careful when you travel. Prepare, and be aware. TBA Entertainment and "Who Wants to Be a Millionaire" attendees answered questions on technology and

audiovisual and some of us won 1,000 Grand (bars, that is). Beth Belt provided tools and tips on 'The effective art of networking.' It was an excellent class and we came away with some concrete ideas on building relationships and developing business.

This is just a small overview of all the classes and exciting things that happened and things we learned. Put Professional Education Conference on your calendar for February 2005 as you will experience some great educational and networking opportunities you won't want to miss!!

LOOK FOR E-MAILS FROM EVENTS@MPIUTAH.ORG

Missing your hard copy invitation?

Blame it on **CVENT**. —invitations are now e-mailed to everyone in the chapter.

Steps for getting your monthly invitation:

1. Make sure that membership has your correct e-mail address.
2. Look for e-mails from events@mpiutah.org monthly
3. Open the e-mail (this is very important)
4. Respond at the bottom of the invitation, yes or no.
5. It is that easy—no fuss, no muss.

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Mission Statement

MPI Utah Chapter serves to support and is a resource for its members—to forge an understanding of the needs relating to both planner and supplier through education and networking.

Vision is the official quarterly newsletter of the Utah Chapter of Meeting Professionals International.

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PRESIDENT'S MESSAGE

Winter 2004

by Vicki Berntsen, Hilton Salt Lake City Center



ABOVE - Vicki Berntsen

Last month I was able to attend the PCMA (Professional Convention Management Association) annual meeting in Indianapolis.

The opening session speaker was Karen Hughes, former Special Counsel to President Bush. I was awestruck by this amazing woman and the words she shared. She spoke about her time with the President over the past 10 years as she was on his staff in Texas before moving to Washington D.C. to the White House.

Karen spoke of events such as 9/11, and what it was like in the White House during that partic-

ular event. She spoke of the President's leadership style, and of her own. She spoke of leadership skills as well as life skills. One comment she made that struck me was regarding humility. She said humility allows us to reach out to others who may know something you do not, something that could help you, that you could learn from in life. As soon as we start thinking we know it all, we're in trouble! We are always learning as things are always changing. She said in life, work, and personal relationships, to always:

- 1) encourage truth,
- 2) welcome disagreement, and
- 3) express your opinion.

Doing this will encourage a healthy environment, wherever you may be.

I was so grateful for this event, for the opportunity to attend PCMA, and be able to learn from this great woman. We are all involved in such an amazing industry where we have the opportunity to create and participate in events that can have an impact on people's lives as this event had on mine.

How cool is that?

Enjoy what you do as you affect lives. Be positive! Be ethical and honest! Thank you for being a meeting professional.

Welcome to the following MPI Utah Members

We are pleased to welcome our newest members. Thank you to all of the Chapter members who have invited colleagues to become involved with the Chapter. MPI is an outstanding industry resource for education and networking. For more information on becoming a new member, please contact our new 2003-2004 Director of Membership, Pauline Gunn, at 801-487-0600 or pauline.gunn@unishippers.com

Melanie Williamson
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UTAH 2003

Report predicts stronger year ahead amid challenges of shifting business dynamics between buyers and sellers

DALLAS - Jan. 13, 2004

The multi-billion-dollar global meeting industry is anticipating a healthy year-over-year performance as planners and suppliers equally forecast an average 4 percent growth in spending and revenue, according to FutureWatch 2004, a comparative annual outlook from Meeting Professionals International (MPI) and American Express.

Other results pointing to a welcome upturn include a likely 11 percent increase in outbound international meetings from North America; a 3 percent-plus growth in industry employment; and expansion of training budgets by at least 5 percent. Yet lingering budget constraints and market share pressures are mirrored in an identical 7 percent divergence between 2004 vs. 2003 projected spending and revenue. FutureWatch 2004 also reveals industry-first data on the pace of strategic sourcing for meeting procurement and discloses key shifts in buyer/seller business relationships.

"Meeting professionals are increasingly optimistic about the industry's health in 2004," said Colin Rorrie, Jr., PhD, CAE, president and CEO of MPI. "But we are not out of the woods. Budget and manpower declines

of past years, plus new technologies and an evolving purchasing model, have changed how the business of meetings is conducted. Better communication and training are critical as market recovery creates different kinds of pressure and commoditization concerns continue to surface."

This side-by-side view on the global business of meetings is a one-of-a-kind report on quantitative and—for the first time, qualitative—responses from 2,075 North American and European meeting professionals. 54 percent (1,116) were planners from corporate, independent, consultant, association, and vertical segments, and 46 percent (959) were from supplier organizations such as hotel chains, conference centers, airlines, and convention and visitors bureaus.

High expectations in 2004

In 2004, meeting planners project an average 3 percent increase in spending as opposed to a 1.1 percent decline in 2003. Their more confident supplier counterparts project a 10 percent meeting revenue increase as opposed to a 6 percent increase in 2003 continuing the 7 percent gap in expectations of last year.

"We believe there is more room for optimism however as an interesting phenomenon occurred when asking planners to estimate percentage change in budgets and then requesting

they write in an actual 2004 budget amount," said Rorrie. "Although conservative in projecting how much budgets would increase percentage-wise, actual amounts" *continued on page 7*

Santa Remembers MPI

by Saint Nick, North Pole

Oh, as I recall, it was a grand night at Thanksgiving Point. The stars shone brightly and the crisp evening air reminded me of home. The little boys and girls of MPI were singing and dancing and reveling in the spirit of the season—or some kind of spirit anyway.

As I entered the room, I spied a fine feast that had been placed out for all to enjoy. I made my way toward it but was stopped in my tracks by little Ronnie Steinau, who, to my amazement, was somehow able to talk for a full five minutes without a breath. He must have a blowhole in the back of his head.

When finally extricated, I again made for the line of culinary delights only steps away. As I reached for a plate, I was summoned to the dance floor to show the kids how to "shake it like a Polaroid picture." A fine group of young ladies surrounded me and, the next thing I knew, it was a Santa sandwich that made me feel like I was back in South Florida on vacation.

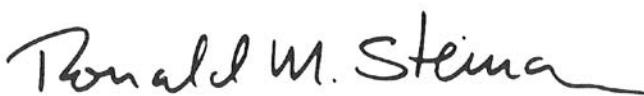
But vacation it was not. For my duty to talk with each and every youngster in the room called. My usual heartfelt few

moments with each soon turned into a seemingly never ending parade of greedy demands as each succeeding request became more lavish and unabashedly selfish than the last: a Porsche for Carmen, a new house for Vicki, a clue for Chad, good sex for Kim... the list went on and on. Oh, gone are the days that a little wooden train will make someone beam with joy.

By the time I was finished absorbing the torrent of "Holiday Wishes," only bits and crumbs were left where once laid an abundant bounty of food. Snatching the one remaining grape, a half-glass of wine (with lipstick on it), and the end of a bread stick I made hastily for my sleigh and awaiting reindeer in the parking lot. Just as we gathered enough speed and began to lift off, I distinctly heard that strange Frazee boy bellowing profanities at me. I've never understood him.

I grabbed a burger at the Sonic as we headed back north and thought to myself that, all in all, it wasn't really so bad. I've certainly been party to worse Holiday gatherings—like that Enron group...and, there's always next year!

Compliments of



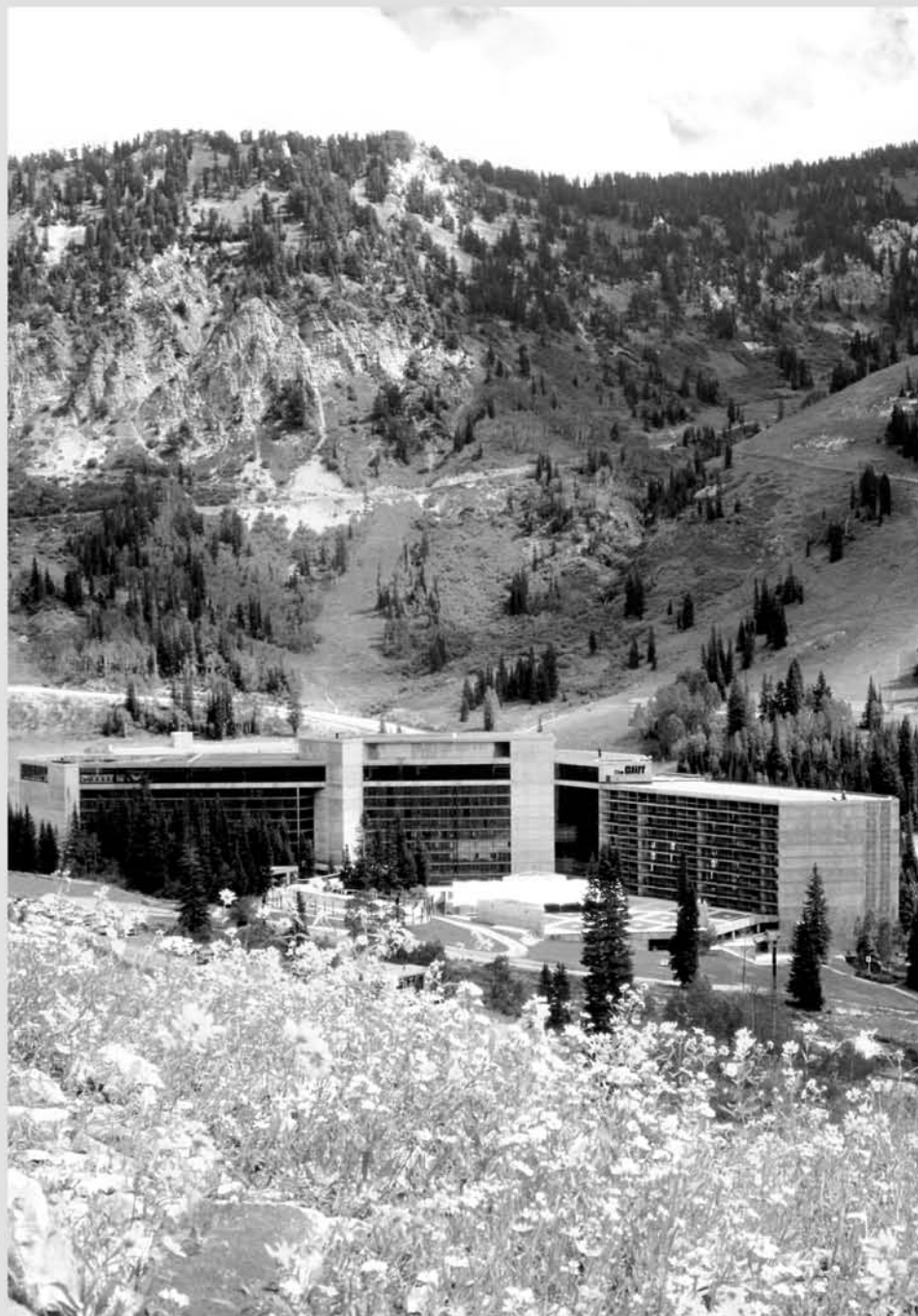
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MPI Photo Gallery

Holiday Party and Professional Education Day

BELOW – MPI Chapter President by day, entertainer by night—**Vicki Berntsen**, Hilton Salt Lake City Center; and **Brittaney Bateman**.



BELOW – **Haley Cheshire**, Utah Olympic Park; **Michelle Palmer**, Sundance; and **Karen Pena**, Bruno Group Turnkey Events.



ABOVE – Wait a minute, isn't it supposed to be the other way around? **Ed Frazee**, Iceworks, Inc.; **Maxine Turner**, Cuisine Unlimited.



RIGHT – **Michelle Bruno**, Bruno Group Turnkey Events; **Terri Breining**, Chairwoman of MPI International; and **Karen Pena**, Bruno Group Turnkey Events, enjoying PED.

MIDDLE – **Judd Efinger**, Wasatch Adventure Consultants, demonstrating his Samurai skills at PED.

ABOVE – **Beth Belt**, Salt Lake Convention & Visitors Bureau, leading a discussion at PED.

Advertising Rates per Placement

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Stronger year ahead

continued from page 4

written in by U.S. and European planners equate to a 25 percent boost respectively over 2003, with Canadians at 12 percent.”

A robust sign for travel, U.S. planners predict 22 percent of all meetings will be international, up 11 percent from 2003, primarily to Europe and Canada (7 and 5 percent respectively). Canadian planners project an increase to 23 percent over 11 percent, mostly to the United States (11 percent) and Central America (4 percent). The majority of meetings (83 percent) will stay in Europe in 2004 as in 2003 however European planners expect to raise travel to the United States by 50 percent, up 9 percent in 2004 vs. 6 percent in 2003.

More positive indicators for recovery include planners projecting employment growth at 3 percent and a 5 percent training budget increase while suppliers project growth in employment by 4 percent and training budgets by 9 percent.

Industry-first measurement of pace of meetings management; other trends impact business

Meeting professionals face emerging challenges and opportunities as new business practices, broader use of technology, commoditization concerns, and miscommunication weigh on an enterprise founded on face-to-face relationships. To benchmark changes, FutureWatch 2004 delivers an industry-first look at how quickly the industry is moving to a purchasing model similar to that of business travel.

About 80 percent of planner respondents have considered standards for areas such as contract language, travel management, registration tools, and reconciliation with more than half already employing some form of organization-wide meeting purchasing policies. Concurrently, 45 percent of suppliers indicate they conform to planner organization policies more than 50 percent of the time, but are required to be a preferred vendor less often, with just 14 percent saying they must have preferred status more than 50 percent of the time.

Increased Internet use continues into 2004, as planners indicate they expect to use it 20 percent more to research venues on top of an increase of 23 percent in 2003, with actual meeting bookings via the Web projected to increase 6 percent over last year's 5 percent increase. Correspondingly, 83 percent of suppliers expect to enhance their Web sites.

“Planners and suppliers agree in larger numbers that the industry is employing more standardization, less personal contact, and more automation leading to more commoditization concerns in 2004. Write-in responses also indicate that planners will persist in asking for quick proposal turnarounds and value-added offerings, while suppliers expect higher demand will re-establish an upper hand on rates and issues such as attrition and cancellation clauses,” said Rorrie.

Planners and suppliers: A growing communications gap

Another FutureWatch 2004 differentiator asked planners and suppliers to describe their working relationships, which led to analysis of more than 2,000 write-in responses. When planners were asked how suppliers could work better with them, they requested more efficient communication; quick response to requests and inquiries; better understanding of lead time and flexibility restraints; more transparent, understandable and detailed proposals; teamwork; continuation of competitive pricing; taking time to learn about their needs and work flow; and a softer approach to sales and marketing.

When suppliers were asked how planners could work better with them, they requested better and more complete communication; more lead time and flexibility; honesty regarding budgets and expectations; detailed information regarding meeting needs; teamwork; taking time to learn about their offerings and resources; and allowance for creativity.

“Clearly now is the time for meeting planners and suppliers to take the time to train and assess how to make the most of the economic recovery by learning about each other, evaluating creative ways to protect room blocks, manage attrition and cancellation, improve communication, and streamline the proposal process,” said Rorrie.

Other Findings of Note

- Third parties continue to thrive with 2004 vs. 2003 estimated budget increases for independent planners to \$6.5 million over \$4.8 million; consultants to \$6.9 million from \$3 million; and multimanagement companies stable at \$2.5 million from \$2.6 million.
- Average corporate meeting budgets regained significant ground moving to \$5.3 million in 2004 from \$4 million

in 2003. Also signaling a boost are association and society planners with year-over-year average budgets at \$3.1 million up over \$1.4 million.

- Proposal activity is expected to increase as planners expect to consider 4 percent more facilities or locations for each meeting in 2004 vs. 2003 and suppliers expect 11 percent more inquiries and/or proposal activity.
- Wireless leads the list of additional technology investments being made by suppliers to enhance product appeal and customer service, with 66 percent of suppliers giving it a nod. New guestroom technologies (65 percent), new A/V equipment (62 percent), online booking/planning systems (59 percent) and customer relationship management systems (59 percent) also rank high on the list of supplier improvements.
- Based on qualitative analysis, planners and suppliers agree that their great professional challenge in 2004 is the improving economy followed distantly by global terrorism.

Association Insights, an independent market research firm, conducted the FutureWatch 2004 survey, which can be downloaded in its entirety from www.mpiweb.org. Approximately 16,370 of MPI's approximate 18,000 members were invited to participate via email with overall participation representing nearly 14 percent of MPI's planner members and 12 percent of its supplier members.

Rorrie added, “The forward-focused insights of FutureWatch 2004 come at a pivotal time in MPI's history as it leads the transformation of the meeting industry with Pathways to Excellence, its strategic plan to drive fundamental change and take meetings to the next level of professionalism, recognition, and inclusion in the business world.”

MPI Announces Nominees for 2004-05 International Board of Directors

DALLAS - Feb. 17, 2004

Meeting Professionals International (MPI) announces nominees for the International Board of Directors for the 2004-2005 year who will begin their term July 1.

According to MPI policies, the nominating committee considers the demographics and business characteristics of the various categories of MPI membership in deciding on representation on the board.

The nominating committee was chaired by George A. Aguel, immediate past chairman of MPI and senior vice president of Walt Disney Parks & Resorts. Other members of the nominating committee included Mark Andrew, CHA, CMP; Hugh K. Lee; Jeff M. Sacks, CMP; Carolyn Pund, CMM; Katherine A. Wright, CMP; Sydney Zech, CMP; and MPI president and CEO Colin C. Rorrie, Jr., PhD, CAE.

2004-2005 MPI International Board of Directors Executive Committee Nominees:

Immediate Past Chairwoman: **Terri Breining, CMP, CMM** - President, Concepts Worldwide, Carlsbad, Calif.

Chairman: **Hugh K. Lee** - President, Fusion Productions, Webster, N.Y.

Chairwoman-Elect: **Christine Duffy** - President and Chief Operating Officer, Maritz McGettigan, Philadelphia, Penn.

Vice Chairman of Finance: **David Johnson** - President and CEO, Aimbridge Hospitality, Dallas, Texas

Vice Chairman of Administration: **Mark Andrew, CHA, CMP** - General Manager, Westin Bayshore Resort & Marina, Vancouver, British Columbia

Vice Chairwoman of Member Services: **Susan Krug, CMP, CAE** - Executive Director, Child Life Council, Rockville, Md.

Term Ending 2005:

Louisa Davis, CMP, CMM - International Congress Manager, Roche Pharmaceuticals, Basel, Switzerland

Dvorah Evans, CMP - Director of Convention/Tourism, Dallas Black Chamber of Commerce, Dallas, Texas

Angie Pfeifer, CMM - Director, Investors Group Financial Services, Inc., Winnipeg, Manitoba

Michael Owen - Partner, All Access, Nashville, Tenn.

MPI Foundation Representative - **Steve Armitage** - Senior Vice President of Sales, Hilton Hotels, Beverly Hills, Calif.

Canadian Representative - **Karen Massicotte** - Meeting Planner, Event Connection, Calgary, Alberta

European Representative - **Eric Rozenberg, CMM** - Managing Director, INCE & TIVE, Brussels, Belgium

Term Ending 2007:

JoAnn Bedrosian-Ryan - Manager, United Airlines, Elk Grove Village, Ill.

Paul Kennedy - Managing Director, Commonwealth Conference & Events Centre, London, United Kingdom

Larry Luteran - Vice President, Industry Relations, Hilton Hotels, Washington, DC

Michael Shannon, CMP - Vice President, Sales & Marketing, Executive Meetings & Incentives, Somerset, N.J.

Continuing on the Board:

Ann Godi, CMP - President, Benchmark360°, Inc., Atlanta, Ga.

Jonathan Howe (ex-officio, legal counsel) - President/Senior Partner, Howe & Hutton, Ltd., Chicago, Ill.

Carol Krugman, CMP, CMM - President/CEO, Krugman Group International, Inc., St. Petersburg, Fla.

Jaap Liethof - Commercial Director, Hotels Van Oranje, Noordwijk, Netherlands

David Rich - Executive Director, Program Strategy, The George P. Johnson Co., N. Easton, Mass.

John Tolbert - Hotel Manager, The Ritz-Carlton Hotel, Naples, Fla



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